



# District of Sault Ste. Marie

## Social Services Administration Board

- Ontario Works
- Child Care
- Social Housing
- Land Ambulance

### Public Education and Communications Meeting

MINUTES for Wednesday, March 10, 2004

Social Housing Boardroom, 464 Albert St. E. at 2:00 p.m.

**PRESENT:** V. Burns L. Turco D. Edgar

**CITY STAFF:** D. Overboe

**DSSMSSAB STAFF:** K. Streich-Poser A. Nanne (notes)

The meeting was called to order by K. Streich-Poser at 2:05 p.m.

K. Streich-Poser reviewed the goals and purpose of the Public Education and Communication committee. She and D. Edgar revived the committee and feel that it serves a role both in the Community and with the Board.

#### **Introduction of Committee Members - Chair selection**

David Edgar was elected Public Education and Communication Committee Chairman.

D. Overboe commented that Lynn Rosso might attend meetings as she handles Newsletters and Communications for Social Services. He discussed the importance of communications both internal and external and the fact that City Council members may not even be aware of full extent of the DSSMSSAB.

Messaging to our client group is also crucial. Regular citizens are also interested in efficiencies of programs provided by the DSSMSSAB. People need to know what do we do, do we do it well and how do we do it.

Dave O. unveiled his idea for the Disability Accessibility Advisory Committee. He noted that by using DSSMSSAB funds it could "opens the circle" for DSSMSSAB awareness and involvement. The key to public relations is "what are you selling to and to whom"

People are not aware of the activities that the dssab is involved in and the many tasks that are done behind the scenes such as Job Fairs, Ontario Woks and other projects. We need to focus on the good news part of things and to face things head on.

## **Review of Minutes from the August 21, 2003 Public Education and Communication Committee meeting.**

K. Streich-Poser discussed the annual report presentation and the fact that it awaits on the Addictions Initiative Proposal being accepted by the Provincial Government.

D. Edgar feels it is important to get the information out to the various stakeholders. K. Streich-Poser and Senior Staff will meet to discuss what information and message they would like to get out to the public.

D. Edgar noted that the difference between Prince Township and City Council as opposed to the Sault North Area is that they are not as aware and do not have regular representatives to represent them on a Municipal Board. Communications problems and focus is not a local issue and it is everywhere right now.

L. Turco discussed that a variety of media needs to be used to reach the optimal number of people and that one source does not suffice.

### **Review of Work Plan Items**

K. Streich-Poser briefly introduced the committee work plan items. D. Edgar suggested that the committee members take some time to review the document before asking questions and discussing further.

K. Streich-Poser would like to see the committee be more diligent with regular new releases and other parts of the communication work plan / schedule. L. Turco feels that a media release is a "big" news release. D. Edgar would also like to add the departmental newsletter to the PEC work plan / schedule - review the circulation and extend to council and other personal. He also suggested that the newsletter might appear on the website.

K. Streich-Poser suggested that the Committee may also conduct a "presentation or orientation" to City Council as part of the PEC work / plan. D. Edgar suggested that we could start putting something together to prepare for this presentation. They agreed that K. Streich-Poser would be best suited to make the presentation and L. Turco suggested that the same opportunity be taken in Prince township and Sault North as well.

D. Overboe would like to see the media releases circulated to committee and board members to ensure that they are aware of what is being said. L. Turco mentioned that he likes to be aware of things rather than reading it in the media first.

Kim reviewed the rest of the PEC work plan / schedule. L. Turco suggested a "speakers forum" that participates with other service clubs. K. Streich-Poser

mentioned that these service groups also present an opportunity for partnering and creating opportunities

We have already made some of these partnerships with the homeless shelters and homelessness. St. Vincent DePaul is a prime example and DSSMSSAB should take some of the credit for this.

### **Website Update**

K. Streich-Poser and D. Overboe have been having conversation regarding our website. They would like to make the website more user friendly and informative. Attached to the meeting package are example of other website presentations

We would like to extend our website and make it more expansive and develop it further as good web sites are a good tool. We need to supply more than just the "basic" information and take our website to the next level

### **Good News Articles**

A regular feature in the Sault This Week or another publication may help the DSSMSSAB to create public awareness.

### **Special Event - Annual Reports**

The PEC Committee will present the 2003 Annual Report although 2001 and 2002 were not done.

### **August Meeting in Sault North**

D. Edgar suggested that we pole the board and find out what month is best to hold this meeting.

### **Other**

This committee has been a sort of adhoc committee to date and not as structured they would like to see a more regular schedule for the next while. D. Overboe suggested that a committee of this sort may be easiest to meet prior to board meetings rather than at other times.

The next PEC Committee meeting will be March 25<sup>th</sup> following the DSSMSSAB board meeting.

