

Simcoe Muskoka On the Move

Advisory Committee Meeting

Date: Monday, June 23, 2025

Location: MS Teams [Join the meeting now](#)

Time: 2 pm – 4 pm

Attendees: Carolynne Bull, Cassie Emms, Christine Bushey, Ishan Maggo, Jonathan Main, Joe Coleman, Monica Bovett, Susan Reese, Rachel Abaza, Amilynn Sharpe

Regrets: Bailee Yasher, Christine Hyde, Christine Dempster, Heather Elliott, Katie Kirton, Kerri McDonald, Vandita Watts

Chair: Monica Bovett (SMDHU)

Recorder: Jennifer Niven (SMDHU)

No.	Agenda Item	Actions
1.0	Welcome and Member Updates On the Move Advisory Committee members welcomed Cassie Emms, Senior Policy Planner, District of Muskoka. The District of Muskoka's Transportation Master Plan is currently in the preliminary phases. The On the Move Advisory Committee members welcomed Sarah Sweiger, CDP PHN from SMDHU assigned to the Cookstown office, Rachel Abaza, CDP PHN from SMDHU assigned to the Collingwood office and Amilynn Sharpe, CDP PHN assigned to the Midland office.	
2.0	Review of Agenda and Minutes from April 8, 2025	Agenda reduced as meeting did not have voting member quorum to deliberate all issues.
3.0	Business Arising	
3.1	School level activity summary - TLDSB schools interested 2025/26 Fall Term (<i>C. Bull, TLDSB</i>) - Bracebridge Public School - Macaulay Public School S. Reese provided an update regarding the 2 schools in TLDSB as they have expressed interest in participating in the On the Move initiative. Macaulay Public School's principal is a returning principal and familiar with the On the Move process. Bracebridge PS status is still pending.	C. Bull will complete an email introduction for Bracebridge Public School to S. Reese.
3.2	Bradford West Gwillimbury On the Move Working Group Update (<i>Joe Coleman, BWG/ Chantèle Mayer, SMDHU</i>) BWG has rebranded the On the Move committee in BWG utilizing several community partners such as the public and catholic schools and SMDHU to help facilitate the municipal wide On the Move initiative.	

	Request from OTMAC budget for BWG On the Move The BWG On the Move Committee is looking to request funding from the On the Move Advisory Committee to help purchase the following items: an On the Move banner, A-frame sign and feather flags to help promote walk and wheel events. The funds required are \$7468 for 20 feather flags signs, 20 banners 20 A-Frame. This will cover 15 schools leaving 5 spares. The branding will be generic where others may be able to borrow these. The BWG Committee is working with the school boards to set an event, possibly monthly, where these assets would be placed to help promote walking and wheeling to school events. The BWG Committee has confirmed that school boards have met with 12/15 principals of schools. The BWG Committee is looking to launch international walk to school day in the fall and complete the surveys therefore hoping to have the assets in house for the fall. C. Bushey provided an update on the On the Move budget as follows: <table><tr><td>Funds available:</td><td>\$20,032.91</td></tr><tr><td>Funds committed to 5 newly onboarded schools</td><td><u>\$ 7,000.00</u></td></tr><tr><td>Balance</td><td>\$13,032.91</td></tr></table> C. Bushey indicated these funding is from the original Green Communities Canada grant in 2019, and she would like to get these funds off the books in the next 6 months to 1 year.	Funds available:	\$20,032.91	Funds committed to 5 newly onboarded schools	<u>\$ 7,000.00</u>	Balance	\$13,032.91	M. Bovett will send out a poll for a vote on the funds requested by the BWG Committee.
Funds available:	\$20,032.91							
Funds committed to 5 newly onboarded schools	<u>\$ 7,000.00</u>							
Balance	\$13,032.91							
3.3	<u>Policy Statements Dissemination Plan</u> (Policy Subgroup) - Summary of May 26th meeting (Monica) - Discussion of pending action items (Subgroup members) - Other opportunities The subgroup may require some input from the On the Move Advisory Committee members as the project progresses.	Deferred. Follow up meeting to be set for August 2025 to discuss presentation of policy statements to County of Simcoe planners.						
3.4	<u>On the Move Action Plan</u> updates (Monica Bovett, SMDHU) - Promotional activities to be confirmed for Summer 2025: - Video - Proclamation Day - On the Move Flag - Song - Membership expansion: - Board of Health member - Other elected officials ad hoc support- MPPs support Active School Travel day at the provincial level - Funding opportunities to support local projects (Christine Bushey, SMDHU)	Defer						
3.5	Structure and Function of Committee (Monica Bovett, SMDHU) - Terms of Reference posted on committee webpage - Next update November 2025	Defer						

4.0	New Business	
4.1	Social media format change at SMDHU (<i>Monica Bovett, SMDHU</i>) The SMDHU is going in the direction of stories, polls and questions. C. Bull stated it may be difficult to track stories and questions. The decision was for SMDHU to keep the On the Move social media posts as a post.	Keep SMDHU created SM posts related to On the Move in "post" format and continue to make available to OTMAC members for use through they own agencies.
4.2	Green Municipal Fund's Safe and Active School Routes Funding Program The Green Municipal Fund's Safe and Active School Routes Funding Program will be awarded to 12 different communities across Canada. M. Bovett asked the granting agent if the On the Move Advisory Committee could apply as a group as they support several different municipalities. The granting agent said this may be an option. The 2nd option would be for a municipality to apply for this grant therefore M. Bovett ask if there was a municipality that would be interested in pursuing this grant. The On the Move Advisory Committee could vote as a committee to support this application. There is \$5000 that could be provided to the agency for staff support to complete the grant application which would be 90 days before the grant closes. This is a matching grant. BWG was planning to apply for this grant. They will be looking for additional funding for mitigation around school crossings, extra pathways, speed humps... traffic calming measures. J. Main's feedback was that sometimes municipalities have limits to how many grants a municipality could apply for however BWG would check all the boxes. A regional approach sounds like a good approach however letter of intent would be required from councillors.	M. Bovett expressed that OTMAC could support BWG's application with a letter of support, if needed.
5.0	Next Meeting: August 2025 - In person at SMDHU office (TBD). Date to be determined by email poll	