



MINUTES

THE CORPORATION OF THE CITY OF MISSISSAUGA
MISSISSAUGA CYCLING ADVISORY COMMITTEE

TUESDAY, AUGUST 11, 2009 - 7:10 PM

COMMITTEE ROOM A

2ND Floor, Civic Centre
300 City Centre Drive, Mississauga, ON L5B 3C1
Internet Address - <http://www.mississauga.ca>

MEMBERS PRESENT:

Jeff Wachman (Chair)
Andrew Hamilton-Smith
Allan Harder
Dorothy Tomiuk
Rajendra Singh
Kelly Willis
David Bell
Ania Halliop
Nazrul Islam

MEMBERS ABSENT:

Councillor Pat Mullin
Paul Price
John Sabiston
Craig Laferriere (Vice-Chair)

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STAFF PRESENT:

Richard Roberts, Engineering Technologist

Jacqueline Hunter, Traffic Operations Technologist

Andy Harvey, Manager, Traffic Engineering & Operations

Laurel Schut, Public Affairs Consultant

Alexis Fung Fook, Public Affairs Consultant

Sacha Smith, Legislative Coordinator, Office of the City Clerk

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CALL TO ORDER – 7:10 PM

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST – NIL

PRESENTATIONS/DEPUTATIONS - NIL

MATTERS CONSIDERED:

1. Administrative Matters:
 - 1.1 Items to be added under “Other Business”
 - 1.2 Minutes of Previous Meeting – July 14, 2009
2. Request to Use MCAC Photo
3. Canada Day Celebration Event Report
4. Budget Update
5. Information Items
6. Action List, July 14, 2009

Date of Next Meeting – September 8, 2009

OTHER BUSINESS

ADJOURNMENT

CALL TO ORDER – 7:10 PM

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST - Nil

PRESENTATIONS/DEPUTATIONS - Nil

MATTERS CONSIDERED:

1. Administrative Matters:

1.1 Items to be added under “Other Business”

No additional items were added to the agenda

Approved
MG.25

1.2 Minutes of Previous Meeting – July 14, 2009

Dorothy Tomiuk moved approval of the minutes for the July 14, 2009 Cycling Advisory Committee meeting, as presented.

Approved (D. Tomiuk)
MG.25

2. Request to Use MCAC Photo

A request was received to use the MCAC photo of committee members riding along the Confederation Parkway Bridge.

Laurel Schut, Public Affairs Consultant explained that the City of Mississauga would like to retain the photo that was used to advertise the committee on the Trail Map as stock photography. She further explained that the Creative Services section would like photo release forms from all the individuals in the photo so that the City would have the permission to use the photo. Ms. Schut noted that it would apply only to the photo with the committee members cycling on the Confederation Parkway Bridge.

The Legislative Coordinator distributed the photo release forms to members that took participation in the photo and requested that it be completed and returned at the end of the meeting.

MG.25

3. Canada Day Celebration Event Report

Canada Day Event Report submitted by Craig Laferriere, who represented the Committee at the celebrations at the Mississauga Civic Centre on July 1, 2009.

Jeff Wachman, Chair noted that the committee should have more of a presence at the event in future years. Mr. Wachman commented that the committee could have a road closure or an organized ride on Canada Day. Andy Harvey, Manager, Traffic Engineering & Operations advised that the committee should commence working on the road closure for next year. Jacqueline Hunter, Traffic Operations advised that a minimum of 12 weeks was needed for the road closure.

Mr. Wachman suggested that a letter be forwarded to the Canada Day Committee to request that the committee have some involvement in the festivities next year and that bike parking be provided.

Direction

MG.25

4. Budget Update

Update on the status of the Cycling Advisory Committee Budget for 2009.

The Legislative Coordinator provided an update on the committee budget for 2009. The proposed expenses and revenue was explained to the committee.

Jeff Wachman, Chair enquired about the self promotion document for the committee. Laurel Schut, Public Affairs Consultant explained the importance for the committee to have a self promotional document. Andrew Hamilton-Smith noted that when he attended the Lakeview Ratepayer's Association Picnic it would have been helpful to have a document to distribute to the public that explained what the committee's mandate. Ms. Schut suggested a postcard image that would not contain a lot of information but would

direct people to the committee website. Mr. Wachman suggested that the postcard could have no dates on it and agreed it should direct people to the website.

Ms. Schut advised that there would be a cost of approximately \$35 per hour for a graphic designer to provide a mock up design. The Committee discussed the idea of a postcard and came to a general consensus that one should be created. Direction was given to the Public Affairs Consultants to bring a mock up of the postcard to the next meeting.

Direction

MG.25

5. Information Items

5.1 Mississauga News article dated July 21, 2009 and entitled “Cycling a Better Way”.

5.2 Cycling Advisory Committee Event Calendar

Received

MG.25

6. Action List, July 14, 2009

Action List of the meeting held on July 14, 2009, provided to Committee to update on the status of initiatives raised at prior meetings.

The Committee discussed the status of plans for the Tour de Mississauga event. Jeff Wachman, Chair commented that the route would need to be well marked. Andy Harvey, Manager, Traffic Engineering & Operations advised that he could look into having temporary signage designed for the event.

Andrew Hamilton-Smith advised that he worked on a marketing plan to help promote the Tour de Mississauga event. The committee discussed the proposals that were contained in the document. The committee came to a general consensus that the marketing plan would be beneficial for the event.

David Bell moved the following, which was voted on and carried:

Recommendation:

That up to \$3000 in the 2009 Mississauga Cycling Advisory Committee budget be allocated towards promoting the Tour de Mississauga event on Sunday September 20, 2009.

Approved (D. Bell)

MCAC-0017-2009

MG.25

Date of Next Meeting – August 11, 2009

OTHER BUSINESS

Cycling Master Plan

Jeff Wachman, Chair enquired of staff about the status of the cycling master plan. Richard Roberts, Engineering Technologist advised that staff are ensuring that routes are accurate, implementing detailed costing and rewriting portions of the report. He further advised that staff remained committed to having the two workshops for the committee in October.

MG.25

Committee Presentation to Council

The Legislative Coordinator provided comments to the committee on behalf of Councillor Pat Mullin who was absent. She suggested that the Chair contact Gil Penalosa to request a few photos from his presentation that he did earlier this year on cycling in New York City. She further suggested that there should be some focus on what happens when a municipality is committed to cycling and use New York City as an example. In addition, the presentation time should be under 15 minutes.

MG.25

ADJOURNMENT – 8:30 PM