

**Executive Committee Meeting
Oct 18th, 2011 1-3 pm
New Canadians Centre Board Room**

Minutes

Present: Amanda Dibbits (County of Peterborough, Treasurer of PPCII), Jenn Harrington (Chair of PPCII), Jason Stabler (Coordinator of PPCII), Jean Giroux (Employment Planning and Counseling, Chair of MC), Debbie Harrison (Fleming College, Chair of ISC), Becky Rogers (City of Peterborough), Renato Romanin (GPAEDC)

Regrets: John Hucks (Vice Chair, Trent Valley International Coffee House, Cath D'Amico (former Chair of PPCII, Trent University ESL), Carmela Valles (Carmela Valles Immigration Consulting, Chair of RDC)

1. Review of the July 7th, 2011 Executive Committee minutes

The PPCII coordinator communicated to the executive that after researching provincial privacy legislation and the PPCII Terms of Reference that the PPCII and its committees can in certain circumstances hold *in camera* portions of their meetings. As such, it was suggested that discussions at the previous executive committee that were of a private nature, be retroactively considered to have been made *in camera*. Discussions of property, identifiable individuals, legal actions and contract talks were identified as the reasons why the PPCII or a committee could hold a discussion in camera. Staff was directed to include these reasons and the ability of the PPCII and its committees to hold in camera discussions in the PPCII and committee Terms of Reference. Staff also instructed on how to keep minutes in such cases which will consist of stating that item x was discussed *in camera* and then to record if a decision was made. The minutes of the previous meeting were approved by the committee.

2. Committee updates:

a. Integration Strategy Committee (ISC) Jason Stabler for Debbie Harrison

The PPCII Coordinator updated the ISC on the status of the projects funded by the ISC in the previous fiscal year. The ISC put the emphasis on the importance of economic development pillar within the Integration Strategy and the need for local labour market data and research. As such, the ISC has asked staff to consider implementing the labour Market survey created in the last fiscal year as one of the priorities of the current year.

The Research and Implementation Specialist highlighted some of the recent programs and events which are furthering the objectives of the Integration Strategy. These projects included the Newcomer Bulletin, an audit of ESL service providers in Peterborough area, and a project on newcomer friendly practices in housing sector. The ISC directed staff to include the Housing Division of the City of Peterborough into the housing project.

The ISC was updated on the Peterborough Workplace Integration Centre (PWIC) which will come into existence if a grant application which was recently submitted is successful. The PWIC will evolve from the existing Workplace Integration Centre (WIC). As is currently the case

with the WIC, the PWIC is expected to further many of the objectives in the Economic Pillar of the Integration Strategy. As such, PPCII staff assisted in putting this grant proposal together.

To date the website of Interactive Action Plan has received 5900 hits and staff will report in subsequent meetings on website traffic, using this number as baseline data.

The ISC ask from staff to prepare a report for the Nov 29th meeting on the status of all projects completed and proposed to facilitate discussions about how to spend the implementation budget.

The committee brainstormed on priorities for implementation and identified: *capacity building; economic development; labour research; affordable housing; ESL services; the creation of an ESL steering committee; and, making use of current PPCII research and studies when considering future project ideas as priorities for implementation.*

The Chair of the ISC, informed the members that she will give her resignation from the position effective January 2012. She also asked members to consider volunteering for this position.

b. Marketing Committee (MC) --Jean Giroux

The committee heard a presentation from Chi Hang Li from the Workforce Development Board about the possibility of PPCII utilizing a bulk advertising rate they have obtained for radio advertising. The committee did not commit to purchasing this advertising, but directed staff to bring forward specific ideas as they arise that radio advertising may be useful for.

Completed and ongoing marketing actions were reviewed by the committee. PPCII attendance at the Prosperity Tradeshow on September 14th resulted in several new connections and potential partnerships. Hits on the PPCII website and the MyKawartha Blog continue are increasing. The PPCII coordinator has met with representatives from Redstone Media about the PPCII promotional video. As a result of this meeting, it was decided that the content of draft created by the committee will be edited to fit a 4-5 minute video. Redstone representatives also suggested that the Mayor of Peterborough do the voiceover for the video. PPCII staff has contacted the Mayor's office and he has agreed to do the voiceover for the video. Future marketing initiatives include the PPCII Conference on November 7th and the Women's Business Network Spotlight event which is being hosted by the PPCII in January.

c. Training and Capacity Building Committee (TCBC) – Jason Stabler

The Chair of the TCBC has taken a job outside of Peterborough and as such, will no longer be able to chair the committee. The PPCII Coordinator will chair TCBC meetings until a new chair can be identified in the New Year.

A preliminary draft budget was created and the committee began discussion about whether and in what amounts we can provide support to speakers. The TCBC also began a preliminary exploration of the marketing of the conference. It was recommended that advertising in the Peterborough Examiner and Peterborough This Week may not be worth the large expense that is attached to them. The TCBC directed the PPCII Outreach Coordinator to look further into the costs and benefits of advertising in these mediums. Other suggested marketing options included the Newcomer Bulletin, Chamber of Commerce networking events, Chamber of

Commerce email blasts, PPCII and NCC websites, the list serves, websites and emails where the RFPs were sent, those who submitted a proposal, the PPCII membership, press releases, the Trent International Program and Trent International Students Association and targeted marketing. Other pre-conference marketing will include the development of a poster, which will be posted at various locales as well as at Quid Novis/Kawartha Now and PTBO Canada.

Materials at the conference will include:

- A Program including Speaker Bios, Abstracts with links to presentations (hosted on PPCII website)
- Information about the PPCII including website + Integration Strategy
- Clipboards + Bags

The committee brainstormed a list of speakers to approach about speaking at the conference in addition to the proposals we have received.

At the next meeting the TCBC will develop a draft program for the conference. Staff will then work to finalize the program, market the conference, develop registration and materials for the conference and carry out the logistics of the conference.

The executive committee recommended that entertainment be included, that city and county councilors and high level managers be invited, and that the Municipal Cultural Plan be included as a topic. Staff will follow-up on these things.

d. Resource Development Committee (RDC) – Jason Stabler for Carmela Valles

The committee was made aware of the NCC Board's decision to commit to the PPCII as a core part of the mandate of the NCC. Staff provided an overview of all of the funding opportunities available to PPCII in terms of continuing its operations beyond the end of the current fiscal year. These included:

Incorporation (open for discussion at PPCII strategic planning meeting) which would make PPCII eligible for funding opportunities:

- United Way
- City of Peterborough

Non-incorporation (current situation) would make PPCII eligible for funding opportunities under:

- Citizenship and Immigration Canada LIP Funding. However, at this stage it is not clear whether LIP Funding will happen again.
- Ontario Ministry of Citizenship and Immigration Bridge to Employment funding (through Immigrant Employment Council).
- Trillium Foundation Funding-possibility of \$75 000 for PPCII project funding.
- Members- two sources 1) direct ask 2) membership fees (to be discussed at PPCII strategic planning session)
- Resource Development Position- through CFDC and HRSDC grants.
- Ontario Ministry of Citizenship and Immigration Community Builders Funding-possibility of project based funding

Staff was directed to apply for HRSDC and CFDC funding for a 6 month internship position-- either a resource developer or an admin assistant. Staff shared with the Committee a draft letter to be sent to PPCII member organizations asking for financial support. RDC Committee agreed that the letters should be tailored to the particular member being approached. The committee recommended to staff to approach the biggest member organizations including WDB, Fleming, Trent, School Boards, GPAEDC, Chamber of Commerce and CFDC. The RDC agreed to hold an *ad hoc* meeting on Oct. 26 to focus specifically on finalizing this item. Staff will prepare individual letters to be addressed to PPCII organization members and present them to the Committee for consideration together with the reviewed list of organizations to be approached.

The committee decided that staff should pursue Trillium funding which is for a maximum of \$75,000 and has a deadline of Nov. 1. The committee requested that staff and committee members who are part of the negotiations with Trillium for funding ask about applying for funding in more than one Trillium category and ask which program ideas would best qualify for Trillium grants, and if the PPCII/NCC can submit a more comprehensive project, rather than submitting multiple grants. Staff will prepare a list of 5-6 project ideas/concepts for consideration under Trillium funding and will then work with the Executive Director and committee members to select the projects that will go into the grant application and start working on the grant.

The committee was updated on the Peterborough Immigrant Employment Council (IEC) which (if the grant is approved) will be funded by the Bridge to Employment Training funding from the Ontario Ministry of Citizenship and Immigration. PPCII staff assisted in the preliminary research of this funding application.

There are no new developments with regard to the upcoming strategic planning session. The session is open to the PPCII council as a whole, but the RDC committee is encouraged to attend and take an active role in the process, since the planning session was largely initiated around questions brought forward by the committee (i.e. Should the PPCII incorporate or not?). The strategic planning session will take place this fall but the date is not set.

3. Report from the Treasurer – Amanda Dibbitts

The Treasurer's Report was approved by the committee

4. Report of the September 13th Newcomer Advisory group meeting

The NAG heard the story of Safo who decided not to tell her story in the usual way but rather began by asking what 'identity' means. Safo illustrated that answering the question "Who am I" leads to an understanding that identity can be multi-faceted. Safo then delivered a series of slides describing her conception of her own identity. Safo described her differing connections to the various communities that she has called home including, Berat, Tirana, Philadelphia, Pristina, Riga and Windsor. She then described the moments that shaped her life including the fall of communism in Albania, civil unrest in Albania in 1997, being in the U.S.A during the September 11, 2011 attacks, the 2008 declaration of independence by Kosovo, and her son's birth. Her fears about identity are that she has none (i.e. she belongs nowhere), and that she will be unable to communicate to her son as he becomes more Canadian.

The NAG identified--differences in family structure, leaving family and social connections behind, questioning whether what you have left behind is outweighed by what you have gained, and having an

accent--as barriers that they have faced to integrating in Canada. Child care that allows two parents to attend programs, using sports as a way to get newcomer men involved, and educating the population on the benefits of speaking multiple languages were identified as possible solutions to barriers.

5. Agenda for the Nov 10th Council meeting

The Committee approved items for the agenda of the Nov 10th PPCII meeting

6. Strategic Planning Session

It was suggested that the strategic planning session take place in the second week of December.

7. Other business

a. Request from Marketing Committee re marketing needs of Executive.

The PPCII Coordinator will take any marketing requests back to the Marketing committee as they arise.

b. Speakers bureau locations

The Executive was given a list of Speakers' Bureau speaking locations as requested at a previous meeting.

c. Changes to reporting

The Chair of the RDC suggested that committee chairs no longer provide separate (from the minutes) written reports for executive and PPCII meeting packages. Instead, PPCII members will be encouraged to consult with the minutes from each committee as posted on the PPCII website. The committee chairs would still present a brief oral report at each meeting, but should keep this report focused on two or three most important things that are going on in their committee. The PPCII Coordinator confirmed that this would be consistent with the PPCII Terms of Reference, which require only that chairs report in writing to the Executive and the PPCII. The minutes will fulfill this requirement. This restructuring of how the committees report should free up staff time currently dedicated to administrative tasks and should free up time in PPCII meetings that can be used to focus on capacity building opportunities. PPCII staff will begin the transition to this new reporting structure and new capacity-building focused meetings.

Next Meeting Dec 13th 2011 1-3pm NCC Boardroom