



## Governance, Communications and Human Resources Committee

931 Yonge Street,  
Toronto, M4W 2H2

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The Governance, Communications and Human Resources Committee (“GCHRC”) of the Toronto Community Housing Corporation (“TCHC”) held a virtual Public meeting on November 14, 2022, via WebEx, commencing at 9:16 a.m.

**GCHRC Directors Present:**

Brian Smith, Chair

Marcel Charlebois  
Debbie Douglas  
Ubah Farah

**GCHRC Directors Absent:**

Councillor Paula Fletcher  
Naram Mansour

**Management Present:**

Jag Sharma, President & Chief Executive Officer (“CEO”)  
Nadia Gouveia, Acting Chief Operating Officer (“COO”)  
Darragh Meagher, General Counsel & Corporate Secretary  
Barbara Shulman, Chief People & Culture Officer  
Paula Knight, Vice President, Strategic Planning and Communications  
Jessica Hawes, Acting Chief Development Officer  
Luisa Andrews, Vice President, Information Technology Services  
Ada Wong, Senior Director, Digital, Content & Brand Strategy  
Robin Smith, Acting Director, Strategic Communications  
Mona Bottoni, Manager, Community Safety Programs  
Ceilidh Wilson, Assistant Corporate Secretary

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A quorum being present, Mr. Smith, serving as Chair, called the meeting to order, and Ms. Wilson served as recording secretary.

## **ITEM 1 CHAIR'S REMARKS**

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The Chair welcomed everyone to the GCHRC meeting, noted the Acknowledgement of the Land and notified everyone that due to the need for social distancing to limit the spread of COVID-19, TCHC is holding this GCHRC meeting virtually.

## **DEPUTATIONS**

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The Chair polled for any deputations to be heard at the meeting. The following verbal deputations were presented:

- Item 6 – 2023 Board and Committee Meeting Schedule (*Catherine Wilkinson*)
- Item 7 – TCHC 2022 Strategic Communications Plan Update (*Catherine Wilkinson*)

## **ITEM 2 APPROVAL OF PUBLIC MEETING AGENDA**

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*Motion carried* **ON MOTION DULY MADE** by Mr. Charlebois, seconded by Ms. Douglas and carried, the GCHRC approved the Public meeting agenda for the GCHRC's November 14, 2022 meeting.

## **ITEM 3 CHAIR'S POLL RE: CONFLICT OF INTEREST**

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The Chair requested members of the GCHRC to indicate any agenda item in which they had a conflict of interest, together with the nature of the interest. **No conflicts were declared.**

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**ITEM 4 CONFIRMATION OF MINUTES OF THE PUBLIC GCHRC MEETING OF SEPTEMBER 14, 2022**

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*Motion carried* **ON MOTION DULY MADE** by Mr. Charlebois, seconded by Ms. Douglas and carried, the GCHRC confirmed the above-captioned minutes without amendments.

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**ITEM 5 BUSINESS ARISING FROM THE PUBLIC MEETING MINUTES AND ACTION ITEMS UPDATE**

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*Motion carried* **ON MOTION DULY MADE** by Mr. Charlebois, seconded by Ms. Douglas and carried, the GCHRC received the matters reported as Business Arising from the Public Meeting Minutes and Action Items Update for its information.

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**ITEM 6 2023 BOARD AND COMMITTEE MEETING SCHEDULE** GCHRC:2022-28

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The above-captioned report was circulated to GCHRC members prior to the meeting.

A verbal deputation was received from Catherine Wilkinson with respect to this item.

Mr. Meagher was available to answer questions of the Committee. Highlights of the discussion include:

- The Committee discussed ways to ensure tenants are aware of Board and Committee meetings, have access to meeting materials, and understand the deputation process. Currently, Board and Committee materials and meeting information are available on TCHC's external website, but it was suggested that alternative communication methods be explored to inform tenants of Board and Committee meetings (e.g. posting notices in Tenant Service Hubs, listing Board and Committee meeting dates in Tenant Loop, etc.).

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*Motion  
carried*

**ON MOTION DULY MADE** by Ms. Farah, seconded by Mr. Charlebois and carried, the GCHRC approved, and recommended that the Board of Directors approve, the proposed frequency of Board and Committee meetings for the 2023 year, as set out in Report GCHRC:2022-28.

**ITEM 7**      **TCHC 2022 STRATEGIC  
COMMUNICATIONS PLAN UPDATE**      GCHRC:2022-29

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The above-captioned report was circulated to GCHRC members prior to the meeting.

A verbal deputation was received from Catherine Wilkinson with respect to this item.

Ms. Knight and Ms. Wong were available to answer questions of the Committee. Highlights of the discussion include:

- It was suggested that a pest control community poster be developed to inform tenants of the pest control process.
- Of the various initiatives outlined in the report, one concrete example of a successful outcome is 3,000 tenants have signed up to receive information via email, and registration is ongoing.
- There has been a 25% increase in audience interaction with TCHC's social media channels. There has also been an increase in tenant interaction specifically, with an increase in tenants using social media to ask questions, ask for updates, etc.
- There are three campaigns underway with the Capital Engagement and Tenant Engagement teams to use text messaging to communicate with tenants; this will be reported on in the next Strategic Communications Plan update.
- The overwhelming response from tenants is that, for those who have mobile and internet connectivity, they want to receive information via text messaging and email messaging.
- There are just over 100 buildings that are part of the pilot project with ConnectTO to implement internet access within TCHC buildings. Buildings were selected based on having the largest tenant populations

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and greatest access to common space.

- Action item: Management to provide the GCHRC with a one-pager identifying the buildings included in the ConnectTO pilot project and a brief explanation of how buildings were selected for inclusion.

*Motion  
carried*

**ON MOTION DULY MADE** by Ms. Douglas, seconded by Mr. Charlebois and carried, the GCHRC received Report GCHRC:2022-29, being the Strategic Communications Plan Update report, for its information.

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**ITEM 8 CITY COUNCIL DIRECTIONS REQUIRING BOARD ATTENTION GCHRC:2022-30**

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The above-captioned report was circulated to the GCHRC members prior to the meeting.

*Motion  
carried*

**ON MOTION DULY MADE** by Mr. Charlebois, seconded by Ms. Douglas and carried, the GCHRC received Report GCHRC:2022-30, being the City Council Directions Requiring Board Attention report, for its information.

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**TERMINATION**

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A Motion to adjourn the meeting was moved by Ms. Farah and seconded by Mr. Charlebois. The GCHRC resolved to terminate the public meeting at 9:52 a.m.

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Secretary

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Chair, Governance,  
Communications and Human  
Resources Committee