

MULTICULTURALISM ADVISORY COMMITTEE
Wednesday, March 17, 2021

A Regular Meeting of the Multiculturalism Advisory Committee convened on Wednesday, March 17, 2021 at 7:00 p.m. in Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

COMMITTEE MEMBERS: Councillor Brent Asmundson, Chair
Councillor Bonita Zarrillo, Vice Chair
Simin Ahmadian
Adrienne Ahn
Leticia Pamela (Pam) Garcia
Honore Gbedze
Ann Johannes
Iris Sun
Zahra Zaker

REGRETS: Carolina Echeverri
Andrea Kwasnicki
Jessica Liu
Priti Shah

STAFF: Jennifer Keefe, Manager Community Recreation and Culture
Debbie Clavelle, Community Recreation Manager
Cristina Rucci, Community Social Development Manager
Torill Gillespie, Social Planner
Jeri Hohn, Committee Clerk

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, February 17, 2021

The Minutes of the Multiculturalism Advisory Committee meeting held on Wednesday, February 17, 2021 were approved.

NEW BUSINESS

2. Get Connected, Get Active Review - Presentation

The Community Recreation Manager provided opening remarks and an on-screen presentation, referring to slides titled as follows:

- Get Connected Get Active – Financial Assistance for Recreation Program Review
- Purpose

- Mandate
- Applying for the Program
- Program Options
- Participation Levels
- 2017 Review
- COVID-19
- Next Steps
- Questions and Feedback

The Committee considered the following focus questions:

- How can we raise the profile of the Get Connected Get Active Program (GCCA) and attract those not currently being served?
- Are there additional gaps or opportunities we should consider in proposing changes to the Program?

Discussion regarding the first question ensued relative to the following:

- Whether the City advertises with local elementary and high schools, in addition to the SWIS workers
- Expressions of concern over the lower percentage of children and youth currently accessing the Program
- That SWIS workers work only with newcomers and not families that have lived in Coquitlam long-term
- Whether other service agencies that work in the Tri-Cities, including Coquitlam Public Library (CPL), could provide Program advertising assistance
- Whether advertising could occur through the CPL's current reading programs
- The belief that CPL could include a Program information sheet in their Summer Reading mailout
- The suggestion that social media be utilized to help advertise the Program
- Concern regarding the limited number of program spots available through the City's Parks and Recreation booking system during the COVID-19 pandemic
- Whether the City could offer reduced or subsidized program fees for families who have more than one child
- Clarification that each family can register each of their children individually so benefits go to each child, and that there are program options and participation levels available to each child
- The popularity of the City's recreational programs and whether it could be possible for the City to add more programs to its various recreation centres and seniors' pavilions
- That the City is ready and willing to add programs as soon as the provincial Public Health Office allows it
- Whether the City settled on a new name for the Program and the desire that it be called after what it is, i.e. a subsidy or financial assistance program
- Recruitment suggestions including partnering with community groups and prominently posting signage in (outdoor) locations where families are gathering
- The desire that the Program name be simplified and made easier to remember
- Whether the City could have a dedicated social media page for the Program and advertise it across various social media platforms
- Whether the City could analyze users of its social media pages to determine who has been enrolling in the Program and, with that information, ensure that Program details

- are shared in different languages and throughout the community
- The belief that it could be more effective for community groups to translate the Program information into different languages and then share it via their social media platforms
- The belief that the City partnering with local schools will be vital to a successful Program outreach campaign
- The suggestion that ambassadors could be made a part of the Program to encourage and increase youth participation
- The suggestion that the Program be highlighted on the City's website
- The suggestion that group chats in various languages be offered within the City's recreational programming to promote the Program to different cultures within Coquitlam
- How to deal with the financial subsidy aspects of Program so that applicants do not feel stigmatized
- How to manage the capacity demands of the Program and the belief that capacity challenges will be overcome once the pandemic is past
- Whether the Program was formerly known as the "Access Pass" and an anecdote about how a local family deeply benefited from that program's support
- The understanding that the Program is private and recipients benefiting from its subsidy receive the same pass as regular recreational users
- Support for doing away with the "meeting" that was previously a requirement of the Program application process and the belief that it acted as a deterrent to youth participation
- The desire to remove barriers to participation within the Program
- The belief that social media is a very powerful tool and could help the Program grow
- The suggestion that the graphics and images used by the City in social media promotions be designed so that they can be readily viewed across various platforms

Discussion regarding the second question ensued relative to the following:

- The suggestion that the Program language be simplified and/or otherwise enhanced so that its text does not act as a barrier to visually challenged or those with limited English language skills
- The idea that the Program could be broadened to include some outdoor activities or programming such as an introduction to the outdoors or bear awareness classes
- The suggestion that the City advertise the Program at Coquitlam SkyTrain Stations and Coquitlam Centre, in partnership with TransLink and Mall management
- The suggestion that the CPL's Champions Project could be utilized as another means of sharing the GCGA Program information with newcomers to Coquitlam
- Offers from some Committee members to translate the Program language into Farsi, Arabic, and/or Chinese, should community members or staff require that assistance
- The suggestion that the Program literature provide an explanation regarding the benefits of an applicant choosing one program option over another, i.e. 50 drop-in admissions over a 1-year unlimited ONE Pass
- The suggestion that the City utilize a robust data collection system and, going forward, use that data to complete projections and improve services

In response to a question from the Vice Chair, the Committee had no comment regarding gaps relative to joint attendance at recreational programs by parents and children/youth. The

Community Recreation Manager noted that occasionally staff received inquiries of that nature and they are generally dealt with on an as needed basis. The Manager Community Recreation and Culture noted that one of the questions that arose from the 2017 review was whether the Program passes could be used for the child-minding services offered at some of the City's recreation centres, and spoke to the benefits afforded by the City's new registration system relative to childcare and program participation.

In response to a question from the Community Recreation Manager, the Committee Clerk noted that Committee members could email links and resources to her for sharing with the Committee as part of the regular meeting follow-up.

A Committee member undertook to ensure that the GCGA Program information was shared with the members of the CPL's next Champions Project, slated to start at the end of March.

The Chair asked that Committee members email any further ideas or suggestions regarding the Program to staff.

At the invitation of the Chair, the Manager Community Recreation and Culture made closing remarks. She thanked the Committee for its thoughtful input and spoke about the next steps that would be undertaken by staff, including formulating goals, implementing specific measures, and determining how best to engage the residents eligible to participate in the Program.

3. Disaggregated Demographic Data Collection Sub-committee Update (Standing Agenda Item)

In the absence of the Sub-committee Lead, the update was deferred to the next meeting.

4. Multicultural Communities and Emerging Issues Updates (Standing Agenda Item)

The Chair invited the Committee to share information updates regarding happenings and emerging issues occurring in their communities. The members provided details regarding the following:

- That English language practice groups will begin again at CPL on April 12th and run through the end of June. Outdoor fresh-air story time for children/families is also being offered; complete program information is available on the CPL website at coqlibrary.ca.
- That Newcomers Week is being hosted by the City of Maple Ridge from Tuesday, March 16th through Sunday, March 21st.
- That on March 19th the Arts Club Theatre Company is offering a spring break program to kids 8-14 years of age to introduce the benefits of theatre improv and comedy.
- The desire to recognize and acknowledge that hate crimes targeting primarily Asian communities both nationally and internationally have been occurring; hate crimes in the Lower Mainland have risen by 700 percent since the onset of the global pandemic.
- That the Sliced Mango Collective is looking for recognition and support relative to the importance of authentic Filipino and other cultural food assets located in area proximal to Joyce-Edmonds because they are being threatened with displacement from the area.
- That the 2021 Festival Dubois would be held April 16th through 30th.

OTHER BUSINESS

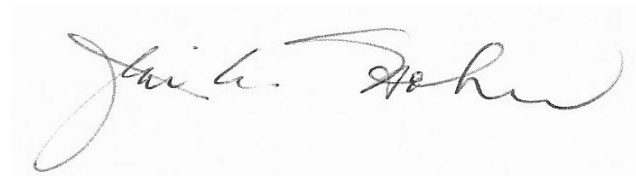
NEXT MEETING – Wednesday, April 21, 2021

ADJOURNMENT

The meeting adjourned at 8:12 p.m.

MINUTES CERTIFIED CORRECT

CHAIR

A handwritten signature in black ink, appearing to read "Jeri Hohn", written in a cursive style.

Jeri Hohn
Committee Clerk