



TAXI LIMOUSINE ADVISORY COMMITTEE

MINUTES of MEETING
COMMENCING 2016 September 16, 8:10 AM
Electric Light Committee Room, 4th Floor
Administration Building (Municipal Complex), 313 - 7th Avenue SE Calgary

COMMUNICATIONS AND ENGAGEMENT (THE SUBCOMMITTEE)

MEMBERS PRESENT: Cheryl McLaughlin – General Public – Subcommittee Chair
Shawnah Whittaker – Calgary Airport Authority
Ian Lawson – Limousine Broker
Spencer Villiam – Calgary Hotel Association-Subcommittee Vice Chair
Tongjie Zhang – General Public- TLAC Chair (ex-officio)

MEMBERS ABSENT: Gurdev Sekhon – Taxi Driver
Stewart Lang – Community Member
Kay She – General Public

CITY SUPPORT STAFF PRESENT:
Marcia Andreychuk – TLAC Business Analyst (note taker)
Jodi Hughes – Issue Strategist
Jennifer Werbicki – Communication Advisor

ASCERTAIN QUORUM

The Chair ascertained that quorum was present.

CONFIRMATION OF AGENDA

CONFIRM AGENDA, Moved by Tongjie Zhang that the Agenda for today's meeting be confirmed. **CARRIED**

CONFIRMATION OF MINUTES

CONFIRM MINUTES, Moved by Ian Lawson that the Minutes of the 2016 March 4 meeting of the Communications and Engagement Subcommittee be confirmed.
CARRIED

DECLARATION OF PECUNIARY INTEREST

The following persons declared a pecuniary interest:

Ian Lawson, Limousine Broker

CHAIR'S OPENING REMARKS

The Chair thanked everyone for attending.

ELECTION OF SUBCOMMITTEE VICE CHAIR

The Chair announced that a Vice Chair needed to be elected for the Communications and Engagement Subcommittee and called for nominations. Tongjie Zhang nominated Spencer Villam. The request for nominations was made two more times with no other names provided. Motion by Ian Lawson to close nominations.

CARRIED.

Nominations were then declared closed by the Chair. Due to only one nomination presented, the Chair declared Spencer Villam as the Vice Chair.

STANDING ITEMS

2016 TLAC Communication & Engagement activities

DISCUSSION RE:

- **What is TLAC brochure content/design review/approval**
- **Follow-up items from annual planning session:**
 - TLAC recruitment tactics (e.g., Q1 2017 public information session; outreach; other?)
 - Evaluate 2016 Member Knowledge Program and plan 2017 program
 - Other potential tactics in support of TLAC awareness (e.g., Driver of the Year, etc.)

Discussion RE New "What is TLAC" draft content. Focus on the observed challenge of individuals being heard at TLAC meetings and understanding there is a process. A draft graphic was presented to take what is a complex process of a formal committee and break it down: what happens before meetings, during and after, along with opportunities to participate. Tips on "how to" phrase submissions to be expanded in a second piece.

Next step: Jennifer Werbicki to incorporate content feedback and submit to City of Calgary Creative Services for final proof for October 5. Verbal update from Subcommittee Chair to October 5 regular meeting of TLAC.

Discussion RE Driver recognition. As part of Chair's opening remarks at each TLAC meeting, the TLAC Chair will congratulate drivers who have had a 311 compliment since

the previous meeting (recognize achievement; congratulate individual on professionalism). To begin 2016 October 5 meeting of TLAC.

Discussion RE Evaluation of 2016 Member Knowledge Program and plan 2017 program.

Public member opinion: all modules necessary and worthwhile:

1. Orientation
2. Broker tour
3. Licensing counter/driver training shadowing
4. Enforcement ride-along
5. Bylaw overview

Feedback: Expand window, give more notice. Launch at annual orientation meeting. Add a communication module RE formalized direction provided at orientation around what Committee members can/cannot say pertaining to TLAC business and/or "what is TLAC." Also, there needs to be some consideration for members who join the Committee mid-year.

Tabled:

- Recruitment efforts (how to apply to sit on TLAC or a TLAC subcommittee) to be addressed separately and broadly in a campaign approach. To be dealt with as a subsequent agenda item.
- Discussion RE listserve to communicate TLAC agendas and recaps.
- Enhancement of online content.

NEW BUSINESS

The following persons came forward to address the committee with respect to Oral submissions: NONE

EXCUSING ABSENCE OF MEMBERS

All absent members gave prior notice to the Chair.

ADJOURNMENT

ADJOURN, Moved by Shawna Whittaker that the meeting adjourn. (9:56 a.m.) **CARRIED**

C. McLaughlin, Chair

S. Villam, Vice Chair