



Burlington Mundialization Committee Meeting

Minutes

Date: April 7, 2021
Time: 7:00 pm
Location: Virtual

1. Members Present:

Hassan Raza (Chair), Leanne Cecil, Rob Lyng, Anne Koopman, Marybeth Curtin, Brianna Jennings, Shadi Salehian, Ryan Martin, Eric Lim, Allan Dykstra, Joanna Sparrow, Allison Tan, Chris VanDooren, Aysha Rizwan, Brett Huttman, Alex Maveal

2. Member Regrets:

Christa Papavasiliou, Councillor Nisan

3. Others Present:

Suzanne Gillies (Clerk)

4. Declarations of Interest:

None.

5. Approval of Minutes:

5.1 Approve the minutes from the meeting held March 3, 2021

On motion the minutes from the meeting held March 3, 2021 were approved as amended.

6. Delegation(s):

None.

7. Regular Items:

7.1 Chair update (Hassan)

Hassan provided the following update:

- moving forward in order to provide more structure and to use time efficiently, time will be allotted to items on the agenda

7.2 Subcommittee updates:

a. United Nations (Shadi)

Shadi provided the following updates:

- the subcommittee had it's first meeting of 2021 and welcomes new members Joanna, Allison, Aysha and Chris
- the committee will wait until the end of the summer to consider options for what can be done in light of where we are with COVID restrictions, there will not be a virtual conference this year
- the One Burlington event will be held virtually this year in October and the subcommittee will participate with a game or a quiz that will focus on the United Nations Sustainable Development Goal number 16 - Peace, Justice and Strong Institutions, Shadi will approach the One Burlington organizers to arrange for the subcommittee to participate in the online event
- ACTION: Suzanne to provide an update on what give-a-ways are available
- there is a Halton Model UN that a couple members of the subcommittee are planning on attending

b. Itabashi (Rob)

Rob provided the following updates:

- Brianna gave an update on the pen pal program, received letters from Itabashi and delivered them to MM Robinson, hoping to be able to send letters in reply soon as school ends in April in Itabashi
- Rob is looking into the suggestion from Miles regarding Nelson High School interact club by sending a message to Itabashi to inquire about establishing a relationship with an interact club there
- we are waiting on art that was sent from Itabashi, however we will display the artwork that was sent last year in the window at

City Hall - ACTION: Rob to provide wording for signage to accompany the artwork

- Leanne will have art prepared by her students to display as well
- reached out to performers to provide videos for the virtual Sakura Festival

c. Apeldoorn (Anne)

Anne provided the following updates:

- welcome Alex and Allan as new members to the subcommittee, Ed Dorr has retired from the subcommittee, he will be missed
- the committee has been focused on preparing for the Canada Netherlands Friendship Day virtual celebration, the committee has reached out to many to participate in the celebration including the Mayor of Apeldoorn, Mayor of Burlington, Teen Tour Band, and the Dutch Counsel General to name a few
- new member Alex has offered to edit the videos
- the committee is planning to release 2 videos, one on May 3 and the second on May 5
- ACTION: Suzanne to set up a meeting to go through pictures from past events with the committee for use in the video
- ACTION: Suzanne to arrange for a time to record flags being raised at City Hall for the video
- there was a lengthy discussion regarding the Mundialization webpage on the City website and what changes could be made, Suzanne will ask communications staff about each subcommittee having their own pages

8. Other Business:

8.1 Online tools to increase engagement (Alex)

- Alex provided a presentation regarding a new idea on how to connect with our Twin Cities during this time of COVID and beyond. Alex presented a website called GeoGuessr.com as a way to connect virtually with the community as well as drive traffic to the committee website. The committee discussed the idea of using the game with localized maps for Itabashi and Apeldoorn. Some ideas and questions from the committee included could this be promoted in the schools,

can we do a trial, can we ask our Twin Cities for features to highlight, can we include Burlington? The committee was very positive about the idea.

- ACTION: Suzanne to ask communications if this is a tool we can use and if there are any issues with the committee doing this. Suzanne to follow up regarding collection of personal information protocols.
- ACTION: Alex to find out more about using localized maps and how that would work.

8.2 Website upgrade discussion and committee member responsibility

Hassan started a discussion with the committee regarding the committee website. Continuing on the questions and comments from Eric, Hassan asked if anyone from the committee would be interested in taking the lead to work with the City. Chris volunteered to coordinate all the feedback from the subcommittees which included the following questions and suggestions:

- Can each subcommittee have it's own page?
- Can we have more pictures and videos?
- Can we have surveys?
- Can we have more engaging content at the top of the page?
- Can we do more public outreach?
- Can we have an analysis of how people use the page and what is not being viewed?
- Can we have links to social media posts?

Chis will lead this working group.

Suzanne will follow up with communications staff on what can be done to support the committee.

8.3 Retired members

Johanna Haan and Miles Ross have recently retired from the committee. What can we do for them as a thank you? What is done on other committees when a member retires?

ACTION: Suzanne to look into what has traditionally been done in the past.

9. Adjournment:

Chair adjourned the meeting at 8:58 p.m.