Meeting held on November 23, 2016, commencing at 1:15 PM, in Committee Room #5, Second Floor, London City Hall.

**PRESENT:** Councillor T. Park (Chair), Councillor M. Salih and J. Cleary, C. Forsythe, T. Frost, J. Henry, J-M. Metrailler and P. White and H. Lysynski (Secretary).

**ABSENT:** Councillors P. Squire and J. Zaifman and P. Beechey.


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I.  **CALL TO ORDER**

1.  **Disclosures of Pecuniary Interest**

That it BE NOTED that no pecuniary interests were disclosed.

II.  **SCHEDULED ITEMS**

None.

III.  **CONSENT ITEMS**

2.  **3rd Report of the Town and Gown Committee**

That it BE NOTED that the 3rd Report of the Town and Gown Committee from its meeting held on September 14, 2016, was received.


That it BE NOTED that the Municipal Council resolution adopted at its meeting held on October 25, 2016, with respect to the 3rd Report of the Town and Gown Committee, was received.

4.  **Notices**

That it BE NOTED that the Town and Gown Committee received the following:

   a) a notice dated September 21, 2016, from G. Bailey, Planner II, with respect to an application submitted by Kim Nguyen, relating to the property located at 1448 Adelaide Street North;

   b) a notice dated October 26, 2016, from J. Adema, Planner II, with respect to the application submitted by MHBC Planning Ltd., relating to the properties located from 193 to 199 College Avenue; and,

   c) a notice dated October 26, 2016, from B. Turcotte, Senior Planner, with respect to an application submitted by Old Oak Properties, relating to the property located at 515 Richmond Street.

IV.  **ITEMS FOR DISCUSSION**

5.  **Good Neighbour Campaign Update**

That it BE NOTED that the Town and Gown Committee received the attached presentation from K. Graham, Director, Community and Economic Innovation, and verbal presentations from J. Cleary, University Students Council and O. Katolyk, Chief Municipal Law Enforcement Officer, with respect to an update relating to the Good Neighbour Campaign and YourLondonCalling.ca.
6. Real Estate Signs - Proposed New Sign and Canopy By-law

That the Civic Administration BE REQUESTED to include educational information related to residential rental properties signage when issuing residential rental unit licenses.

V. DEFERRED MATTERS/ADDITIONAL BUSINESS

7. (ADDED) Western University Homecoming 2016 Summary

That the following actions be taken with respect to proposed amendments to the Public Nuisance By-law (PH-18):

a) the Civic Administration BE REQUESTED to give consideration to amending the definition of "Nuisance Party" in the Public Nuisance By-law (PH-18) to address the issue of rooftop social gatherings, as it creates a public safety concern;

b) the Civic Administration BE REQUESTED to report back to the Town and Gown Committee with respect to the request in part a), above; and,

c) the Civic Administration BE REQUESTED to address the above-noted matter and hold a public participation meeting at the appropriate Standing Committee, prior to St. Patrick's Day, 2017; it being noted that the Town and Gown Committee heard a verbal presentation from P. White, Western University, with respect to the 2016 Homecoming events.

VI. ADJOURNMENT

The meeting adjourned at 2:06 PM.

NEXT MEETING DATE: February 8, 2017
YourLondonCalling 2016 UPDATE

BE A GOOD NEIGHBOUR

Administration was directed to establish a campaign to promote good neighbour relations between students and long-term residents for the Fall of 2016.

1. Working Group
   - City Council
   - City Staff
   - Fire Services
   - USC / FSU
   - Off-Campus Housing
   - Town and Gown reps

2. Great ideas
   - Combined efforts
   - Pooled resources

3. New YLC Section
   - Social Media Promotion
   - USC Campaign

YLC UPDATES

New Section
- For Students
- For Landlords
- For Residents
- Useful contacts & resources

http://www.yourlondoncalling.ca/be-a-good-neighbour/

Agenda

- Be a Good Neighbour
- 2016 Promotion
- Next Steps

PROMOTION

- 9,400 Postcards Distributed
- 1,600 Fanshawe residence kits
- 1,300 Fanshawe frosh kits
- 6,500 first year Western kits
SAMPLE TWEETS:

"Welcome students! Check out http://www.yourlondoncalling.ca for tips on everything from settling in to getting around. #ldnont

http://twitter.com/yldnontcollage"

"Whether you are a first-time or returning student, a longtime Londoner, or new to #ldnont, start your journey at http://www.yourlondoncalling.ca"

YLC STATS
October 2015 – October 2016

- 8,190 Unique Page views
- 5,175 Sessions
- 4,183 Users

- 20% Returning Visitors
- 80% New Visitors

SOCIAL MEDIA

PROMOTION

- Over 12,000 impressions on Twitter
- 42 re-tweets
- E-newsletter promotion
- Suggested social media package sent to Council

NEXT STEPS

- Mental Health and Wellness Information
- Investigate Party Registry
- Continue to strengthen relations with USC / FUS

Thanks!