

# Permission to change the format of Sept 29th Public Information Forum

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# Purpose of September 29th Public Information Forum

- A strategy and program for the public meeting that will educate and engage the public in an informed rational discussion about pesticide use and regulation



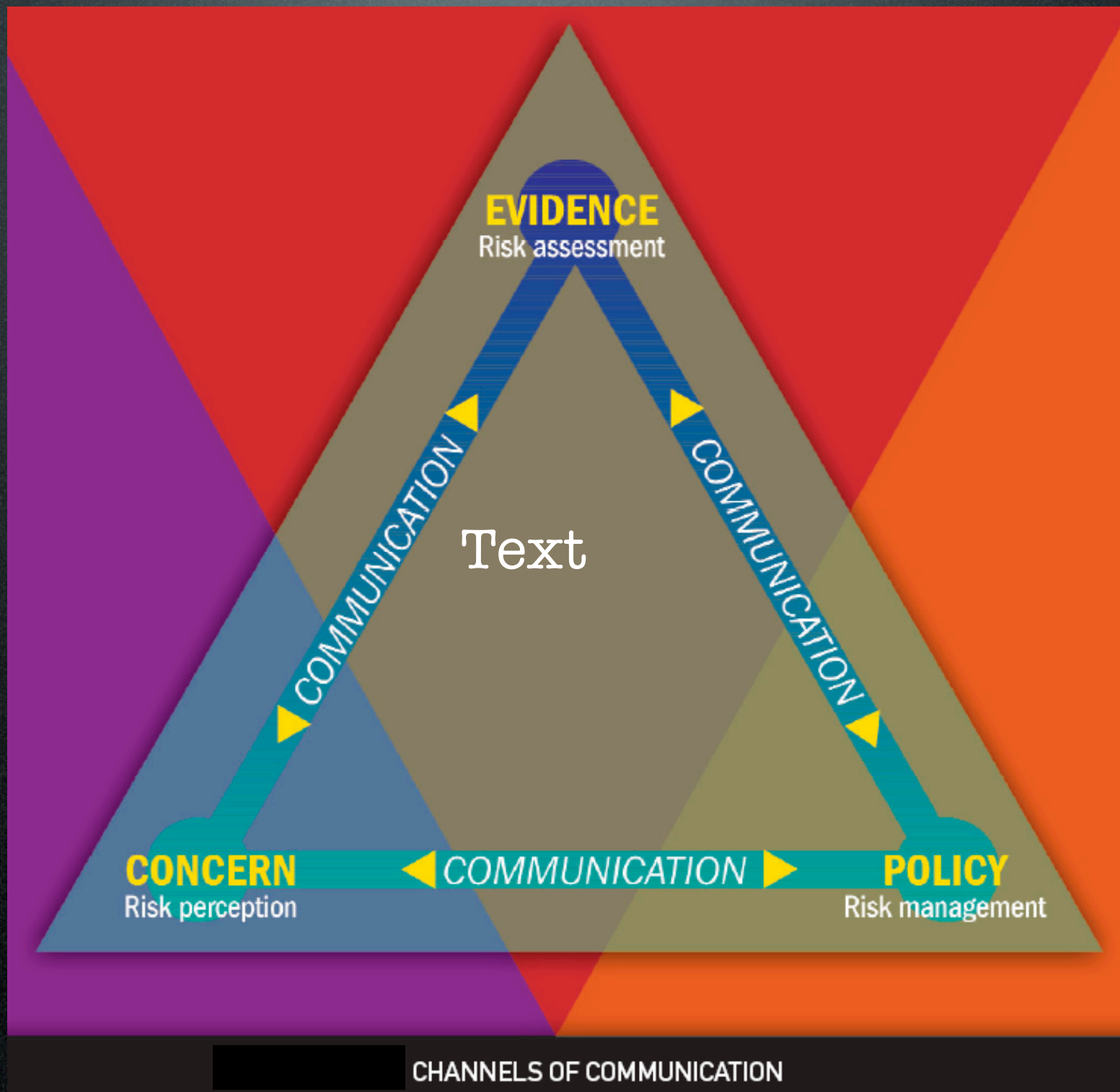


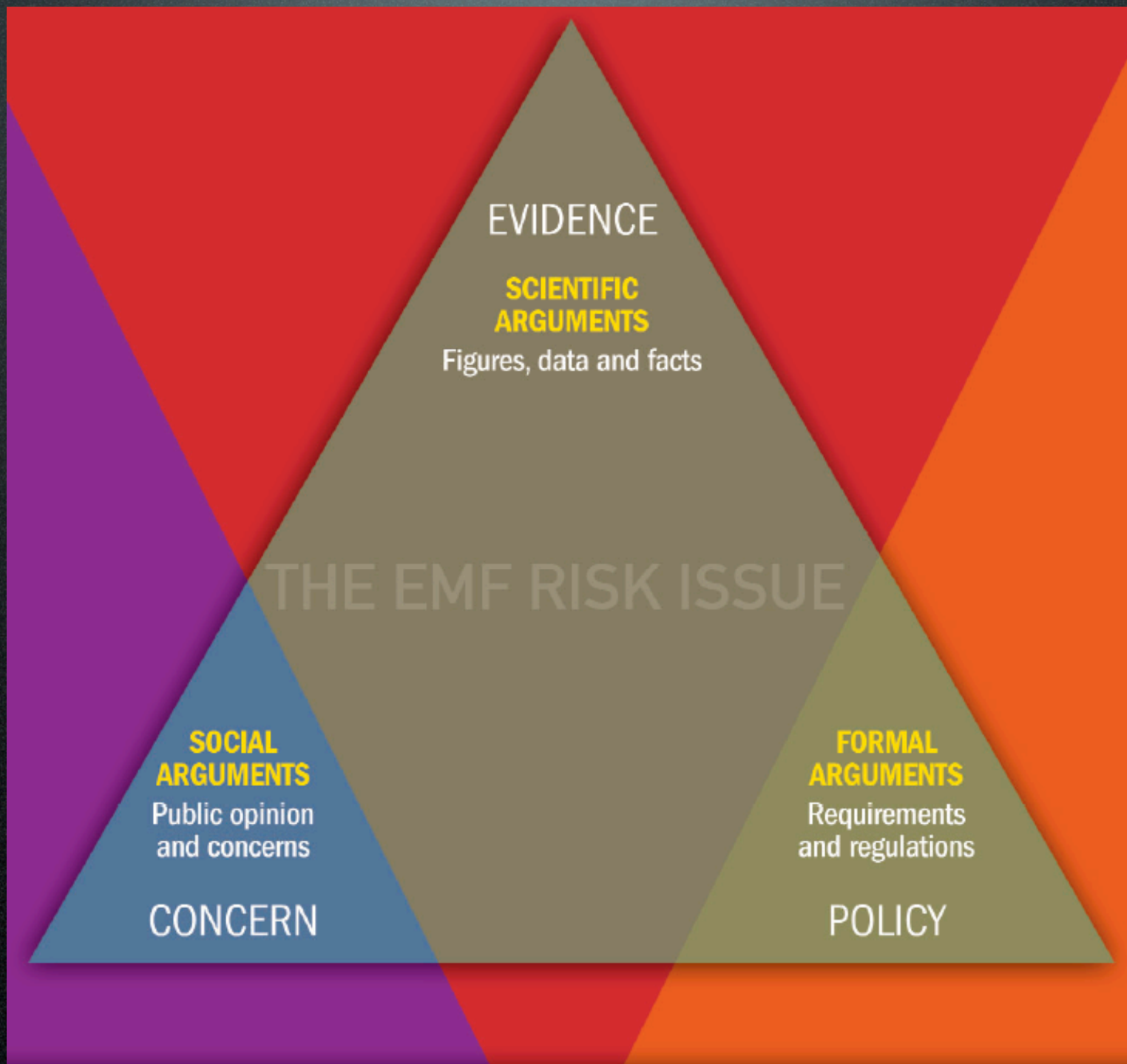
# These “events” have been rowdy in other municipalities

- The issues are emotionally charged - voices will be raised at times
- The media tend to hype the events and prime people for battle rather than reasoned discussion
- My objective is to try to keep it under control... requires the participants' voluntary agreement to do so











# Option 1 - Dueling Panelists

- 7:00-7:10. Welcome by Mayor Cousens
- 7:10-7:20. Overview and Ground Rules by the Facilitator
- 7:20-8:00. **Each Panel member has 10 minutes to present their perspectives....4 panelists**
- 8:00-9:00. Open the session to Q&As from the floor
- 9:00 ... Wrap-up and Adjourn (unless there are still first timers who want to speak..go until lines at mics are finished)



# Option 2 - Designated Batter

- 7:00-7:10. Welcome by Mayor Cousens and the Chair of Environment Committee
- 7:10-7:20. Overview, Ground Rules and **very brief introduction of the Panel members**
- 7:20-8:00. **Presentation of an objective overview by the designated expert - i.e. Dr. Len Ritter**
- 8:00-9:00. Open the session to Q&As from the floor
- 9:00 ... Wrap-up and Adjourn..assuming we do not have long line-ups of people still standing at the floor microphones



# Option 1 - Dueling Panelists

## Pros

- Similar to what other municipalities have done
- Will appeal to people who want to see /hear conflicting viewpoints
- Will produce “sound bites” for media
- Will give 4 perspectives their “10 minutes of fame”

## Cons

- The information presented is driven by individual panelists...may not be as comprehensive
- Difficult to cut a presenter off at 10 minutes without supporters in audience complaining about bias
- Dr. Ritter not willing to participate
- Other panelists may follow suit but not necessarily
- Reinforces the conflict as opposed to rational discussion



# Option 2 - Designated Batter

## Pros

- 5 of the panelists willing to proceed and allows even more panelists to be recruited...probably 8
- Markham version, not a clone of other municipalities
- Dr. Ritter's comprehensive analysis becomes part of public consultation process - more proof of open consultative
- More of a "come, let us sit down and reason together" approach
- Makes it more attractive to the "other" panelists because they just have to answer questions

## Cons

- May be criticized by those who want to see a fight
- Dr. Ritter's overview may be criticized as not being objective overview...use of particular words
- Supporters want to hear their champions and this format limits that to just responses to questions



# Recommendation: Option 2

