

**Minutes of a Meeting of the Communities in Bloom Committee held via Electronic Communications, on Thursday, September 24, 2020, commencing at 6:00 PM.**

**Present:**

Johnny Dulku, Chair  
Ayesha Tariq  
Adeline Azangue  
Destiny Jefferies  
Helen Meyer  
Sheila Lalonde, Councillor

**Administration:**

Nina Caines, Senior Manager, Public Works  
Seville Kwan, Department Administrator, Public Works  
Anita Hawkins, Legislative Officer, Legislative Services  
Caitlin Sheaves, Clerk, Legislative Services

**1. Workshop**

**1.1. Workshop with Communications re: Communications Strategy 5:00 - 6:00 p.m.**

<b>Name</b>	<b>Reason for Attending</b>
<b>Johnny Dulku</b>	Communities in Bloom Committee Chair
<b>Helen Meyer</b>	Communities in Bloom Committee Member
<b>Destiny Jefferies</b>	Communities in Bloom Committee Member
<b>Ayesha Tariq</b>	Communities in Bloom Committee Member
<b>Seville Kwan</b>	Department Administrator
<b>Shoab Syed</b>	Communications Strategist

**Next Steps:**

The Committee will continue to collaborate with Communications on creating a new Communities in Bloom Logo, along with outlining opportunities to promote Communities in Bloom.

A subsequent workshop will be held on October 22, 2020.

**2. Call to Order**

Chair Johnny Dulku called the meeting to order at 6:05 p.m.

### 3. **Adoption of Agenda**

#### **MOTION:**

THAT the Agenda be approved as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Helen Meyer
<b>SECONDER:</b>	Destiny Jefferies
<b>FOR:</b>	Tariq, Azangue, Dulku, Jefferies, Meyer

### 4. **Minutes of Previous Meetings**

#### 4.1. **Communities in Bloom Committee Meeting - August 27, 2020**

THAT the minutes of the Communities in Bloom Committee Meeting held on August 27, 2020 be accepted as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Helen Meyer
<b>SECONDER:</b>	Ayesha Tariq
<b>FOR:</b>	Tariq, Azangue, Dulku, Jefferies, Meyer

### 5. **New and Unfinished Business**

#### 5.1. **Nomination of Vice Chair**

The Chair called for nominations for the position of Vice Chair. Helen Meyer self-nominated and was elected Vice Chair by Acclamation.

#### **MOTION:**

THAT Helen Meyer be appointed as Vice Chair

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Adeline Azangue
<b>SECONDER:</b>	Destiny Jefferies
<b>FOR:</b>	Tariq, Azangue, Dulku, Jefferies, Meyer

#### 5.2. **Nominate Your Neighbour Special Recognition Program**

Seville Kwan, Department Administrator, advised that 12 homeowners were selected at random for the Nominate Your Neighbour Special Recognition Award. Prize packages

including gardening gloves, kneeling pads and tools were delivered to selected individuals earlier in the month.

It was also noted that the Committees goal of 150 nominations was not achieved, the overall total came in just below 40 nominations; however, positive feedback was received from homeowners who were nominated.

### **5.3. Tulip Planting Updates**

Seville Kwan, Department Administrator, indicated that additional tulips were ordered, and should be received next week. An additional 50 tulip bulbs were donated by Devroomen Bulb Canada bringing the total amount of bulbs to 350. There will be a variety of colors, to be planted at Borealis Park.

With consensus of the Committee, a planting session will take place on Sunday October 4, 2020 at 11:00 a.m. To adhere with COVID-19 safety precautions, it was noted that planting will not be open to volunteers but be attended by Committee Members only.

### **5.4. 2020 Symposium Webinars**

Seville Kwan, Department Administrator, advised that Communities in Bloom National has moved forward with a virtual platform for this year's Symposium. As the Committee is registered with the National organization, all Committee Members can participate in any of the webinars.

It was also noted that the Chair will be making a presentation regarding the Communities in Bloom Symposium proposal to Council along with Administration in late October, the proposed date is October 27, 2020.

### **5.5. Winter Programming**

The Committee discussed facilitating the Nominate Your Neighbour Program for the 2020 Winter Season, for outdoor Holiday decor. The program will follow similar program parameters as the summer season, and a request will be made to Communications and Stakeholder Relations for updated seasonal signage.

#### **MOTION:**

THAT the Communities in Bloom Committee proceed with the Nominate Your Neighbour winter programming; and

THAT the Nominate Your Neighbour winter program will run from November 15 to December 15, 2020

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Johnny Dulku
<b>SECONDER:</b>	Adeline Azangue
<b>FOR:</b>	Tariq, Azangue, Dulku, Jefferies, Meyer

### 5.6. 2021 Flower of the Year

Johnny Dulku, Chair, provided an overview of the process in which seeds for the Annual Flower of the Year are selected and distributed to the Community The Committee proposed using Social Media platforms for public engagement on the 2021 Flower of the Year selection and requested that seeds be ordered earlier this year so they can be packaged and distributed well in advance of Spring.

Seville Kwan, Department Administrator advised that there are seeds left from the 2020 Flower of the Year program, it was suggested that these seeds be included in the Nominate Your Neighbour packages or handed out when the Committee does Community Engagements.

#### **MOTION:**

THAT the Communities in Bloom Committee pursue a public voting option on various social media platforms for selection of the 2021 Flower of the Year

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Johnny Dulku
<b>SECONDER:</b>	Destiny Jefferies
<b>FOR:</b>	Tariq, Azangue, Dulku, Jefferies, Meyer

### 5.7. 2021 Communications Plan

Seville Kwan, Department Administrator, provided an overview of a workshop attended by Committee Members with Communications & Stakeholder Relations. The workshop focused on a Communications Strategy for the Committee, specifically on ways to engage with the public through social media.

A subsequent workshop is scheduled for October 22, 2020 to continue discussions on the Communications Strategy.

## **Adjournment**

The meeting adjourned at 7:10 p.m.

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Chair