

PPCII meeting
July 7th, Peterborough Public Library Auditorium, 1:30 – 3 pm
Meeting Minutes Part 2---Attachments

Appendix A

Marketing Committee Report for the July 7th PPCII Meeting
Jean Giroux, Chair

The Marketing Committee met on June 8, 2011

The Committee met with representatives from Redstone Media group to discuss options and format for a PPCII promotional video. The video would be 4 – 5 minutes in length with a focus on why the PPCII is so important to the Peterborough community. Redstone Media will be working with PPCII staff to further clarify details of the project including identifying the target audience, messages to be conveyed, who will appear in the video and to complete the script.

The Committee viewed all entries for the Photo Contest and determined 20 photos to be put online for the final judging. From June 8 to June 30 the public voted for their favorite pictures on the PPCII website. The three winners were announced at Multicultural Canada Day and all winners have received their prizes. Prizes included gift certificates for Cosmic Charlie's, framing and photo development and will be presented to all three finalists. In terms of website traffic, the contest was a success with 128 visits during the submission phase and 427 during the voting phase.

Notable traffic has been noticed on the blog as the public views monthly success stories. There has also been an increase of over 1,000 additional hits on the website in the past month.

Recent marketing efforts include the following:

- Presentations made to the County Council and County Chief Administration offices were well received.
- Staff attended a race relations retreat for elementary school teachers to help teachers understand and prepare for the 'changing face of Peterborough)
- Upcoming PPCII presentations will be made at the Chamber breakfast networking event in July and to the Kawartha Manufacturing Association (as part of an NCC presentation).
- In June the PPCII will be marching with the PPCII banner at the Ode'Min Giizis (Strawberry Moon) Festival community procession. The PPCII is also lending its umbrellas to the festival for one of their events.
- The PPCII banner will be hanging on George Street, near London, from June 16 – July 15.

Future outreach efforts include the following:

- Currently criteria for the Business Excellence Awards are being reviewed in partnership with the Workplace Integration Centre—to prepare for the development of an 'immigrant friendly business' award.
- Human interest stories are being considered as part of a three part series through CHEX television. A tentative format is outlined and details will follow in future reports.
- Attendance at the Prosperity Trade Show in September is being considered.

The next meeting is scheduled for August 2, 2011

Appendix B

Integration Strategy Committee Report for the July 7th PPCII meeting. Debbie Harrison, Chair

The Integration Strategy Committee (ISC) met on May 31st, 2011 from 2-4 pm at the New Canadians Centre Boardroom. The ISC was updated on the PPCII funded projects submitted since the last ISC meeting. One project remained outstanding —the social survey— however it has now been submitted and staff will continue to work with stakeholders to identify partners for the survey's eventual implementation.

The ISC also discussed the launch of the interactive action plan, as well as the results of three of our research projects, highlighting how they came about through partnerships.

The PPCII Research and Implementation Specialist updated the committee on the projects underway in the Health Social Services and Voluntary Sectors. This presentation highlighted the need for the PPCII to conduct more research and work in the area of health services for newcomers.

The ISC also heard about the potential creation of an Immigrant Employment Council in Peterborough, an idea that is being explored by PPCII staff in collaboration with the Workplace Integration Centre. If successful in being created, the Immigrant Employment Council could take over responsibility for the economic development actions in the PPCII Integration Strategy.

As part of the work necessary to determine how to spend the ISC budget, staff was directed to assess whether any of the work we have already done needed follow-up before we embark on new projects.

The next meeting of the ISC will take place on July 26th, from 2-4 pm at the New Canadians Centre Boardroom.

Appendix C

Training and Capacity Building Committee report for the July 7th, 2011 PPCII Meeting

**Report from June 23, 2011 meeting of the TCBC
1:00 pm--2:30 pm at the New Canadians Centre.
Sonya Hardman, Chair**

- As part of the continued planning for the next PPCII conference, the committee heard presentations from the PPCII Research and Implementation Specialist and the Coordinator of the Workplace Integration Centre (WIC).
 - As a result of the presentation by the Research and Implementation Specialist, the TCBC focused in on the idea of 'planning for action' and in particular using diversity as a tool to act upon the various plans that already exist in the Peterborough Community. Committee members have been tasked with bringing topics that relate to this theme to the next meeting.

- The committee is also considering the feasibility of having the conference at The Venue, in collaboration with the WIC 'Evening of International Business' event on November 1st. The main factor is whether this will be a good location given the structure (e.g. breakout sessions/no breakout sessions, etc..) of the conference. This decision will impact the timing, budget and target audience of the conference and as such will be made at the next committee meeting.
- Other things considered by the committee include:
 - Aiming for 200 attendees
 - \$20 as a reasonable registration fee
 - Once theme is developed, the committee is considering putting out a call out for proposals/presentations in mid July to comparative communities are e.g. Elliot Lake, North Bay, and Chatham-Kent for demographics, Guelph, Kingston for size etc...
 - Child minding at the conference
 - the Mayor of Peterborough as a keynote speaker on immigration and economy

Appendix D

Executive Committee Report for July 7th PPCII meeting From June 14th meeting of Executive Committee Jenn Harrington, Chair

The Executive Committee received committee updates from the Integration Strategy Committee, the Marketing Committee, the Training and Capacity Building Committee, the Resource Development Committee and the Newcomer Advisory group. The treasurer's report was also presented and approved.

The Training and Capacity Building Committee Terms of Reference are now complete. The executive briefly discussed the current roles/values of staff, the structure of the PPCII currently and going forward. The executive recommended that the discussion of these issues be deferred to a strategic planning session to be held in the fall with Executive and Resource Development committee members. PPCII staff and the Chair of the Executive/PPCII will meet in July to plan this session. Other items discussed included:

- Staff asked for direction regarding communicating 'negative' aspects of immigrant stories in PPCII promotions and was directed by the executive to tell the entire story of newcomers.
- Executive was asked about marketing needs (standing request from the Marketing Committee). The executive requested assistance with marketing the PPCII to youth and also suggested adding the marketing committee's requests to the PPCII meeting agenda.
- Staff updated the Executive on the Speaker's Bureau, including the plan to provide advanced training to participants who have already received basic training. The Executive requested further information on how we advertise the Speaker's Bureau and where speakers have spoken. PPCII staff will bring this information to the next meeting.
- Staff requested guidance on the timing of adding two 'at large' members and were directed by the executive to make this happen as soon as possible.
- The PPCII (through the New Canadians Centre) received one of the Community Foundation of Greater Peterborough's awards for its 'Peterborough Welcome Pass' program. The Vice-

chair of the PPCII along with PPCII staff and the Chair of the Board of the New Canadians Centre were in attendance at the ceremony held June 14th.

Next Meeting: August 9th, 2011, 1-3pm NCC Boardroom

Appendix E

Resource Development Committee (RDC) REPORT July 7th Meeting of the PPCII

Highlights from the RDC meeting / discussion and recent updates:

- “Cultural Access Pass” funding application submitted to the Community Foundation of Greater Peterborough (CFGF).
 - Thank you to Melissa and Janet Hunter for working on the proposal
 - In early June, Hajni Hos received notification from CFGF that the project proposal is approved for the requested \$3000 funding
 - Summer Student Nurudin Qorane is the project staff working alongside Jason and Melissa
 - This project was promoted at the Canada Day launch at Del Cray Park press conference.
 - Official project launch on Canada day
- PPCII Staff, NCCP Fundraising Committee, PPCII Resource Development Committee to seek audience with Ontario Trillium Foundation to talk about OTF funding guidelines. This will be coordinated (meeting booked) by NCCP staff.
- Big consideration for the sustainability plan of the PPCII is continued funding support for its operations and mandate.
 - Strategic discussion has started at the RDC committee level on the “form” PPCII would/could/should have in the near future.
 - Balance between City and County presence, commitment and participation in PPCII
 - E.g., Possible confirmation of City financial commitment if County financial contribution is also secured
 - Increased PPCII promotional activities at the townships
 - RDC has identified 2 possible scenarios for the PPCII as of April 2012 (March 2012 is when CIC funding flowed through NCCP runs out)
- PPCII Council should be the venue for the strategic discussion about the future form of PPCII
 - RDC starts the discussion (assumption is that the discussion at the Council level is better facilitated with some possibilities presented for comments than going into a Council meeting “raw”)
 - RDC requests a discussion on the future of the PPCII to be an agenda item at the next PPCII meeting

Report prepared & submitted by:
Carmela Valles
RDC Chair

Appendix F

Treasurer's report for PPCII Council Meeting on July 7th, 2011
Submitted by: Amanda Dibbits
Fiscal Year 2011-2012 (April 1, 2011 – March 31, 2012)
as it stands on June 30, 2011

Revenues:

Responsible for expenditures		Expenditures in May 2011	TOTAL expenditures	TOTAL remaining	Total budget for fiscal year
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New Canadians Centre	Administrative costs*	3,794	11002	36,201	47,203
	TOTAL - Administrative	3,794	11,002	36,201	47,203
	Salaries and Benefits (Coordinator, Outreach Coordinator, Research and Implementation Specialist)	7,429	22,156	83,681	105,837
	Office supplies and photocopies, Equipment Lease	458	1,262	6,232	7,494
	Staff Travel	5	45.8	458	504
New Canadians Centre	Professional development	0	100	800	900
Integration Strategy Committee	Implementation of Integration Strategy	150	150	6,850	7,000
Training and Capacity Building Committee	Symposium or Conference	0	0	15,000	15,000
Marketing Committee	Promotion	351	396	4,604	5,000
	Hospitality - Meetings	1,312	1,397	1,603	3,000
	Volunteer appreciation	0	122	1,878	2,000
	Member Expenses	0	0	1,500	1,500
Executive Committee	Skills Development (Speaker's Bureau)	0	0	2,000	2,000
	TOTAL- Overhead COSTS	9,704	25,628	124,606	150,234
	Total Eligible GST/HST	132	192	2,918	3,110
	TOTAL	13,630	36,822	163,725	200,547

*NCC Admin Costs: NCC ED and Bookkeeper Salary and Benefits, Telephone Fax and Internet, Audit fees, Insurance, Office Maintenance, Office Rental, Tech Support.

Appendix G

Training & Capacity Building Committee Terms of Reference (April 2011)

Background

The Training and Capacity Building Committee (TCBC) was originally formed as *ad hoc* Conference Planning Sub-committee in 2010 to prepare for the *Together We Prosper* conference. In November of 2010 it was decided that the Training and Capacity Building become a full Standing Committee with the Peterborough Partnership PPCII on Immigrant Integration (the PPCII).

Duties of the TCBC

The Committee's focus is on a broader program of training and capacity building for members, target audiences, and the Peterborough Community as a whole. This includes:

- A. Identifying speakers/presentations for PPCII meetings with the aim of building the capacity of PPCII members in attendance at the meetings.
- B. Implementing an alternating annual program between a large conference and a workshop series

Objectives

The committee will not duplicate the work of the education and training sector partners in the community, but rather address capacity building for the PPCII members themselves, as well as identified target groups as identified by the PPCII Integration Strategy.

Composition

The TCBC is composed of a minimum of 5 voting members and a maximum of 9 voting members, appointed by the PPCII by January 31st each year. The PPCII should endeavour to appoint members with a background in research, municipal services, education, employment or community services.

PPCII members should indicate their interest in becoming a member of the TCBC by notifying the Chair of the PPCII. If there are more than 9 voting PPCII members interested in becoming a voting member of the TCBC, the PPCII will elect the TCBC voting members with ballot.

The PPCII Coordinator and the PPCII Outreach Coordinators are a non-voting members of the TCBC.

The Term of Office shall be for one year beginning on February 1st and ending on January 31st of the following year. Membership may be renewed on an annual basis.

The PPCII shall be responsible for deciding on the filling of any vacancy in the membership of the TCBC which occurs during the year, at the PPCII meeting immediately after the appearance of the vacancy.

Roles and Responsibilities

The **Chair** of the TCBC shall be chosen from among the voting members of the Committee by the voting members of the Committee at the first meeting following the annual appointments.

The voting members shall be responsible for filling a vacancy in the position of Chair, from among the voting members, at the meeting immediately after the appearance of the vacancy.

The Chair is responsible for carrying out or delegating the following duties:

- Setting TCBC meeting dates and agendas
- Acting as facilitator at TCBC meetings
- Supervising the implementation of the decisions of the TCBC
- Reporting in writing to each meeting of the Executive Committee and attending meetings of the Executive Committee as a voting member of the committee (or sending a designate to do so in the event that the Chair is absent).
- Attending and reporting in writing to each meeting of the PPCII

PPCII **staff** shall be responsible for the following:

- Sending meeting agendas and minutes to members
- Attending meetings and taking minutes and participating in discussion
- Arranging refreshments for meetings
- Implementing committee decisions, as directed by the Chair and assigned by the New Canadians Centre Peterborough Executive Director

Where staff is not available, the Chair will be responsible for carrying out or delegating these tasks.

General TCBC members are responsible for:

- Attending TCBC meetings, or for notifying the Chair of their absence.
- Keeping up-to-date with the TCBC's work by reading TCBC meeting minutes and following up on tasks.
- Assisting the Chair with the Chair's responsibilities when necessary.
- Requesting that any items they wish to discuss be added to the agenda in advance of the meeting.

Where a member misses two TCBC meetings in a row without notification, or three TCBC meetings in a row, the Chair shall contact them, and their continued membership will be addressed at the next TCBC meeting.

Working Groups

At times, the TCBC may establish by motion an Ad-Hoc Work Group to achieve a short-term goal or address a specific issue.

In the establishment of a Work Group, the TCBC shall

- appoint one TCBC voting member to act as liaison
- appoint other members from the TCBC, the PPCII or the community
- establish the terms of Reference for the Work Group
- determine the reporting requirements for the Work Group

Meetings

1. The TCBC will meet at the time and place that the TCBC members decide.
2. The TCBC will meet a minimum of six (6) times per year, in advance of regularly scheduled PPCII meetings.
3. A quorum at meetings of the TCBC will consist of 50% +1 of TCBC members.
4. If at any time during a TCBC meeting there ceases to be a quorum present, the TCBC can still have a meeting with no ratification of proposals until a quorum is present again.
5. Meetings are open to visitors, but the TCBC reserves the right to hold in-camera discussions in accordance with FIPPA legislation.

Minutes

Minutes are public, and shall be uploaded to the PPCII website. A link to the location of the minutes will be sent to all TCBC members. Minutes will be made available at least two weeks before the next TCBC meeting.

Decision-Making

Decision-making should follow the modified consensus model as described in detail in the PPCII Terms of Reference.

All members shall abide by the Conflict of Interest Policy as outlined in the Terms of Reference for the PPCII.

Accountability

The TCBC is accountable to the PPCII as a whole.

The TCBC may identify projects and bring them to the Executive Committee for recommendation. If after reviewing, the Executive Committee recommends the project to the PPCII, the PPCII will discuss it and it

will only be ratified with approval of the PPCII. Without the recommendation of the Executive Committee, the PPCII will not discuss the project possibility.

Review

These Terms of Reference are up for review annually by the TCBC and PPCII. Any proposed changes must be accepted by both bodies before coming into effect.

Appendix H

Notes of May 17th, 2011 Newcomer Advisory Group meeting Prepared by Jason Stabler, Coordinator

In attendance: *Sumin, Mina, Sheila, Arbera, Muhammed, Elizabeth, Jenn, Gamella, Leila, Chanda, Nurrudin, Jason, Maryam.*

The PPCII Coordinator gave a brief overview of the PPCII, how the Newcomer Advisory Group (NAG) fit into the structure of the PPCII, and of the importance of NAG input to the work that PPCII does.

The Chair of the PPCII was in attendance at this meeting in accordance with an invitation the NAG extended to have PPCII members attend NAG meetings.

Mina shared her story of immigrating to Canada. Mina was born in Afghanistan where she lived with her mother, father and two sisters. Her mom was well educated but left her education to take care of her family. Mina and her family left Afghanistan for Iran during the war with the Soviets. Her father was killed only four years after he married Mina's mother. Their trip to Afghanistan involved many mechanisms including camel and bus. When Mina was eight, her mother moved her and her sisters to Canada where she thought they would have better opportunities. The first difference for Mina was going from a world where she was constantly supervised by family and community members to one where there was very little supervision. Not speaking English also made the transition to Canada difficult. Growing up in Peterborough Mina and her sisters were bullied for being different. The New Canadians Centre community trips were a useful support for dealing with this, as they were not the only 'non-white' people on these trips. In spite of her difficulties, Mina graduated high school as the Valedictorian of her class. After graduation she moved to the Netherlands for awhile before moving back to Peterborough. Today she is happily married and has a lovely daughter.

The NAG identified the following barriers that newcomers face: bullying; different cultural practices (e.g. dating); lack of support in schools (e.g. ESL, and teacher training to deal with cultural difference); lack of Canadian work experience; stereotyping of newcomers as lazy; a lack of mental health services for newcomers; the stigma among some newcomers associated with asking for help; and, difficulty making friends (as a young newcomer). Opportunities for overcoming these barriers include: CMHA training on the interaction between migration and mental health; training newcomers with effective coping strategies; employment internships; training employers to overcome profiling of accents and country of origin during hiring process; expanding mentorship programs for professionals to all jobs; and, training to encourage elementary school teachers to help newcomer students to make friends and to better understand cultural differences (i.e. cultural competency).

Next meeting: Tuesday, July 12th, 5-7 pm, at the NCC Board Room

Together we prosper



Please encourage newcomers you know to attend.

