

**Training and Capacity Building Committee Meeting
September 30th, 2011 2:30-4:30 pm
New Canadians Centre Boardroom**

Meeting Minutes

Present: Jason Stabler (PPCII Coordinator), karolyn givogue (Community Race Relations Committee,

Regrets: Maryam Monsef (PPCII Outreach Coordinator), Carolyn Leeson (Northern Lights Canada), Jessica Biggar (Northern Lights Canada), Jill Ritchie (KPR School Board, Sonya Harding (City of Peterborough, Chair)

1. Previous Minutes

Due to the short timeframe between TCBC meetings, staff have not completed the previous minutes. They will be completed and circulated soon.

2. Chair/Membership

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.

3. Budget

A preliminary draft budget was reviewed line by line. The TCBC made recommendations for each line of the budget. Of particular importance were questions about whether we will provide travel/accommodation assistance or an honorarium to speakers at the conference. Whether and in what amounts we can provide support to speakers will be determined by the number of speakers and number o out of town speakers which will be determined at the next meeting of the committee.

4. Marketing

The TCBC 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

5. Targeted Speakers

6. Suggested Targeted Speakers at the Conference include.:

- Mayor of Peterborough, Warden of County (welcome)
- CEO of GPAEDC (Dan Taylor)—Creative Economy and Diversity
- karolyn givogue (Newcomer Integration Toolkit)
- Diane Therrien (Newcomer/Indigenous relations)
- Davina Bhandar—(Immigration/Refugee Changes)
- Dr. Tom Phillips (Trent economist—with a local focus)
 - **Inside Out development**
<http://www.ptbocanada.com/journal/2011/6/15/growing-peterborough-from-the-inside-out.html>
 - **Creative Class**
<http://www.ptbocanada.com/journal/2011/5/11/the-impact-of-peterboroughs-creative-class-on-local-economic.htm>
- Representative from CIC or MCI on some of the ministry's achievements/success stories that we can learn from
- Conference Board of Canada (Hiring International Employees OR immigration and innovation)
- OCASI speaker on 'how immigration has been good for Canada'
- Newcomers (for best practices from their countries and from their experiences as an immigrant in Canada—on each topic)
- Suzanne Muir (speaker from previous SWIS Conference)
- Speaker recommended by Julie Dotsch (follow-up with Julie on this)
- Representative from Immigrant Employment Councils
- Representative from other LIPS
- Representative from Welcoming Communities Initiative
- CASSA
- Local Employers on their experience integrating Newcomers (e.g. GE)
- Steve Streeter/City Social Services re: their experience with having received Newcomer Integration Toolkit Training.
- Debbie Harrison on Cultural Awareness
- Representative from Municipal Cultural Plan (contact Becky Rogers for this)
- Speaker's Bureau members.

7. Next Meetings/Steps

Oct 7 MEETING 5-8pm

Cancelled due to Thanksgiving long weekend

Oct 14 MEETING 5-8pm

(Going through proposals, developing program) **see Draft Agenda below
Determine what to ask from speakers (Power Points, handouts, promotion) and by when

Oct 14-18th

Notify Speakers and ask for

- AV Needs
- Promotion of event
- Submission of PowerPoint of presentation by XXX date
- Handouts?
- Finalize Marketing plans
- Plan for implementing the logistics of delivering the conference.

Oct 18th MEETING 10-12 pm

Finalize the Program (include non-speaker events—e.g. social activities, networking, food, video etc..
**see Draft Agenda below

Oct 21st

Deadline (from RFP) to Notify Speakers/Finalize program

Oct 24-Nov 17th

Marketing of Conference (chamber, PTW, Examiner) and Logistics of Conference

DRAFT CONFERENCE AGENDA

Suggested Items: Keynote (1 hour) networking (2x30 minutes) Dinner (1 hour) Reception/Registration (1 hour)
Breakouts x3 (3x1hour) Introductions (30 minutes)

Other possible Items: PPCII Promotional Video/Dramatic presentation/Social event?

Proposed Timelines

- 1pm-1:30pm Registration, Reception
- 1:30-2pm Introductions
- 2:00- 3:00 3 breakouts (simultaneous)—1 is a panel (1 panel member should be newcomer, 1 local, 1 external)
- Networking Break 3:00-4:00

- 4:00-5:00 3 breakouts (simultaneous)—1 is a panel (1 panel member should be newcomer, 1 local, 1 external)
- Dinner e.g. 5:00pm=6:00 pm (perhaps with dramatic presentation, promotional video)
- Keynote Speaker 6:00pm-7:00 pm
- Networking Break 7:00-7:30 pm
- 7:30-8:00 OR 8:30 pm 3 breakouts (simultaneous)—1 is a panel (1 panel member should be newcomer, 1 local, 1 external)

POSSIBLE THEMES FOR SESSIONS

1. Innovation+Immigration+Creative Economies, Municipal Cultural Plan
Tom Phillips, Dan Taylor, Cultural Plan representative, Conference Board of Canada
2. Creating Welcoming Communities in mid-size communities.
Karolyn Givoge, Anu from Welcoming Communities LIP