

**4TH REPORT OF THE**  
**TOWN AND GOWN COMMITTEE**

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.

**ALSO PRESENT:** J. Adema, Sergeant D. Ellyatt, J. Farquar, K. Graham, G. Matthews and O. Katolyk.

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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.

3. Municipal Council Resolution - 3rd Report of the Town and Gown Committee

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

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## Agenda



- Be a Good Neighbour
- 2016 Promotion
- Next Steps

## 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/>

9,400 Postcards  
Distributed

## PROMOTION

- 1,600 Fanshawe residence kits
- 1,300 Franshawe frosh kits
- 6,500 first year Western kits



## SOCIAL MEDIA

### PROMOTION

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

#### SAMPLE TWEETS:

"Welcome students! Check out <http://www.yourlondoncalling.ca> for tips on everything from settling in 2 getting around [#ldnoni](#) <pic.twitter.com/kM9Mp62n4v>"

"Whether you are a first-time or returning student, a longtime Londoner, or new to [#ldnoni](#), start your journey at <http://www.yourlondoncalling.ca>."

## YLC STATS October 2015 – October 2016

# 8,190

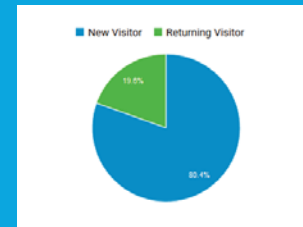
Unique Page views

# 5,175

Sessions

# 4,183

Users



20% Returning Visitors  
80% New Visitors

### NEXT STEPS

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

# Thanks!