



## **Community Communications Committee Meeting Minutes**

**Thursday, June 19, 2025, 4:31 p.m.  
Martin Room - 3rd Floor, City Hall**

**1. Community Communications Committee Meeting 02-2025**

Chair: Councillor Rajni Agarwal

**2. Members**

Councillor Rajni Agarwal  
Syed Kabir  
Councillor Kristen Oliver  
Derek Tycholas

**3. Officials**

John Collin, City Manager  
Krista Power, Director of Legislative Services & City Clerk  
Louisa Costanzo, Manager - Community Safety & Wellbeing  
Stephanie Reid, Acting Supervisor / Communications Specialist  
Stacey Levanen, Engagement & Public Information Specialist  
Crystal DePeuter, Council & Committee Clerk

**4. Guests**

Matthew Pearson, Senior Advisor - Growth

**5. Disclosures of Interest**

**6. Agenda Approval**

MOVED BY: Derek Tycholas  
SECONDED BY: Syed Kabir

WITH RESPECT to the June 19, 2025 meeting of the Community Communications Committee, we recommend that the agenda as printed, including any additional information and new business, be confirmed.

**7. Confirmation of Previous Minutes**

The Minutes of Meeting 01-2025 of the Community Communications Committee, held on February 20, 2025, to be confirmed.

MOVED BY: Derek Tycholas  
SECONDED BY: Syed Kabir

THAT the Minutes of Meeting 01-2025 Community Communications Committee, held on February 20, 2025, be confirmed.

**8. Growth Strategy**

Senior Advisor - Growth Matthew Pearson and Policy & Research Analyst Ian Kaufman to provide an overview of the City of Thunder Bay Smart Growth Action Plan.

Senior Advisor - Growth Matthew Pearson provided an overview of the City of Thunder Bay Smart Growth Action Plan and highlighted the role and make-up of the task force, goals of the Smart Growth Action Plan, key milestones, and engagement initiatives.

Discussion was held relative to how the percentage goal of 3% growth in tax base assessments was calculated. Administration advised that it is a combination of best practices, a need for growth to be manageable with respect to housing and services, and a desire to keep the rate of growth slightly higher than inflation in terms of revenue.

Discussion was held relative to the use of census population data and the risk it could be dated or inaccurate. Administration advised that it is necessary to have a consistent tool to measure growth for consistency and a true reflection of outcomes.

Discussion was held relative to communications strategies to address challenges with birth rate and need for immigration. Administration advised that multiple approaches are required and work is continuing on a strong branding strategy, messaging on Thunder Bay's value, and enhancing ways to welcome new residents.

Discussion was held relative to the need for positive messaging and the importance of highlighting good news in the community. Administration advised that this work is ongoing through media releases, social media engagements, and reports presented to Council.

Discussion was held relative to engagement with Fort William First Nation with respect to the Smart Growth Action Plan. Administration advised that representatives from Fort William First Nation and Nishnawbe Aski Development Fund are members of the task force and other Indigenous stakeholders have been engaged.

The Chair advised that a large-scale event was being planned by the Fort William BIA in relation to growth.

## **9. Community Safety & Well-Being Refresh Engagement Plan**

Manager - Community Safety & Well-Being Louisa Costanzo to provide an overview relative to the Community Safety & Wellbeing Refresh Engagement Plan.

Manager - Community Safety & Well-Being Louisa Costanzo provided a PowerPoint presentation relative to the Community Safety & Well-Being Refresh Engagement Plan and highlighted the work being done to build trust with the community, identify gaps, and empower champions.

Discussion was held relative to the scope of the Community Safety & Well-Being Refresh Engagement Plan and the populations traditionally focused on. Administration advised that work is ongoing to engage with the community as a whole and to empower different organizations to engage with their networks.

Discussion was held relative to how the plan is shared with the community. Administration advised that the plan is currently being shared with service providers, post-secondary institutions, and representatives on the Community

Safety & Well-Being Committee.

**10. Let's Talk Thunder Bay Engagement**

Engagement & Public Information Specialist Stacey Levanen to provide an overview of the Let's Talk Thunder Bay engagement held Tuesday May 13, 2025 at West Thunder Community Centre.

Engagement & Public Information Specialist Stacey Levanen provided an overview of the Let's Talk Thunder Bay engagement held Tuesday May 13, 2025 at West Thunder Community Centre and highlighted that the pilot event met the objectives and positive feedback was received from participants and staff members.

Discussion was held relative to the format and value of the event. Administration advised that they see high value in this type of engagement that cannot be replicated through existing methods such as ward meetings and large-scale events. It was noted that the open house is only one of the engagement methods outlined in the Public Engagement Framework and being used by the City to connect with residents.

**11. Citizen Satisfaction Survey**

Acting Supervisor / Communications Specialist Stephanie Reid to provide an update relative to the Citizen Satisfaction Survey.

Acting Supervisor / Communications Specialist Stephanie Reid provided an update relative to the Citizen Satisfaction Survey and highlighted that concerns previously raised regarding how demographic information is reported was brought to the vendor's attention and they are working to resolve.

Discussion was held relative to the concern about the way demographic data was presented and for the potential use of Stats Canada demographic categories. It was advised that the concerns would be brought back and discussed with the Multicultural Association to assist with a solution.

Discussion was held relative to procurement of engagement platforms and the impact of the current tariff situation with the United States of America on the process.

**12. Communications Plan**

Acting Supervisor / Communications Specialist Stephanie Reid to provide an update relative to the Communications Plan.

Acting Supervisor / Communications Specialist Stephanie Reid provided a PowerPoint presentation relative to the Communications Plan and highlighted the status of actions associated with each goal. It was noted that the majority of the planned actions have been successfully completed.

Discussion was held relative to a presentation to Council and how the information and positive action in the communications plan can be shared with the public. It was noted that the Chair can highlight achievements through announcements at Committee of the Whole and that a presentation can be considered in the future.

At 6:47 p.m. the committee lost quorum and continued as an information session.

**13. Next Meeting**

The Community Communication Committee meets bimonthly on the third Thursday of the month, or at the call of the Chair. The proposed schedule for 2025 is:

- February 20
- April 17
- June 19
- September 18
- November 20

The next meeting is scheduled for Thursday, September 18, 2025, at 4:30 p.m. in the McNaughton Room, City Hall.

Discussion was held relative to the next meeting as a potential transition meeting dependant on the outcome of Report 154-2025 – Proposed Governance Structure currently before Council.

**15. Adjournment**

The meeting adjourned at 7:19 p.m.