

**SEPTEMBER 3, 2025**

**ACCESSIBILITY ADVISORY COMMITTEE**

**REPORT NO. AAC-003-2025**

**2025 ACCESSIBILITY EVENT UPDATE**

**ANDREA BOLTON**  
**DEPUTY CLERK/ACCESSIBILITY COORDINATOR**

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**RECOMMENDATIONS**

This report is provided for information purposes.

**FINANCIAL IMPLICATIONS**

Counties Council has approved a \$20,000 budget for the 2025 Accessibility Event. Currently \$4,804.00, excluding taxes, has been incurred for radio advertising on four stations during the registration period. Other costs are estimated for catering, Facebook Boosts, name tags/lanyards, programs (produced in-house), American Sign Language interpreters, a door prize, and a \$3,000 contingency. Estimated costs, inclusive of contingency and radio advertising, are \$15,542.02 (HST included) at this juncture.

**STRATEGIC INITIATIVES**

The activities outlined in this report serve to support Pillar 2, section 2.5, Promote Diversity, Equity and Inclusion in the Counties, by promoting accessibility in the community.

**CLIMATE CHANGE IMPLICATIONS**

Where possible reports are provided in a digital format to reduce the Counties carbon footprint.

## **ACCESSIBILITY CONSIDERATIONS**

This report can be made available in alternate accessible formats on request. The United Counties of Leeds and Grenville makes every effort to provide services in a manner that is inclusive, to ensure accessibility barriers are reduced or eliminated where possible. All Committee meetings are livestreamed with closed captioning.

With respect to the 2025 Accessibility Event, it will be held in an accessible building and staff have reserved two sign language interpreters to assist with the presentations.

## **COMMUNICATIONS CONSIDERATIONS**

The event will be promoted through the Economic Development eNewsletter which is circulated to over 4,000 businesses in Leeds and Grenville. In addition, information about the event has been circulated to member businesses of several Chambers of Commerce and professional associations. The event will be promoted through on the Counties' website and social media. Municipal offices around Leeds and Grenville have been requested to promote the event.

## **BACKGROUND**

In 2024, the Accessibility Advisory Committee identified hosting a community event similar to a conference or workshop as a goal for the Committee in 2025. A budget of \$20,000 was approved by Counties Council in the 2025 Budget and the Committee began planning the event.

## **DISCUSSION/ALTERNATIVES**

### **Date and Time**

The event is scheduled to take place Friday, October 3<sup>rd</sup> from 9:00 a.m. to 3:00 p.m.

### **Venue**

The New Hope Church at 2811 2<sup>nd</sup> Concession Road was chosen as the venue for the event. The Church provides ample parking and can accommodate 100 participants.

Staff will meet with the representatives from the venue on September 2<sup>nd</sup> to review the setup and other requirements for the day.

### **Food**

The New Hope Church provides a catering service for lunch, as well as catering for a mid-morning break. Cost per person for lunch is \$16.00 and the cost per person for the break is \$5.00. The menu will be finalized two weeks prior to the event.

### **Sign Language Interpreters**

Canadian Hearing Services has provided staff with a quote for two American Sign Language (ASL) interpreters. Two interpreters are required due to the length of the event. The estimated cost is \$1,850.00 not including mileage and travel time per interpreter.

Staff have requested to reserve the interpreters and Canadian Hearing Services is working to find representatives who can attend the event. Staff are required to send the presentation materials to the interpreters in advance of the event so they may prepare.

### **Speakers List/Draft Order of Presentations**

The following is a draft timetable for the event and can be changed per instruction by the Committee:

9:00 – 9:30 a.m. Registration

9:30 a.m. Welcome

9:40 a.m. Leeds and Grenville Accessibility Advisory Committee (AAC) Presentation

9:55 a.m. North Grenville AAC Presentation

10:10 a.m. Rideau Lakes AAC Presentation

10:25 a.m. Brockville Municipal Accessibility Advisory Committee Presentation

10:30 a.m. Break

10:45 a.m. Claire Smith, Lived Experience

11:15 a.m. Amsted Design, Building Accessibility

12:00 p.m. Lunch

1:00 p.m. Reina McDowell, Leeds Grenville Developmental Services

1:20 p.m. Chris Morrison, UCLG Courthouse Apartment Project

1:40 p.m. John Barclay, Community Involvement Legacy Homes, Devin's Story

2:00 p.m. Caroline Rigutto, UCLG Secondary Suites Program and Funding

2:20 p.m. Ken Spicer, Brockville Home Health Care

2:45 p.m. Thank you and Wrap Up

Staff are still awaiting confirmation of participation from Brockville Municipal Accessibility Advisory Committee (BMAAC) and the North Grenville AAC. BMAAC meets September 10<sup>th</sup>.

The event will be hosted by the Chair of the Leeds and Grenville Accessibility Advisory Committee, Rob Wright.

### **Registration**

Registration is through Eventbrite, by email to [reception@uclg.on.ca](mailto:reception@uclg.on.ca) or by calling the Accessibility Coordinator at 613-342-3840 ext. 2307. Participants can also register by visiting [www.leedsgrenville.com](http://www.leedsgrenville.com).

Members of the Committee are asked to register, in order to ensure catering numbers are accurate.

### **Promotion**

#### Economic Development eNewsletter

Information regarding the Event was included in the July 22<sup>nd</sup> edition of the Counties' Economic Development Department's eNewsletter. It will be featured in the two September editions as well. The eNewsletter is circulated to over 4,000 businesses in Leeds and Grenville.

#### Counties' Website

The event is being promoted on the Counties' website and is currently the first item in the homepage banner, making it the first thing visitors see.

#### Facebook Boosts

The event is being promoted through the Counties' Facebook page and has been "boosted" to reach more people. There is a minor cost associated with boosting a post on Facebook, estimated at less than \$100.00. The information is also being shared by other municipalities through their social media.

### Chambers of Commerce and Professional Associations

Staff requested six Chambers of Commerce in Leeds and Grenville circulate the businesses the information about the event to their members, and to let them know of the opportunity to become an exhibitor. The Chambers contacted include:

- The 1000 Islands Gananoque Chamber of Commerce
- The Brockville and District Chamber of Commerce
- The Lyndhurst, Seeley's Bay and District Chamber of Commerce
- The Merrickville and District Chamber of Commerce
- The North Grenville Chamber of Commerce
- The South Grenville Chamber of Commerce

At the request of the Committee, staff also contacted Leeds and Grenville Approved Professionals and they are promoting the event to their membership.

### Radio Advertising

At its July 22<sup>nd</sup> meeting the Committee agreed that if registration was slow, paid advertising should be undertaken.

Advertising has been secured on the following stations beginning September 1st:

- 104.9 myFM Brockville
- 99.9 myFM Gananoque
- 103.7 Giant FM Brockville
- 97.5 Moose FM Kemptville

All advertisements are 30 seconds in length, and due to the fact this a not-for-profit event, the stations are bonusing the Committee with a number of free advertisements. Three stations are offering two paid ads per day, from September 1<sup>st</sup> to 16<sup>th</sup>, with four additional free ads per day as a bonus. Another station is offering one paid advertisement with a matching free ad throughout the month of September. The radio campaign in total is 398 advertisements at a cost of \$4,804.00, excluding taxes.

### Radio Interviews

Part of the package with the radio advertisements is an interview with both the Brockville and Kemptville stations on their morning shows. Committee Chair Rob Wright has agreed to take part in the interview on behalf of the Committee.

### Digital Advertising

Part of the Kemptville radio advertising campaign includes a digital ad running on the My Kemptville Now webpage. The cost for this advertisement is combined with the cost of the Kemptville radio advertisement.

### **Exhibitors**

A call to businesses to become an exhibitor is part of the advertising campaign for the event. It is hoped that more businesses and organizations will sign on to become exhibitors as the radio advertising campaign ramps up.

### **Remaining Next Steps**

The remaining next steps include the following:

1. Staff to meet with venue September 2<sup>nd</sup> regarding set-up for the event
2. Catering menus to be completed and submitted to venue two weeks prior to the event
3. Staff to maintain contact with the North Grenville and Brockville AACs regarding their presentations
4. Committee to determine what the UCLG AAC would like to focus on for its presentation (to be developed by staff and the Chair) with input from the Committee at the September 3<sup>rd</sup> meeting
5. Staff to submit the presentations in advance to the sign language interpreters.

### **ATTACHMENTS**

Building Accessibility Poster

The report set out above has been reviewed and the information verified by the individuals listed below.

**ANDREA BOLTON**  
**DEPUTY CLERK/ACCESSIBILITY COORDINATOR**

**AUGUST 28, 2025**  
**DATE**

**AL HORSMAN**  
**CHIEF ADMINISTRATIVE OFFICER**

**AUGUST 28, 2025**  
**DATE**