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## Road Safety Promotional Subcommittee

**Date:** September 15, 2023  
**Time:** 9:34 AM  
**Location:** Online Video Conference

Members	Councillor Stephen Dasko	Ward 1
	Councillor Sue McFadden	Ward 10
	Councillor Martin Reid	Ward 9
	Brant Thompson	Citizen Member
	Councillor Robert Fluney	Citizen Members
	David King	Citizen Member

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### Staff Present

Seema Ansari, Technical Analyst, Region of Peel  
Don Clipperton, President, Mississauga Insurance Brokers Association  
Jennifer Andrade, Special, Public Programs, Region of Peel  
Melissa Brabant, Team Lead, Transportation Safety Division, Ministry of Transportation  
Colin Patterson, Manager, Traffic Services & Road Safety  
Catherine Nguyen-Pham, Communications Advisor  
Laura Zeglen, Project Leader, Vision Zero  
Allyson D'Ovidio, Legislative Coordinator

1. CALL TO ORDER

Pursuant to the section 28 of the Council Procedure By-law #0044-2022, Allyson D'Ovidio, Legislative Coordinator called the meeting to order at 9:34 AM and called for nominations for a Chair and Vice-Chair of the Road Safety Promotional Subcommittee.

1.1 Appointment of Chair

Councillor S. McFadden nominated Councillor S. Dasko to be Chair of the Road Safety Promotional Subcommittee.

RECOMMENDATION RSPS-0001-2023

Moved By R. Fluney

That Councillor Stephen Dasko (Ward 1) be appointed Chair of the Road Safety Promotional Subcommittee for the term ending November 14, 2026 or until a successor is appointed.

(RSPS-0001-2023)

Approved

1.2 Appointment of Vice-Chair

Councillor S. Dasko nominated Councillor S. McFadden as Vice-Chair of the Road Safety Promotional Subcommittee.

RECOMMENDATION RSPS-0002-2023

Moved By R. Fluney

That Councillor Sue McFadden (Ward 10) be appointed Chair of the Road Safety Promotional Subcommittee for the term ending November 14, 2026 or until a successor is appointed.

(RSPS-0002-2023)

Approved

2. INDIGENOUS LAND STATEMENT

Councillor S. Dasko, Chair recited the Indigenous Land Statement.

3. APPROVAL OF AGENDA

Approved (Councillor M. Reid)

4. DECLARATION OF CONFLICT OF INTEREST

Nil.

5. MINUTES OF PREVIOUS MEETING

5.1 Road Safety Promotional Subcommittee Minutes - January 21, 2022

Approved (Councillor S. McFadden)

6. MATTERS CONSIDERED

6.1 Road Safety Committee Promotional Subcommittee Terms of Reference Review

Members of the Subcommittee engaged in a discussion with respect to the revised Road Safety Promotional Subcommittee Terms of Reference and approved changes with respect to the agency representatives.

RECOMMENDATION RSPS-0003-2023

Moved By R. Fluney

That the Road Safety Promotional Subcommittee Terms of Reference be approved as amended.  
(RSPS-0003-2023)

6.2 Slow Down Lawn Sign, Catherine Nguyen-Pham, Communications Advisor

C. Nguyen-Pham presented previous iterations of the "Slow Down" lawn signs. Members of the Subcommittee engaged in a discussion with respect to designs for a new sign including:

- Colour (white, red, green, brown, blue and yellow);
- Images of children playing;
- logos to include (Mississauga, 3-1-1, Vision Zero)

Colin Patterson, Manager, Road Safety spoke to the rationale behind previous designs and noted they need to be visible in the evening.

RECOMMENDATION RSPS-0004-2023

Moved By Councillor M. Reid

That Catherine Nguyen-Pham, Communications Advisor be directed to work with Creative staff to prepare mock designs of a new "Slow Down" lawn sign and return to the Road Safety Promotional Subcommittee for approval and next steps.  
(RSPS-0004-2023)

Approved

7. INFORMATION ITEMS

Nil.

8. OTHER BUSINESS

Nil.

9. DATE OF NEXT MEETING - TBD

10. ADJOURNMENT

10:26 AM (Councillor S. McFadden)

DRAFT