



Accessibility Advisory Committee Minutes

May 6, 2025, 7:00 p.m.
Virtual Meeting

Present: Larry Brual
Liam Lacy, Vice-Chair
Adam Lamplugh
Michael Richards
Paul Scott, Chair
Rony Mathew
Elizabeth Bryant

Regrets: Marta Swirydowicz
Magda Madsen

Also Present: Councillor Shahid, Mayor's Designate
Michele Cotton, Staff Liaison, Accessibility Coordinator
Heather Ellis, Council and Committee Coordinator (Recording Secretary)

1. Call to Order
2. Declarations of Conflict of Interest

Michael Richards declared a conflict of interest regarding Item 6.2, Accessibility Improvement Grant Application, as he is an employee of the applicant.

3. Approval of Previous Minutes

Recommendation:

Moved by Michael Richards

That the Accessibility Advisory Committee minutes of April 1, 2025 be approved.

Carried

4. Presentations

- 4.1 Gene Chartier, Vice President and Chief Development Officer, and Heather Hector, Project Manager, Associate, Paradigm Transportation Solutions Limited

Re: New Traffic Calming Policy and Guidelines

Gene Cartier provided a presentation regarding the New Traffic Calming Policy and Guidelines. Highlights of the presentation included:

- the purpose of establishing a traffic calming policy and guidelines;
- the process for developing a traffic calming policy and guidelines including research, policy development, review of traffic calming best practices, and community and stakeholder engagement; and,
- details about the proposed new Traffic Calming Policy and Guidelines.

A question and answer period ensued regarding:

- details about notification for public engagement meetings;
- details about traffic calming signage; and,
- concerns about traffic calming measures and consideration for accessibility devices.

5. Delegations

There were no delegations.

6. General Business and Reports

6.1 2024 Accessibility Plan Update

Ms. Cotton stated that the 2024 Accessibility Plan update would be brought forward at the June 3, 2025 Accessibility Advisory Committee meeting for information.

6.2 Accessibility Improvement Grant Application

Having previously declared a conflict of interest, Michael Richards did not take part in the discussion or voting regarding this matter.

Michele Cotton advised that an Accessibility Improvement Grant application was submitted by Landmark Cinemas Whitby for the Lead Grant Program. Ms. Cotton provided an overview of the application which included:

- requesting a matching grant of \$10,000;
- installing Adobe Accessibility Solutions for Cinemas which provides narrative audio, closed captioning for patrons who are hearing impaired, and descriptive video for patrons who are visually impaired;
- the goal of providing equal access to entertainment and enhancing community engagement; and,
- the overall cost for the equipment being approximately \$95,000.

Paul Scott stated that the Lead Grant Program is available for small businesses and provided details about the definition of a small business. Mr. Scott advised that the Communication and Customer Service Subcommittee reviewed the application and recommends that the Accessibility Advisory Committee approve the Accessibility Improvement Grant application for the Lead Grant Program on the condition that Landmark Cinemas Whitby meets the eligibility requirements.

Recommendation:

Moved by Adam Lamplugh

That the Accessibility Advisory Committee supports the recommendation put forward by the Communication and Customer Service Subcommittee regarding the Accessibility Improvement Grant Application submitted by Landmark Cinemas Whitby.

Carried

6.3 National AccessAbility Week

Michele Cotton provided an update regarding National AccessAbility Week Town activities which included:

- the National AccessAbility Week flag raising ceremony at Town Hall on May 26, 2025 beginning at 9:30 a.m.;
- the Staff screening of the film *Advantage Gained* on May 28, 2025 at Town Hall;
- a public screening of the film *Advantage Gained* on May 29, 2025 at the Whitby Public Library; and,

- a Travelling Roadshow activity whereby Town Staff participate in simulated activities and obstacles to better understand the Town's accessibility features.

6.4 Subcommittee Updates

Paul Scott provided an update regarding the Communication and Customer Service Subcommittee which included reviewing the Accessibility Improvement Grant application received from Landmark Cinemas Whitby.

Michele Cotton advised that the Site Plans and Built Environment Subcommittee did not meet in April and therefore there was no update.

7. Council Update

Councillor Shahid provided an update regarding:

- Bike Month activities hosted by Durham Region;
- the Region's Community Growth and Economic Development Committee marketing campaign for Whitby's tourist destinations and events; and,
- proposed amendments to the Private Transportation Services By-law regarding accessible taxis.

8. Other Business

8.1 Advisory Committee Code of Conduct

Michele Cotton provided information about Advisory Committee Members' code of conduct and best practices for social media posts. Ms. Cotton reminded Members to ensure their social media posts remain non-partisan and to avoid associating their social media activity with the Accessibility Advisory Committee.

9. Next Meeting

Tuesday, June 3, 2025 - 7:00 p.m.

10. Adjournment

Recommendation:

Moved by Adam Lamplugh

That the meeting adjourn.

Carried

The meeting adjourned at 8:40 p.m.