
**Executive Committee Meeting
Aug 9th, 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)

Regrets: John Hucks (Vice-Chair of PPCII), Renato Romanin (GPAEDC)

1. Review of the June 14th, 2011 Executive Committee minutes
The minutes were approved by the committee.
2. Committee updates:
 - a. Integration Strategy Committee (ISC) report—*Debbie Harrison*

The committee decided that that no further action would be taken with respect to the 'Racism in Schools' project. Lack of resources, poor communication about the project, and the short timeline of the project were cited as reasons for this decision. Staff will also take steps to improve engagement with PPCII stakeholders.

At the October ISC meeting the committee will review the Terms of Reference so that all committee members are aware of the level of commitment required to remain an active committee member.

The Interactive Action Plan was reviewed, and various successes were discussed (e.g. greater connections with community members and stakeholders, increased website traffic, and increased awareness of programs in the community).

Starting with the \$7000 in the current ISC budget the Research and Implementation Specialist outlined a plan to bring the overall amount of resources for implementation to the same amount we applied last year (i.e. \$40 000) through generating grants and partnerships in the current fiscal year. The Peterborough Welcome Pass is an example of how this can happen--where \$3500 was obtained through the Community Foundation for Greater Peterborough leadership grants, \$500 was donated by the Peterborough Regional Museum Network, and the salary for the Summer Project Developer was paid for through a successful NCC/PPCII Canada Summer Jobs grant application.

Staff shared with the committee four projects that are being sent to the Trent Centre for Community Based Education (TCCBE) for the upcoming school year and provided an update about the Immigrant Employment Council - a major project being explored in collaboration with the Workplace Integration. ISC members were encouraged to attend

the strategic planning session to occur this fall as the composition of the council (and its committees) and the integration strategy may change as a result of this meeting.

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

Completed marketing actions were reviewed by the committee. The Action Plan launch in July was deemed a success with good attendance, media coverage and ongoing networking resulting from the event. The Photo contest wrapped up in June with prizes being awarded to the top three candidates and photos posted on the PPCII website. All photo contest entries will be posted as an album on Facebook. Favourable feedback prompted the discussion of a similar contest next year if funds are accessible. The PPCII banner was promoted during the Ode'Min Giizis Festival Procession down George Street. The OFAH Fishing Day, which is part of the newcomer Welcome Pass was a success with a follow up interview aired on the Anglers and Hunters radio show. The Canada Day booth was very popular and in a very visible location ideal for high traffic. The PPCII Coordinator's presentation at the Chamber of Commerce Breakfast Networking event was well received. Hits on the PPCII website and the MyKawartha Blog (which continues to be updated monthly) are increasing.

Upcoming Marketing Events include the Caribbean festival on August 4th and the Prosperity Trade Show on September 14th, 2011.

A final review of the draft outline of the marketing video was completed. Redstone Media has received its initial payment for the video and PPCII staff will now meet with Redstone staff to move the video forward.

Staff continues to work on other possible marketing ideas including: an Immigrant Friendly Business Award", a presentation at GPAEDC, a three part series on immigrant integration on CHEX TV, hosting a WBN event, and a multicultural celebration week. The action plan will also be promoted via the Welcome Communities Initiative, the Peterborough Social Planning Council, the Chamber of Commerce and Carmela Valles.

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

The TCBC agreed that the current chair would continue to chair the committee and that the PPCII coordinator would deliver reports to the Executive Meetings until the New Year when the PPCII coordinator put out a call for a new 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 Facilitator of the Workplace Integration Centre (WIC).

The TCBC focused in on the possible conference theme 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. The committee discussed options for the structure of the conference, including breakout sessions and potential keynote speakers. PPCII

members were also solicited for their ideas on the structure and content of the conference.

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 from 9am to 5pm.

Other things considered by the committee include:

- Aiming for 200 attendees
- \$20 as a reasonable registration fee
- Child minding at the conference
- Inviting the Mayor of Peterborough as a keynote speaker on immigration and economy.
- Once theme is developed, the committee is considering putting out a call for proposals/presentations. The date for calls for proposals will be determined after the date of the conference is determined (at the next TCBC meeting). Calls for proposal will go out generally and may also be sent to specific locations depending on the committee's decision regarding the topics for the conference.

d. Resource Development Committee (RDC) –Carmela Valles

The Peterborough Welcome Pass (PWP) is a PPCII initiated program that provides newcomers with free or reduced access to over 22 cultural organizations in the Peterborough area had a successful launch on July 1st. This program is an example of soliciting multiple funds for a project, whereby \$3500 was obtained through the Community Foundation for Greater Peterborough leadership grants, \$500 was donated by the Peterborough Regional Museum Network, and the salary for the Summer Project Developer was paid for through a successful NCC/PPCII Canada Summer Jobs grant application. The Welcome Pass also includes a „Launch Series“ where committed organizations are encouraged to host an event specific to newcomers in the community. The first of these was held on July 9th, where 75 new Canadians visited the Ontario Federation of Anglers and Hunters education site, and were treated to complimentary breakfast, fishing instruction, and one family left with \$1000 in camping gear.

In September of this year, the PPCII will apply to the Community Futures Development Corporation for two grants; one to hire a Resource Development position, and another partnership grant to facilitate projects within the community. PPCII will apply for the HRSDC Career Focus Program that fund 100% up to 6 months of a salary for a post-secondary graduate under the age of 30. This could be used for the resource development position.

Committee Members will meet with a Trillium representative in early August and will ask about applying for funding in more than one Trillium category, 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.

The Committee discussed a back-up or last resort plan for the PPCII. The committee directed staff to ask the NCC board to acknowledge that the PPCII is part of the core services delivered by the NCC and to commit to funding (in a limited amount) the PPCII as a last resort. Staff was also directed to draft a letter to be sent to the PPCII organizational members explaining the fiscal situation of the PPCII and asking members to commit resources to the operation of the PPCII.

In August, NCC will hire someone to work on developing the immigrant employment council in collaboration with the PPCII and the Workplace Integration Centre.

The PPCII will be having a strategic planning session in the fall. 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 also address structural issues of the PPCII.

3. Report from the Treasurer – *Amanda Dibbits*
The Treasurer's Report was approved by the committee

4. Report of the July 12, 2011 Newcomer Advisory Group meeting

The Chair of the Integration Strategy Committee (ISC) was in attendance at this meeting in accordance with an invitation the NAG extended to have PPCII members attend NAG meetings.

Sumin shared her story of immigrating to Canada from China. Sumin was born in China. She was a good student and early in her life was very happy. It was difficult for her to adjust at first without friends or family. She took courses at Fleming which helped her to get a job where she still works and where she utilizes many of the skills she learned through her education and work experience in China. She appreciates the protection that workers in Canada have, including for workers over 30 who are not well protected in China. She also spoke highly of the services she received from the New Canadians Centre in helping her to adjust to life in Canada and in Peterborough.

Jason shared his story of growing up in Canada. He was born in Peterborough and grew up in East City. When he graduated high school, he moved to Guelph to go to study biochemistry. University exposed Jason to new ideas, and new peoples and cultures. After graduating, Jason travelled to Europe and the east coast of Canada. He later studied law at the University of Manitoba in Winnipeg which Jason described as a very diverse city. Just before moving to Winnipeg, Jason travelled to Guyana which has a population that is about half (East) Indian and half African. During law school, Jason also traveled to Nunavut for six weeks. Jason later moved to Victoria BC where he worked for the BC provincial government and eventually went back to school to pursue a Master's degree. In 2010 Jason and his wife moved to Peterborough. Jason

is extremely happy to be back home and is excited to use the skills and experience he learned elsewhere to contribute to making Peterborough a better place.

The NAG also identified some barriers that newcomers face and made suggestions for how to overcome these barriers

5. PPCII approach towards uncooperative members

A situation involving an uncooperative member was described by staff. The committee provided guidance to staff on how to deal with this situation and how to avoid such situations in the future. A meeting with a higher level representative from the member's organization was suggested. Staff will set up this meeting and will invite both the member and the higher level representative from the organization to the meeting. The PPCII Chair and the PPCII Coordinator will be at this meeting. The PPCII Coordinator and the committee chairs will also enforce the attendance requirements for council and committee meetings as described in the Terms of Reference for the council and committees.

6. Agenda for the September 8th Council meeting

The Committee approved items for the agenda of the September 8th PPCII meeting and suggested that a discussion of the attendance requirements of the council and committee TOR be brought to the attention of the PPCII. To bring county specific immigrant issues to the PPCII the committee suggested that international students from Fleming College speak to the Council regarding their experiences with transportation systems in rural parts of our area. Staff will follow-up on this idea.

7. Contingency Planning

The Executive Committee discussed the PPCII Strategic Planning session which will take place this fall. Members of the Executive Committee the Resource Development Committee will be strongly encouraged to attend. All PPCII members will be invited to attend, as will certain members of the community who are not members of the PPCII but may have useful insight into the issues we will be exploring at the session.

The committee identified these priorities for the strategic planning session:

- The structure of the PPCII including possible realignment with the proposed Immigrant Employment Council and the possibility of having staff at multiple locales or combining staff with other service providers to create a 'Welcome Centre' similar to those in Durham and elsewhere.
- Whether or not to incorporate (i.e. pros and cons) including an examination of other Local Immigration Partnerships (LIPS) who have incorporated and other organizations which have experience with spinning off programs (e.g Kawartha World Issues Centre)
- How to measure and evaluate organizational goals
- Structure of meetings
- Structure of membership (including the possibility of membership fees)
- Whether the Mandate of the organization is still relevant
- How long we should wait until beginning to plan for the five years beyond the length of time covered by the current Integration Strategy (2010-2015)

These priorities will be forwarded to the proposed facilitator who is Todd Barr from the Trent Centre for Community Based Education. Todd is an active member of the PPCII and has excellent facilitation skills and as such was identified by the committee as an excellent candidate for facilitating the strategic planning session. Staff will consult with the executive about a date and location after speaking with Todd about his availability.

8. Other business

- a. Request from Marketing Committee re marketing needs of Executive Committee suggested PPCII clothing (T-shirts, golf shirts, hats) to sell as both a marketing and fundraising initiative for the PPCII. Staff will solicit interest from PPCII members and will follow-up on this idea if there is sufficient interest.
- b. Melissa's Baby
The PPCII Research and Implementation Specialist (Melissa) had her baby and will be going on parental leave. Baby and mother are happy and healthy.
- c. Potential future research
It was suggested by the committee that the PPCII or one of its partners undertake research on where immigrants live in our community and why they chose to live there.