

**Present:** Mayor Mitchell  
Councillor Drumm  
Councillor Emm  
Councillor Gleed  
Councillor Leahy  
Councillor Mulcahy (arrived at 6:06 p.m.)  
Councillor Roy  
Councillor Yamada (arrived at 6:13 p.m.)

**Also Present:** M. Gaskell, Chief Administrative Officer  
S. Klein, Manager of Recreation  
K. Evans, Supervisor of Senior Services  
C. Harris, Town Clerk  
S. Dave, Legislative Coordinator (Recording Secretary)

**Regrets:** None noted

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1. Declarations of Pecuniary Interest

1.1 There were no declarations of pecuniary interest.

2. Presentations

2.1 Alzheimer Society of Durham  
Re: The Blue Umbrella Campaign

S. Klein, Manager of Recreation, provided a brief introduction on the Blue Umbrella Campaign, particularly:

- In August 2016, The Alzheimer's Society of Durham Region received a \$25,000 donation from the Mayor's Community Development Fund to launch a Blue Umbrella campaign in Whitby;
- The Blue Umbrella Campaign provides dementia-friendly customer service training to local businesses, services and organizations;
- Over the last few months, over 135 Parks and Recreation staff from the Town of Whitby have participated in the Blue Umbrella

“Dementia Friendly” training; and

- Whitby is the first Dementia-friendly community in Durham.

Denyse Newton, Executive Director of the Alzheimer Society of Durham and Jocelyn McGrath, Program Lead, then provided a training and education session to Council with respect to dementia-friendly customer service, including but not limited to:

- An overview of the services provided by the Alzheimer Society of Durham and how to access those services;
- The types of training the Blue Umbrella campaign provides to service and health organizations to ensure that people who live with dementia can have a good quality of life as well as a positive customer service experience;
- Different types of Dementia and how they can affect the brain, including the way different people may react to the illness; and
- Recognizing warning signs of someone with a dementia or dementia-related illness and strategies for providing customer service to such a person.

Discussion ensued with respect to:

- Timelines for diagnoses of dementia;
- Strategies for communicating with a person who may or may not have dementia;
- Ensuring kindness, respect and positive listening when dealing with customers that may have dementia; and
- The importance of organizations like Alzheimer Society to communicate events and advances in the field to Council Members so that they may be able to assist in any way they can.

### 3. Adjournment

#### 3.1 Motion to Adjourn

#### **Resolution # 222-17**

Moved By Councillor Leahy

Seconded By Councillor Emm

That the meeting be adjourned.

**Carried**

The meeting adjourned at 6:54 p.m.

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Christopher Harris, Town Clerk

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Don Mitchell, Mayor