



## MINUTES

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### PRESENT:

Jane Kang, Chair  
Ran Keren, Vice-Chair  
David Hahn

Michelle Niu  
Nidhi Raina

### REGRETS:

Alice Bradley  
Maria Gallo

Sofia Ngieng

### GUESTS:

Ryan Williams, TWI Surveys (departed at 5:33 p.m.)

### STAFF:

Glenda Ollero, Communications Manager

### RECORDING SECRETARY:

Debbie Reimer, Mosaic Writing Group

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### A. CALL TO ORDER

Jane Kang, Chair, called the University Neighbourhoods Association (UNA) Community Engagement Advisory Committee (CEAC) meeting to order at 4:06 p.m.

### B. RESIGNATIONS

The Chair acknowledged the resignations of UNA CEAC members Susan Eadie, Eileen Le Gallais and Lee Weinstein and thanked them for their service to the community.

### C. APPROVAL OF AGENDA

*Draft agenda of the February 23, 2022 UNA CEAC meeting was provided with the agenda material.*

#### **It was moved (Jane Kang) and seconded (Ran Keren)**

THAT the University Neighbourhoods Association Community Engagement Advisory Committee approves the February 23, 2022 agenda, as circulated.

**Carried**

### D. APPROVAL OF MINUTES

*Draft minutes of the January 26, 2022 UNA CEAC meeting was provided with the agenda material.*

#### **It was moved (Jane Kang) and seconded (Nidhi Raina)**

THAT the University Neighbourhoods Association Community Engagement Advisory Committee approves the January 26, 2022 minutes, as circulated.

**Carried**

## **E. ITEMS/REPORTS**

### **1. Updated Community Survey Plan and Questionnaire and Next Steps**

*Document titled "Updated Survey Plan and Questionnaire" was provided with the agenda material.*

#### **i. Introduction**

Glenda Ollero, CEAC Staff Liaison, introduced Ryan Williams and outlined the process for implementation of the survey.

#### **ii. Presentation**

Ryan Williams, TWI Surveys, referenced the document provided with the agenda material and highlighted:

- The survey goal is to understand resident's attitudes, behaviours, and demographics in relation to their use of and experience with UNA's services and communication methods
- Timeline:
  - Finalize draft by March 29, 2022
  - Launch survey on April 5, 2022
  - Report findings in May or June 2022
- Expectation that a minimum of 500 to 600 questionnaires will be returned
- Incentives to participate in the survey
  - Short survey
  - Content is relevant to residents
  - Opportunity to provide anonymous feedback
  - Prize draw
- TWI Surveys will hold and secure all data collected
- Survey distribution:
  - UNA electronic mailing list of 4,637 subscribers
  - Mailout to 6,500 residences
  - Expectation that some duplication will occur
  - Social media distribution will not be utilized to decrease the risk of participation by non-UNA residents.

#### **iii. Discussion**

Discussion ensued on:

- Suggestion to offer multiple prize draws for gift cards:
  - Suggestion to solicit local businesses for donations
- Suggested edits to the survey:
  - Add "land use" item to Question #7
  - Add examples of bylaws to each category
  - Add other social media options to Question #6
  - Add "other" to Question #9
  - Change "none" to "I do not use social media" in Question #9
  - Change "More than 6 years" to "7 years and over" in question #11
  - Add "Hindi" to Question #13
  - Include an information menu on Question #15 to define the terms for the participants

- Change Question #16 to include the past three years or an average/year or an expectation in the upcoming year
- Include a disclaimer to permit skipping/not answering questions
- Include a question for number of members in a household.

**Action Item (01):** *The Communications Manager to request local businesses provide donations for prize draws.*

#### iv. Motion

**It was moved (Jane Kang) and seconded (Ran Keren)**

THAT the University Neighbourhoods Association (UNA) Community Engagement Advisory Committee:

1. Submits the draft survey plan and questionnaire to the UNA Board of Directors for approval at the March 15, 2022 Board meeting; and
2. If approved by the UNA Board, requests staff and TWI Surveys to launch the survey.

**Carried**

#### Guest Departed

Ryan Williams, departed the meeting at 5:33 p.m.

## 2. Proposed Additions to CEAC Work Plan 2021–2023

*Document titled “CEAC Work Plan 2021–2023” was provided with the agenda material.*

### i. Introduction

The Chair referenced the document provided with the agenda material and highlighted:

- Focus of the CEAC Work Plan:
  - Learn about the community
  - Engage new residents
  - Promote social events
  - Effective communication with the community
  - Support engagement initiatives
- Suggestion to build a better communication platform for UNA residents
- Suggestion to include community members in some CEAC meetings.

### ii. Discussion

Discussion ensued on:

- Suggestion for a petition website for community members to register their concerns
- Suggestion that the UNA CEAC address resident concerns after survey implementation
- Concern over decreasing numbers in the CEAC committee.

**Action Item (02):** *The Chair to request the Board appoint new members to fill the vacancies on the CEAC.*

**Action Item (03):** *The Communications Manager to canvas CEAC members regarding their interest in holding a CEAC meeting in March 2022.*

**F. ADJOURNMENT**

The next UNA CEAC meeting is scheduled to be held on April 27, 2022 at 4:00 p.m.

**It was moved (Jane King) and seconded (Nidhi Raina)**

That the University Neighbourhoods Association Community Engagement Advisory Committee meeting adjourned at 6:01 p.m.

**Carried**