Minutes of the TWELFTH meeting of the Strategic Initiatives Committee for 2009 held in the Committee Meeting Room, Second Floor, Rundle Tower, Oshawa Civic Administration Complex, on Monday, December 7, 2009, at 9:00 a.m.

Present: Councillor Marimpietri, Chair
Councillor Lutczyk, Vice-Chair
Councillor Kolodzie, Member (entered at 9:09 a.m.)
Councillor Sholdra, Member
Councillor Pidwerbecki, Member

Also Present: Councillor Henry (entered at 9:09 a.m. and left at 9:50 a.m.)
M. Medeiros, Manager, Support Services, City Clerk Services
R. Duignan, City Manager
H. Break, Director, Corporate Strategic Initiatives
T. Adams, Director, Corporate Communications and Marketing
S. Elston, Senior Environmental Co-ordinator
R. Keenan, Business Development Manager

SIC-09-48 Oshawa Physician Recruitment Committee Year End Progress Report and 2010-2012 Business Plan (All Wards)

The Committee reviewed Correspondence SIC-09-48 dated December 2, 2009 from the Oshawa Physician Recruitment Committee providing a year end progress report and submitting its 2010-2012 Business Plan and budget.

Councillor Kolodzie and Henry entered the meeting.

Dr. Pettyan and Sandy Yorke addressed Committee providing an update on the progress made by the Oshawa Physician Recruitment Committee to date and advising Committee that since September 1, 2004 until October 31, 2009, Oshawa has recruited 43 family physicians but is still experiencing a shortfall of 24.5 family physicians. Dr. Pettyan further stated that by June 2010 an additional 19 physicians will have 40 years of service and will need to be placed within the community.

Councillor Henry temporarily left the meeting.

The Committee questioned Dr. Pettyan and Sandy Yorke concerning the year end business plan.

Councillor Henry re-entered the meeting.

Dr. Pettyan provided the Committee with an overview of the 2010-2012 Business Plan advising that the Committee has identified ten actions relevant to physician recruitment as stated in the Physician Recruitment Committee’s business plan as well as providing an overview of the Physician Recruitment Committee’s five objectives.
The Committee questioned Dr. Pettyan and Sandy Yorke concerning the business plan and proposed budget.

Moved by Councillor Lutczyk,
"That the Strategic Initiatives Committee recommend to City Council:

That Correspondence SIC-09-48 dated December 2, 2009 from the Oshawa Physician Recruitment Committee providing a year end progress report and submitting its 2010-2012 Business Plan and budget be received for information and referred to the 2010 Budget."  CARRIED

SIC-09-56  Sarah Drimmie and Serina Mayberry, Metroland Durham Region Media Group - Request to address Committee concerning an Overview of the Metroland Digital Network (All Wards)

The Committee reviewed Correspondence SIC-09-56 dated December 12, 2009 from Serina Mayberry, Metroland Durham Region Media Group requesting to address Committee concerning an overview of the Metroland Digital Network.

Sarah Drimmie and Serina Mayberry gave a PowerPoint presentation on Metroland’s Suite of online marketing products and provided an overview of the advertising bundles available at a monthly fee.

Councillor Henry left the meeting.

Councillor Lutczyk made a declaration of pecuniary interest concerning the presentation from Metroland as he is involved in pending litigation with Metroland and did not participate in discussion or voting on the matter.

The Committee questioned Sarah Drimmie and Serina Mayberry.

Councillor Pidwerbecki temporarily left and re-entered the meeting.

Moved by Councillor Kolodzie,
"That Correspondence SIC-09-56 dated December 12, 2009 from Serina Mayberry, Metroland Durham Region Media Group requesting to address Committee concerning an overview of the Metroland Digital Network be referred to staff for report."  CARRIED

SIC-09-55  Strategic Initiatives Committee Outstanding Items Status Report  (All Wards)

The Committee reviewed Report SIC-09-55 dated December 1, 2009 providing an update of the Strategic Initiatives Committee’s outstanding items status report.
Moved by Councillor Kolodzie,
“That the Strategic Initiatives Committee recommend to City Council:

That Report SIC-09-55 dated December 1, 2009, ‘Strategic Initiatives Committee Outstanding Items Status Report’ be received for information.” CARRIED

SIC-09-54 Feasibility of Establishing an E85 Fuelling Station In Oshawa (All Wards)

This matter was previously discussed at the Strategic Initiatives Committee meeting held on June 17, 2009 when Report SIC-07-17 was referred back to staff for implementation options and a report back to Committee.

The Committee now reviewed Report SIC-09-54 dated December 2, 2009 from the City Manager providing an update on the investigation and the feasibility of establishing an E85 fuelling station in Oshawa

Moved by Councillor Kolodzie,
“That the Strategic Initiatives Committee recommend to City Council:

That Report SIC-09-54 dated December 2, 2009 on the matter of the feasibility of establishing an E85 fuelling station in Oshawa be received for information.” CARRIED

Moved by Councillor Lutczyk,
“That the meeting adjourn.” CARRIED

The meeting adjourned at 10:17 a.m.