



**City of Hamilton**  
**LGBTQ ADVISORY COMMITTEE**  
**AGENDA**

**Meeting #:** 20-005

**Date:** November 17, 2020

**Time:** 6:00 p.m.

**Location:** Due to the COVID-19 and the Closure of City Hall

All electronic meetings can be viewed at:

City's YouTube Channel:

<https://www.youtube.com/user/InsideCityofHamilton>

Pauline Kajiura, Project Manager-Community Inclusion & Equity (905) 546-2424 ext. 2567

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**Pages**

**1. WELCOME / INTRODUCTIONS**

**2. LAND ACKNOWLEDGEMENT**

**3. DECLARATIONS OF INTEREST**

**4. PROCEDURAL BUSINESS**

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**5. DELEGATION REQUESTS**

5.1. Matthew Grant, Director of Communications and Intergovernmental Relations, City of Hamilton and Alipa Patel, Marketing Officer, City of Hamilton

With respect to Costs and Methods Associated with Advertising for Vacancies on the Committee (see Information Report FCS20098) for today's meeting

## **6. PRESENTATIONS / DELEGATIONS**

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With respect to Costs Associated with Advertising for Vacancies on the Committee (see Information Report FCS20098)

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- 7.1. Motion to Recommend the 2021 Committee Budget (to the Audit, Finance and Administration Committee) 35
- 7.2. Motion to Recommend a Donation from the Committee's Budget to Support the Transgender Day of Remembrance (TDOR) (to the Audit, Finance and Administration Committee)
- 7.3. Motion to Recommend Donations from the Committee's Budget to Organizations Supporting Members of Two Spirit and LGBTQIA+ Communities during the COVID-19 Pandemic (to the Audit, Finance and Administration Committee)
- 7.4. Motion to Recommend Costs and Methods Associated with Advertising for Vacancies on the Committee(to the Audit, Finance and Administration Committee) (see Information Report FCS20098) 39

## **8. REGULAR BUSINESS**

- 8.1. Motion to Accept the Resignation of K. Cavarzan from the Committee
- 8.2. Motion to Schedule and Advertise an All Advisory Committee Event for January 2021
- 8.3. Motion to Schedule the Committee's Annual Presentation and to Submit a Delegation Request to the Audit, Finance and Administration Committee for its meeting on December 10, 2020

## **9. DISCUSSION ITEMS**

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- 9.2. Updates from Working Groups
- 9.3. December Meeting
- 9.4. Accessible Captioning during Webex Meetings

10. NOTICES OF MOTION

11. ANNOUNCEMENTS

12. ADJOURNMENT





# Hamilton

## AGENDA

### **LGBTQ Advisory Committee**

Tuesday, November 17, 2020

6:00 PM

Webex

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#### **1. Welcome / Introductions**

#### **2. Land Acknowledgement**

#### **3. Declarations of Conflicts of Interest**

#### **4. Procedural Business**

4.1 Motion to Approve the Agenda

4.2 Motion to Approve the Minutes of October 20, 2020

#### **5. Delegation Requests**

5.1 Matthew Grant, Director of Communications and Intergovernmental Relations, City of Hamilton and Alipa Patel, Marketing Officer, City of Hamilton with respect to Costs and Methods Associated with Advertising for Vacancies on the Committee (see Information Report FCS20098) for today's meeting

## **6. Delegations / Presentations**

- 6.1 Matthew Grant, Director of Communications and Intergovernmental Relations, City of Hamilton and Alipa Patel, Marketing Officer, City of Hamilton with respect to Costs Associated with Advertising for Vacancies on the Committee (see Information Report FCS20098)

## **7. Recommendations**

- 7.1 Motion to Recommend the 2021 Committee Budget (to the Audit, Finance and Administration Committee)
- 7.2 Motion to Recommend a Donation from the Committee's Budget to Support the Transgender Day of Remembrance (TDOR) (to the Audit, Finance and Administration Committee)
- 7.3 Motion to Recommend Donations from the Committee's Budget to Organizations Supporting Members of Two Spirit and LGBTQIA+ Communities during the COVID-19 Pandemic (to the Audit, Finance and Administration Committee)
- 7.4 Motion to Recommend Costs and Methods Associated with Advertising for Vacancies on the Committee (to the Audit, Finance and Administration Committee) (see Information Report FCS20098)

## **8. Regular Business**

- 8.1 Motion to Accept the Resignation of K. Cavarzan from the Committee

- 8.2 Motion to Schedule and Advertise an All Advisory Committee Event for January 2021
- 8.3 Motion to Schedule the Committee's Annual Presentation and to Submit a Delegation Request to the Audit, Finance and Administration Committee for its meeting on December 10, 2020

**9. Discussion Items**

- 9.1 Outstanding Business List
- 9.2 Updates from Working Groups
- 9.3 December Meeting
- 9.4 Accessible Captioning during Webex Meetings

**10. Notices**

**11. Announcements**

**12. Adjournment**





# Hamilton

## MINUTES

### LGBTQ Advisory Committee

Tuesday, October 20, 2020

6:00 PM - 7:30 PM

City Hall, 71 Main Street West, Room 192

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**Present:** James Diemert, Lisa-Marie Johnston, Cameron Kroetsch (Chair), Jake Maurice, Violetta Nikolskaya (Vice Chair), Terri Wallis, Maureen Wilson (City Council Appointee)

**Regrets:** Autumn Getty (Recording Secretary), Freja Gray, Kyle Weitz

**Absent:** Kristin Cavarzan

**Staff:** Pauline Kajiura (Staff Liaison)

**Guest:** Rebecca Sutherlands, Sage Solutions

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## 1. Welcome / Introductions

Committee members and guests were welcomed and there was a round of introductions. C. Kroetsch took roll call.

## 2. Land Acknowledgement

V. Nikolskaya provided a Land Acknowledgement.

### **3. Declarations of Conflicts of Interest**

None

### **4. Procedural Business**

#### **4.1 Motion to Approve the Agenda**

**(L. Johnston / T. Wallis)**

That the LGBTQ Advisory Committee approve the agenda for today's meeting as distributed.

**CARRIED**

#### **4.2 Motion to Approve the Minutes of September 15, 2020**

**(L. Johnston / T. Wallis)**

That the LGBTQ Advisory Committee approve the minutes from its September 15, 2020 meeting as distributed.

**CARRIED**

### **5. Delegation Requests**

#### **5.1 Rebecca Sutherns, Sage Solutions with respect to the City of Hamilton's Hate Prevention and Mitigation Initiative (see attachments) for today's meeting**

**(L. Johnston / J. Diemert)**

That the LGBTQ Advisory Committee approve the delegation request for today's meeting.

**CARRIED**

## 6. Delegations / Presentations

### 6.1 Rebecca Sutherns, Sage Solutions with respect to the City of Hamilton's Hate Prevention and Mitigation Initiative (see attachments)

Discussion - The delegate provided their phone number and email address for members in case they wished to provide further feedback after the meeting; (519) 994-0064; [rebecca@sage-solutions.org](mailto:rebecca@sage-solutions.org). The delegate also stated that these comments would either be incorporated into or appended to the report that would go to a future meeting of the General Issues Committee.

Members of the Committee had several questions and comments for the delegate including the following.

- Why do you believe these recommendations will be taken up by City Council and how do you think it will follow through on your recommendations? How will the City of Hamilton be held accountable for implementing these recommendations? Members expressed a desire for accountability mechanisms to be embedded in the recommendations
- Suggestions that the report back might include unpacking "hate" and that this language may not be sufficient to describe what is happening in Two Spirit and LGBTQIA+ communities and that it needs to include language that gets to the nuances surrounding hate including those things that support or foster it, including silence.
- Concerns that the methodology was being challenged by members of Council with expressions from

members that the final version of the report respond to those challenges with specific reference to cultures and climates in Hamilton that may prevent participation and an analysis around why the results may be atypical.

- Members expressed concerns around having to continue to provide information about their lived experiences to the City of Hamilton. Members said that they have been doing the work of testifying for decades and that many members of Two Spirit and LGBTQIA+ communities have been speaking out online and through social media. What tools are being used by the City to find, read, evaluate, and address those comments and to take them as serious feedback from communities?
- Where in this reporting are the Advisory Committees being used in their advice-giving capacity? How is the City of Hamilton reaching out to those on Advisory Committees that represent communities impacted by "hate"?

## 7. Regular Business

### 7.1 Motion to Accept the Resignation of K. Cavarzan from the Committee

(V. Nikolskaya / T. Wallis)

That the LGBTQ Advisory Committee accept the resignation of K. Cavarzan from the Committee.

**(J. Diemert / L. Johnston)**

That the LGBTQ Advisory Committee defer this motion to its next meeting.

**DEFERRED**

Discussion - Staff advised the Committee that the proper paperwork may not have been submitted and would like to reach out to K. Cavarzan before proceeding.

**7.2 Motion to Accept the Resignation of M. Ray-Borsc from the Committee**

**(T. Wallis / L. Johnston)**

That the LGBTQ Advisory Committee accept the resignation of M. Ray-Borsc from the Committee.

**CARRIED**

**8. Discussion Items**

**8.1 Outstanding Business List**

No discussion

**8.2 Update from Working Group on Committee Selection**

No discussion

**8.3 Update from Working Group on the Needs Assessment**

No discussion

## 8.4 Impacts of the COVID-19 Pandemic on Members of Two Spirit and LGBTQIA+ Communities

Members expressed seeing a housing and homelessness crisis as it pertains to mental health and youth, in-person support, access to walk-in clinics, access to physicians, domestic violence in isolation, and an overall concern about the lack of services in Hamilton for members of Two Spirit and LGBTQIA+ communities.

There are complex needs in our communities related to housing including the costs, difficulties with moving during a pandemic, full shelters and shelter hotels, and the deteriorating situation with encampments throughout the city. These needs are felt especially keenly for members of Two Spirit and LGBTQIA+ communities that have been made even more vulnerable by this pandemic. Specifically, there are concerns regarding safe spaces and shelters, an increase of domestic and other violence, and a complete lack of safe space for members of Two Spirit and LGBTQIA+ communities.

References made to the McMaster Labour Studies *Mapping the Void* report and comments that for many people home is not a safe space and this increases precarity in the “home” environment. Members hoped that the City of Hamilton could support people who are experiencing this.

The pandemic has been hard on everybody but particularly for people with visible and invisible disabilities. Many people in the disability community are stigmatized and assumed not to have "sexuality". For this and other reasons, it's difficult for disabled members of Two Spirit and LGBTQIA+ communities to find space in these communities and even harder during a pandemic where the benefit of connections in person has

been lost. For some, especially those who are deaf, deafened, hard of hearing, speech-impaired, blind, and partially sighted, masks have increased difficulty with communication and the ability to form connections with others during the pandemic.

### **8.5 Integrity Commissioner Report and the Formal Reprimand of the LGBTQ Advisory Committee Chair by City Council**

Note - Minutes were not taken for all parts of this discussion as the livestream was interrupted due to the host's sudden loss of an internet connection. The meeting was hosted by City staff.

C. Kroetsch read a statement (attached).

Members of the Committee expressed serious concern about the process, the chilling effect that all of this will have on Advisory Committees, and support for the Chair during this time.

Councillor Maureen Wilson made lengthy remarks, most of which were lost due to the interruption of the livestream, but which addressed concerns with the Mayor's response to the Integrity Commissioner's complaint and regret for participating in decisions that had an impact on the Chair, the LGBTQ Advisory Committee, and Advisory Committees generally. Members of the Committee thanked Councillor Wilson for accepting responsibility for the way she voted and for speaking out at the meeting with regret.

Other members of the Committee spoke at length about their concerns with respect to how this would be viewed as an attempt to limit speech and to stifle the ability of Advisory

Committee's to give advice to City Council. Particular attention was given to the ongoing dialogue about the differences between "advocacy", "advice", and "activism" at City Council. A member suggested that our existence as members of an Advisory Committee representing Two Spirit and LGBTQIA+ communities is an act of advocacy in and of itself and that the implications around this artificial separation between advocacy, advice, and activism is harmful.

Members expressed serious concerns with respect to comments made by Councillor Terry Whitehead on Twitter, specifically his suggestion that the powers of the Integrity Commissioner might be used to file complaints against organizations (including the Hamilton Centre for Civic Inclusion) and specific individuals.

Members encouraged one another to practice self-care after what was an emotionally impactful discussion.

## **8.6 New Policy on Delegations for Advisory Committees**

The Chair explained that he had received communications via staff from the Office of the City Clerk outlining a new process for delegations from members of Advisory Committees to other governing bodies. In general, the new policy prevents delegations from members of Advisory Committees to other bodies (apart from the Standing Committee to which the LGBTQ Advisory Committee reports and the General Issues Committee).

A new policy has been developed which states that any such requests to delegate must be approved not only by the body to which the delegation is being requested, but also by City Council.

No information was provided as to the rationale for this decision or if it would become part of the official Advisory Committee Handbook.

The Chair expressed disappointment with this as several requests to delegate to other bodies had already been approved by the LGBTQ Advisory Committee that the Office of the City Clerk had now formally rescinded. It was not clear to the Chair if City Council had provided this direction or if this was done at the sole discretion of the City Clerk.

The Chair will not go through the process, which would take many months, of asking for permission for these specific delegations. Plans with respect to the content of those delegations will be made in their absence.

Members expressed confusion with this decision and asked the Chair for clarification. The Chair stated that he regretted that he had no further information.

## **9. Adjournment**

**(T. Wallis / J. Diemert)**

That, there being no further business, the meeting be adjourned at 7:30 PM.

**CARRIED**



I'm thankful to have this opportunity, and the Committee's time, to speak about the impact of what has happened over the past 6 months and City Council's decision to issue a formal reprimand against me as a member of this Committee.

I will not be responding to specific allegations today, the Integrity Commissioner's report, or other things that I have already been clear about in public personally. I do think, however, that it is important, in this forum, to speak about the impact that City Council's decision has had and will continue to have on citizens who volunteer their time on Advisory Committees.

The actions of City Council have sent a deeply chilling message to me and many others who have reached out to express their concerns, fears, and apprehensions about democratic participation in their local government.

In May of 2019, the members of our Committee, at that time, in good faith and in public, passed a motion recommending that City Hall take action to address what we considered systemic, individual, and, we felt, serious concerns that had real impacts on members of Two Spirit, LGBTQIA+, and other marginalized communities.

As members of a Committee appointed to represent individuals in some of those communities, we felt it was our responsibility, and our obligation as part of this Committee's mandate, to make our concerns known to City Council.

It's my opinion that censoring those concerns, for whatever reasons, must not come at the expense of limiting the rights of individuals who wish to express a dissenting view. I am confident that had this Committee's advice or commentary to City Council been supportive or complimentary that I would not be facing this public reprimand.

I also want to take a moment to express my solidarity with the members of this Committee. My public statements and actions have never deviated from the publicly expressed wishes, discussions, decisions, or recommendations of this Committee. I respect the lived experience, advice, and thoughtfulness that is shared at every one of our meetings and I am proud to work with the members of this Committee.

I value this Committee's ability to speak truth to power and I will continue to advocate for that right as long as I remain a member and definitely as long as this Committee wishes me to be its Chair. I continue to appreciate and be uplifted by the support I and this Committee have received from the public and thank this Committee, once again, for its time.





# **(LGBTQ) ADVISORY COMMITTEE RECRUITMENT**

November 2020

# OBJECTIVE

## **Objective:**

- To raise awareness of the vacancy on Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee
- To reach people and places identified as most likely relevant to Two Spirit and LGBTQIA+ communities

## **Goal:**

To implement a marketing plan that will reach interested parties primarily within the key demographics set within the 2 week time frame and set budget

# PROCESS

1. City of Hamilton Communications Manager appoints a Communications Officer (CO) to assist in project
2. CO works with Marketing for needs analysis
3. CO and Marketing to work with Creative Services to create ads in various sizes and formats
4. Set Campaign Budget
5. Set Time Period
6. Marketing to research, provide ad options and explore other recommendations
7. Advisory committee to approve plan
8. Marketing to implement ad plan, book media space, facilitate creative deadlines monitor and settle accounts

## IN-KIND CITY SUPPORT

- City Hall Message Board
- Gage Park Message Board
- City of Hamilton Social Media
- Hamilton Farmers' Market TV's
- COH to provide all ad creative pieces and messaging
- Committee and team members participate in information sharing

# SOCIAL MEDIA

City of Hamilton Social Media Accounts @cityofhamilton

Twitter 81,800 followers / Instagram (29,700 followers) / LinkedIn (28,116 followers)

Tap into Community Social Media Accounts such as LadyBird FancyPants / Gay Gardens / Let Them Eat Gayke / Kyle's Place / Social Spectrum / Hamilton Family Health Team / Hamilton Queer Events / HHS LGBTQ Resource Center / Gender Identity Clinic

- Anyone with page suggestions, please provide them to Alipa Patel
- Group to provide email addresses for key contacts

Contact BIA's and Community Groups

- Creative and Key Messaging will be provided for distribution

# SOCIAL MEDIA BOOSTS

## Process:

- Secure postings on like audience pages such as LadyBird FancyPants (2300 followers) / Gay Gardens (1240 followers) / Let Them Eat Gayke (980 followers)
- Set time period (Nov 26 x 2 weeks) and budget to boost posts
- All ads click through to website page

## Recommendation:

\$1500

Approximately 250,000 impressions will be delivered



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# GOOGLE AD WORDS

## Process:

- Targeted online ads delivered by Google ad words
- Set key phrases (Lesbian / Gay / Bisexual / Transgender /Queer)
- Set demographic information – Ages 17 to 80 male | Female | All income levels
- Set geographic boundaries
- Set time period and budget
- All ads click through to website page

## Recommendation:

\$3700

Approximately 1.8 million impressions will be delivered



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# DIGITAL ADS

## Process:

- Targeted online ads on various websites
- Set demographics - Ages 17 to 80 male | Female | All income levels
- Set geographic boundaries
- Set time period and budget
- All ads click through to website page

## Recommendation:

\$2000

Approximately 250,000 impressions will be delivered

# PRINT RATES

Hamilton Spectator 1/8 page ad:  
 4.421" w x 4.928" d  
 \$451..50  
 Circulation 104,000



Hamilton Spectator 1/4 page ad:  
 4.421" w x 9.928" d  
 \$817.50  
 Circulation 104,000

Hamilton Community News (Includes Hamilton, Dundas, Glanbrook and Flamborough) 1/2 page ad  
 5.145" w x 10.5" d  
 \$2550  
 Circulation 130,000



aster,

# INDIGENOUS PAPER

## Process:

- Secure print ad in Turtle Island News, a weekly paper that is Indigenous owned and operated.
- Total weekly newspaper circulation is 15,000, with a readership of 37,500

## Recommendation:

\$500 for a quarter page ad



# HSR RATES

**seventy poster - 70" x 21"**

Unit/4 weeks  
• \$375.00

**supertail - 3.5' x 8'**

Unit/4 weeks  
• \$450.00

**back splash - 8' x 8'**

Unit/4 weeks  
• \$650.00

**full bus back - 8' x 8'**

Unit/4 weeks  
• \$800.00

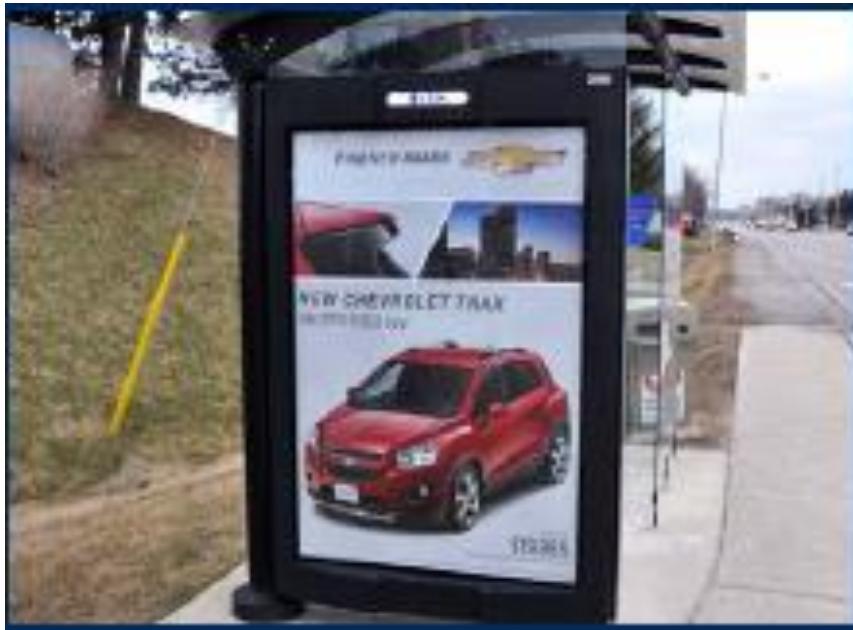
**king poster - 139" x 30"****interior cards - 70" x 11" & 35" x 11"**

Super - 70" x 11"      Unit/4 weeks • \$40.00  
Standard - 35" x 11"      Unit/4 weeks • \$25.00

Minimum Quantity: 20

- Based on 4 week contracts
- Production is extra \$500 for printing posters and \$25 to \$40 for printing each interior poster (10 Super Interior posters are \$800)

# BUS SHELTER RATES



- Based on 4 week contract
- Minimum \$500 per location including production with minimum buy of \$4000 to secure that rate

NOVEMBER 26 TO DECEMBER 10

# RECOMMENDATION

PRODUCT	COST
Creative Services	No Charge
City Hall and Gage Park Message Board	No Charge
COH Social Media	No Charge
Hamilton Spectator 1/16 page ad	\$261
Boost Social Media	\$1500
Digital Ads	\$2000
Google Ad Words	\$3700
Turtle Island News	\$390
<b>Grand Total (hst extra)</b>	<b>\$7851</b>

# QUESTIONS / IDEAS

Group to ask questions and share ideas for consideration

# **CITY OF HAMILTON**

**2021**

**ADVISORY COMMITTEES**

**BUDGET SUBMISSION FORM**

**LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUEER (LGBTQ)  
ADVISORY COMMITTEE**

## PART A: General Information

### ADVISORY COMMITTEE MEMBERS:

<b>James Diemert</b>	<b>Kyle Weitz</b>
<b>Autumn Getty (Recording Secretary)</b>	<b>Maureen Wilson (City Council Appointee)</b>
<b>Freja Gray</b>	
<b>Lisa-Marie Johnston</b>	
<b>Cameron Kroetsch (Chair)</b>	
<b>Jack Maurice</b>	
<b>Violetta Nikolskaya (Vice Chair)</b>	
<b>Terri Wallis</b>	

### MANDATE:

The LGBTQ Advisory Committee for the City of Hamilton exists to eliminate barriers experienced by LGBTQ communities by giving voice to the perspectives of LGBTQ individuals and evaluating the City on its related efforts. The Committee does this by making recommendations to Council and staff in order that the City of Hamilton will excel in providing services to and interfacing with members of the LGBTQ communities.

The Committee is empowered by City Council and is responsible to City Council for its services; it reports to City Council on issues and concerns pertaining to the LGBTQ communities through the Audit, Finance & Administration Committee.

## PART B: Strategic Planning

### STRATEGIC OBJECTIVES:

To provide opportunities for members of Hamilton's diverse LGBTQ communities to share stories, impart information, raise concerns and recommend changes as they relate to the way the City develops by-laws, policies, programs and services that impact LGBTQ communities, through the appropriate Standing Committee of Council.

To provide advice and recommendations to City council and staff with respect to the implementation of by-laws, policies, programs and services that impact LGBTQ communities.

To educate and increase the awareness and understanding of City Council and staff on issues that impact LGBTQ communities.

To facilitate access to accurate information about LGBTQ communities, including an up-to-date list of LGBTQ positive spaces, programs, resources and organizations.

To acknowledge and respect the diversity of Hamilton's LGBTQ communities, including those voices not represented at the Committee table, with respect to gender identity, sexual orientation, age, ability, ethno-cultural background and socio-economic status.

To review the progress and measure of success of the Committee and its activities on a regular basis.

Please check off which Council approved Strategic Commitments your Advisory Committee supports			
1) Community Engagement & Participation	Y	2) Economic Prosperity & Growth	
3) Healthy & Safe Communities	Y	4) Clean & Green	
5) Built Environment & Infrastructure		6) Culture & Diversity	Y
7) Our People & Performance	Y		

#### ALIGNMENT WITH CORPORATE GOALS:

### PART C: Budget Request

#### INCIDENTAL COSTS:

Monthly meeting expenses (photocopying, refreshments, advertising, postage, etc.)

\*Actual expenses for 2020 were \$412.06 up to August 31; but we are basing this budget request upon the potential for there to be more in person meetings in 2021 than there were in 2020 but that, for the most part, meetings will be virtual

<b>SUB TOTAL</b>	<b>\$750.00</b>
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#### SPECIAL EVENT/PROJECT COSTS:

- Partnership in the development and sharing of community resources and information
- Social marketing regarding positive spaces, including materials, focus groups, awareness, etc.
- Partner with community groups for awareness campaigns at significant events in Two Spirit and LGBTQIA+ communities
- Subsidizing membership participation in workshops/conferences relevant to committee objectives
- Partner with organizations providing support to members of Two Spirit and LGBTQIA+ communities during the COVID-19 pandemic
- Additional Special Event/Project Cost of \$2,000.00 (to come from the Committee's reserve) for Committee training around anti-racism, anti-oppression, and other topics related to the Committee's mandate

<b>SUB TOTAL</b>	<b>\$5,210.00</b>
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<b>TOTAL COSTS</b>	<b>\$5,960.00</b>
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<b>Funding from Advisory Committee Reserve (only available to Advisory Committees with reserve balances)</b>	<b>\$2,000.00</b>
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<b>TOTAL 2021 BUDGET REQUEST (net of reserve funding)</b>	<b>\$3,960.00</b>
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<b>PREVIOUS YEAR (2020) APPROVED BUDGET (2020 Request \$3960.00)</b>	<b>\$3,960.00</b>
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**CERTIFICATION:**

Please note that this document is a request for a Budget from the City of Hamilton Operating budget. The submission of this document does not guarantee the requested budget amount. Please have a representative sign and date the document below.

**Representative's Name:** Cameron Kroetsch

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**Signature:**

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**November 17, 2020**

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**Date:**

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# INFORMATION REPORT

Hamilton

<b>TO:</b>	Chair and Members Audit, Finance and Administration Committee
<b>COMMITTEE DATE:</b>	November 5, 2020
<b>SUBJECT/REPORT NO:</b>	Advertising Costs Associated with Advertising for Vacancies on the Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Advisory Committee (FCS20098) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Janet Pilon (905) 546-2424 Ext. 4304
<b>SUBMITTED BY:</b>	Andrea Holland City Clerk Office of the City Clerk
<b>SIGNATURE:</b>	

## COUNCIL DIRECTION

Not Applicable

## INFORMATION

As per the following direction within the Citizen Committee Report from the Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Advisory Committee:

That the Office of the City Clerk advertises for vacancies on the LGBTQ Advisory Committee in the places which the Committee has identified as likely to be most relevant to Two Spirit and LGBTQIA+ communities (see below).

- Pride and other 2SLGBTQIA+ websites and social media pages
- Facebook groups relevant to 2SLGBTQIA+ communities
- Public buildings
- Community bulletin boards
- Rural communities and rural community centres/hubs
- 2SLGBTQIA+ businesses and not-for-profit organizations
- Business Improvement Areas (BIAs)
- Hamilton Regional Indian Centre and Six Nations
- Bus shelters (if feasible and safe)

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

**SUBJECT: Advertising Costs Associated with Advertising for Vacancies on the Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Advisory Committee (FCS20098) (City Wide) - Page 2 of 3**

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Staff prepared this Information Report to provide the Audit, Finance and Administration Committee with the details and costs associated with the recommendation within the Citizen Committee Report from the LGBTQ Advisory Committee.

As per the February 27/28, 2020 Council decision respecting the Citizen Committee Report - Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee - Additional Committee Members, staff were directed to commence a recruitment process for the selection of additional members for the Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee.

The Analysis/Rationale from the Citizen Committee Report (below) provide further information respecting the recruitment process for the additional members for the LGBTQ Advisory Committee:

**Analysis/Rationale:**

It is important that the Committee have a full complement of members at all times so that it may best represent the diverse communities to which it is accountable (Two Spirit and LGBTQIA+) and may carry out its mandate to the best of its ability.

To that end, we are asking that City Council grant our specific requests to appoint 4 additional members to our Committee and to:

- (1) focus their selection on youth, queer and trans people of colour (QTPOC), and Two-Spirit members of the community; and
- (2) involve members of the LGBTQ Advisory Committee in the selection process.

**NOTE:** We ask that the Committee be updated as to when this Citizen Committee Report will be before both the Audit, Finance and Administration Committee, General Issues Committee, and City Council in the event that either the Chair or Vice Chair would like to delegate in support of the Committee's recommendation.

The City is unable to post to other social media sites, Communications can prepare the social media content and share that content with the Committee, the members of the Committee can reach out to the social media pages and ask them to post the content prepared by Communications or have the content retweeted to the City of Hamilton.

**SUBJECT: Advertising Costs Associated with Advertising for Vacancies on the Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) Advisory Committee (FCS20098) (City Wide) - Page 3 of 3**

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Communications can reach out to the rural communities and hubs, as well as the Business Improvement Areas (BIAs) and other organizations and ask them to share the information.

Communications can run a digital online campaign that would reach relevant 2SLGBTQIA+ community groups, at a cost of \$500.

Communications currently don't have any advertisements on public buildings, however, the social media content can be included on the City Hall message board at no charge.

Communications recommends a half page advertisement in the Turtle Island News, in order to reach the Six Nations community, at a cost of \$690.

Advertising on bus shelters is available for \$500 per location with the advertisement being posted for one month, however, in order to initiate the advertisements on the bus shelters, it requires a minimum purchase of \$4000.

Communications can also purchase a quarter page advertisement in the Hamilton Spectator for \$890, with the same size advertisement in all 6 of the community newspapers for \$2550.

Communications has also advised staff that many of the specialty publications have stopped printing due to COVID.

The advertising costs associated with advertising for vacancies on the LGBTQ Advisory Committee would be \$8,630, if all of the above were put in place.

**APPENDICES AND SCHEDULES ATTACHED**

Not applicable





# Hamilton

## OUTSTANDING BUSINESS LIST

### **LGBTQ Advisory Committee**

Tuesday, November 17, 2020

6:00 PM

Webex

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#### **1. Recommendations**

- 1.1 Change the Standing Committee to which the LGBTQ Advisory Committee Reports
- 1.2 Change the Committee's Mandate and Terms of Reference

#### **2. Regular Business**

- 2.1 Reschedule, Choose a Location for, and Invite Facilitators for a Committee Training and Planning Day
- 2.2 Restart the Working Groups on Committee Selection and the Needs Assessment
- 2.3 Change the Food for Committee Meetings

#### **3. Discussions**

- 3.1 Schedule an Event for Pride Month 2021
- 3.2 Flag Raising including a Community Survey and an Event

3.3 Change the Committee Pamphlet

3.4 LGBTQ+ Art Initiatives