

**Executive Committee Meeting
June 14, 2011 1-3 pm
New Canadians Centre Board Room**

Minutes

Present: John Hucks (Vice-Chair of PPCII), 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), Becky Rogers (City of Peterborough)

Regrets: Hajni Hos (NCC), Carmela Valles (Carmela Valles Immigration Consulting)

1. Review of the April 19th, 2011 Executive Committee minutes
The minutes were reviewed and approved by the committee
2. Committee updates:
 - a. Integration Strategy Committee (ISC) report—*Debbie Harrison*

The ISC was updated on the PPCII funded projects submitted since the last ISC meeting. All projects have now been submitted and PPCII staff will now work with stakeholders to finalize the reports for release to the public. The ISC was also informed about the interactive action plan launch taking place prior to the PPCII meeting on July 7th. The results of three of our research projects and highlighting how they came about through partnerships will also be highlighted at the launch. The ISC also heard about the potential creation of an Immigrant Employment Council (IEC) in Peterborough, an idea that is being explored by PPCII staff and the Workplace Integration Centre. If created, the Immigrant Employment Council could take over responsibility for the economic development actions in the PPCII Integration Strategy. *The Executive suggested inviting the Mayor of the City and the Warden of the County be invited to the launch. The executive also suggested that family supports be included in the work of the IEC and that preparations for the IEC include working with existing stakeholders such as the GPAEDC, the Chamber of Commerce and the Mayor.*

- b. Marketing Committee (MC) --*Jean Giroux*
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. The Committee viewed all entries for the Photo Contest and determined 20 photos to be put online for the final judging. Over the next three weeks the public is encouraged to visit the website to vote for their favorite picture. The three winners will be determined by June 30th with prizes being awarded at the Canada Day celebration. 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. The committee also heard about the ongoing and future marketing efforts of PPCII staff.
 - c. Training and Capacity Building Committee (TCBC) – *Sonya Hardman*
Committee members approved (subject to suggested edits being incorporated) the TCBC's Terms of Reference and provided suggestions to PPCII staff for persons to contact regarding speaking at PPCII meetings. The TCBC also began high level planning of the next PPCII Conference which will take place in the fall (October/November) of 2011. Planning began with a discussion of lessons learned from last year's conference. Several venues are being considered as is the possibility for collaboration with the City of Peterborough Immigration Portal and the Workplace Integration Centre (which is hosting its own event in the fall of 2011). The committee will now begin meeting on a monthly basis to solidify plans for the

conference. The committee also provided PPCII staff with ideas for capacity building speakers for upcoming PPCII meetings. *The executive recommended that the conference avoid 'talking to the committed' (i.e. target an audience who we don't normally reach) and to avoid scheduling conflicts (e.g. with hunting season in November). The mayor was also suggested by the executive as a potential keynote speaker on immigration and business issues. The Executive also suggested that the speaking notes for council members be uploaded onto the PPCII website and that the PPCII newsletter and agenda indicate when the speaking notes have been updated.*

- d. **Resource Development Committee (RDC) – Jason Stabler for Carmela Valles**
“Cultural Access Pass” funding application submitted to the Community Foundation of Greater Peterborough (CFGP) was approved in the amount of \$3000. PPCII Staff, NCCP Fundraising Committee, PPCII Resource Development Committee will seek audience with Ontario Trillium Foundation (OTF) to talk about OTF funding guidelines. PPCII staff is also pursuing funding opportunities with the CFDC regarding hiring a resource developer for the PPCII. Strategic discussion has started at the RDC committee level on the “form” PPCII would/could/should have in the near future. The RDC discussed the possible confirmation of City financial commitment if County financial contribution is also secured and indicated the importance of increasing PPCII promotional activities in the townships to achieve this goal. RDC has identified 2 possible scenarios for the PPCII as of April 2012 (March 2012 is when CIC funding flowed through NCCP runs out). The committee recommended that the PPCII Council or the Executive on behalf of the Council should be involved in the strategic discussion about the future form of PPCII. *The Executive recommended taking the ideas from the philanthropy forum to the RDC and suggested building relationships with various foundations.*
3. **Report from the Treasurer – Amanda Dibbitts**
The treasurer’s report was presented and approved.
4. **Terms of Reference Updating**
The Training and Capacity Building Committee Terms of Reference are now complete and will be presented at the next PPCII meeting for approval
5. **Report of the March 15, 2011 Newcomer Advisory group meeting**
The PPCII chair reported on her attendance at the March 15, 2011 NAG meeting. It was in her perspective a great experience and on which gave her insight into the work that the PPCII does. The Chair of the ISC committee will attend the next meeting. Future meetings will rotate between the NCC and LINC classes at Fleming College to ensure more varied participation and to allow for different schedules of participants. At the beginning of this meeting the purpose of the PPCII and the role that NAG plays within the PPCII was reviewed. The NAG then heard the story of Mina who immigrated to Canada from Afghanistan by way of Iran. She described the difficulties she faced as a Muslim girl growing up in Peterborough, and how programs of the NCC helped her and her sisters find support to overcome these difficulties. Mina’s presentation sparked a discussion about the barriers that newcomer children face in school, including difficulty making friends and a lack of understanding by teachers of the cultural differences with respect to how people ask (or don’t ask) for help.
6. **Agenda for the March 15, 2011 Council meeting**
Since the next meeting will be preceded by the action plan launch, we will be shortening the length of the PPCII meeting. To this end, there will be no capacity building presentation and since it will be covered in the launch, there will also be no presentation on the action plan. As such the meeting will consist of reports from the committees, treasurer and the Newcomer Advisory group. The Terms of Reference for the Training and Capacity Building Committee will also be presented for approval.
7. **Contingency Planning**
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 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.

8. Other business

- a. Letter to Educational Institutions—this letter was originally proposed to encourage the school boards to participate in the SWIS program and to encourage their membership in the PPCII. It was delayed to not interfere with ongoing SWIS negotiations. *With SWIS now up and running and with all educational institutions now represented on the PPCII, the executive has now recommended not sending this letter.*
- b. *Staff asked for direction re communicating 'negative' aspects of immigrant stories in PPCII promotions and was directed by the executive to tell the entire story of newcomers.*
- c. 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.*
- d. 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.*
- e. *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.*
- f. The Vice Chair of the PPCII brought attention to the Community Foundation of Greater Peterborough (CFGP) inaugural awards ceremony happening the same evening as the executive meeting. The PPCII (through the New Canadians Centre) will be receiving one of the CFGP's awards for its 'Peterborough Welcome Pass' program. The Vice Chair will be in attendance at this meeting, along with PPCII staff and the Chair of the Board of the New Canadians Centre.

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