

**Executive Committee Meeting
April 19, 2011 1-3 pm
New Canadians Centre Board Room**

Meeting Minutes

Present: John Hucks (Vice-Chair of PPCII), Hajni Hos (NCC) Renato Romanin (GPAEDC), 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),
Regrets: Becky Rogers (City of Peterborough)

1. Review of the February 15, 2011 Executive Committee minutes

No issues with the minutes; minutes were approved.

2. Committee updates:

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

The Executive was updated on the funded projects which have been completed and submitted. Three of the six projects have been completed: The three outstanding projects have all requested more time and have been accommodated that request. The last installment of payment for these projects has been held until the projects reports are received. It is anticipated that all projects will be completed by the first week in May.

The Executive suggested advertising these research projects through a public event (with media and dignitaries invited) to occur prior to a PPCII meeting. Staff will work to implement this idea.

The redesign of the website: to make the Integration Strategy more prominent, to accommodate the public interface with the Integration Strategy and to organize the website in a manner consistent with the organization of the Integration Strategy, was discussed.

b. Marketing Committee (MC) --*Jean Giroux*

The Executive was updated on the PPCII's website contests. After the current photo contest is completed and feedback has been received the MC will review the feedback from the previous contest and the photo contest and explore areas of improvement for the website. The deadline for the photo contest will be extended to May 31st to allow more time for entries, which have been slow to come in. PPCII staff will increase their efforts to promote the contest.

The brochure has been reprinted, the speaking notes have been uploaded to the PPCII website and the PPCII PowerPoint presentation is scheduled to be updated. Outreach activities were described including, the Georges Laraque Event, ongoing presentations by the Speaker's Bureau, outreach to students at the local school boards, a current blog outlining success stories from new Canadians in Peterborough at mykawartha.com, and a banner scheduled for display in the downtown area from June 16 – July 15. New initiatives, including the production of a short community promotional video and the possibility of a Newcomer series on CHEX television are being pursued by PPCII staff.

Due to a current scheduling conflict with the Marketing Chair the Marketing Chair will continue to attend Marketing and Executive Committee meetings but the PPCII Coordinator will present on the Chairs behalf at PPCII meetings.

c. Training and Capacity Building Committee (TCBC) – *Jason Stabler for Sonya Hardman*

The Executive was updated on TCBC activities. The Professional Development Series Ended in March and had a combined attendance of over 200 people for all of the sessions. The Georges Laraque event on March 16th was a success with over 200 people attending. The event was also well covered in the local media.

The TCBC will be meeting in the near future to beginning planning for the upcoming year, including commencing plans for a conference. The Executive recommended that the conference take place in the fall (October) of 2011.

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

The Executive was advised that the RDC committee's Chair is Carmela Valles. Carmella will now attend Executive meetings to report on the activities of the RDC. Staff will put out a general call to members to join the committee.

The RDC used the 2011/2012 budget as a basis for determining what resources the PPCII needs to continue operating past 2012. PPCII staff will sit on the NCC fundraising committee to ensure joint efforts by the NCC and the PPCII. PPCII staff also presented to the RDC a list of "Core" and project funding opportunities. From these funding opportunities, the RDC specifically discussed "social networking grants" and agreed in principle to remain open to investigate these non-traditional funding opportunities. The RDC also discussed non-grant based revenue generating options including, the production of a community paper on/for immigrants with advertising as the financial lifeline, and the introduction of PPCII membership fees. Whether PPCII should incorporate itself was also explored.

The Executive affirmed that all funding opportunities should be explored and suggested that if PPCII is to pursue membership fees that it should be made clear to members what the benefits (e.g. free training, networking etc..) of membership are. It was also emphasized that any membership fee structure should not create a barrier for individual (i.e. non-corporate) members of the PPCII to maintain their membership

3. Report from the Treasurer – *Amanda Dibbitts*

The Executive reviewed the year-end report from the treasurer which indicated that the PPCII year-end balance was at zero.

4. Budget for the 2011-2012 funding year

The Executive examined the budget from the upcoming year. The major differences between last year and this year are the addition of two extra days of work for the Research and Implementation Specialist and the reduction of the implementation budget line by \$38 000. The Executive advised that committees can begin immediately to work out plans for the budget lines they are responsible for and that the PPCII should approve the final budget numbers at the next PPCII meeting.

5. Terms of Reference Updating

The Executive heard that the PPCII, MC and EC terms of reference are now completed (i.e. approved by the respective committee and the PPCII) and will be uploaded to the website. The RDC, TCBC and ISC terms of reference are currently being updated and will be completed in the near future. As per the PPCII terms of

reference, all attending Executive members signed the PPCII Conflict of Interest Policy. Executive members not in attendance will be asked to sign this policy at the next PPCII meeting.

6. Report of the March 15, 2011 Newcomer Advisory group (NAG) meeting

The PPCII coordinator described the story of Muhammad Saleem Shaikh as told at the March 15th meeting of the NAG. Muhammad described the various cultural lessons he learned in adapting to his life in Canada which commenced in 1959 when he arrived from Pakistan. The NAG would like to invite a PPCII member to each NAG meeting. The Executive Chair has agreed to be the first PPCII member to attend. The PPCII Coordinator will invite a NAG member(s) to tell their story at future PPCII meetings.

7. Agenda for the May 12 Council meeting

The Executive discussed the PPCII agenda. In addition to the committees', treasurer and NAG updates, the agenda will also include: a presentation by a NAG member; Terms of Reference updates; approval of the final budget; an explanation of where PPCII money comes from; a description of the citizenship ceremony; a highlighting of some important MC activities; and, subject to the proposal being approved, an update regarding Fleming College's Interactions project.

8. Contingency Planning

The Executive briefly discussed what role they should play in assessing the future operations of the PPCII. The Executive members were tasked with contemplating this between the current and the next meeting. Contingency planning will be an item on the next Executive agenda.

9. Other business

- The Executive was informed that the Peterborough Petes have now joined the PPCII.
- The Executive was also informed of the completion of the revamping of the Peterborough Immigration Portal (www.welcomepeterborough.ca).
- The Chair of the Executive requested that an item entitled 'New Agenda Items' be added to all future Executive agendas.
- It was requested that the PPCII speaking notes be dated so that members can ensure they are speaking from the most recent version of the notes.
- The date and content for the PPCII presentation to County Council (May 18th) was discussed.

Next Meeting June, 14, 2011 1-3pm NCC Boardroom