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## MINUTES

**MEETING DATE:** 5/10/2013

**MEETING TIME:** 10:00 am – 12:00 pm

**ATTENDANCE:** N. Gavarre (City of Barrie); A. Dorsey (Barrie Public Library); M. Kuzma (Nottawasaga Futures); R. Milne (Councilor, Town of New Tecumseth); C. Oosterbaan (County of Simcoe-Chair); L. Thompson (City of Orillia); R. Wisken (LIP, County of Simcoe); R. Griffiths (LIP, recording secretary); G. Concon (County of Simcoe Research Student)

**SUBJECT:** LIP - Business Development Sub-Council

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1. Welcome

C. Oosterbaan welcomed the group. Round table introductions were made.

2. Roundtable Updates

L. Thompson – Orillia and Lake Country Business expo taking place, October 22<sup>nd</sup>, more information to follow closer to that time.

3. Portal Launch Update – May 3

R. Wisken reported the launch was well received and went very well. Marketplace was also well received. Remarks regarding the variety of organizations represented where made by many in attendance.

4. Business Arriving from April Notes

- Involving banks on Sub-Council – Further discussion regarding involving banks in the Sub-Council. The Sub-Council decided, that at this time it would be best to ask bank institutions to participate with specific projects as opposed to sit on the Sub-Council.

5. Work Plan Updates

A. Newcomer Entrepreneur Survey

- **In-depth Interviews:** C. Oosterbaan and R. Wisken will meet further to analyze notes from A. Dorsey and M. Kuzma
- **Review Draft Survey Monkey:** Survey has been reworked by Research Analyst I. Pozgaj and Research Analyst Student, G. Concon. The sub-council reviewed the survey again as a group to ensure it is newcomer friendly, concentrating on the language used to clarify questions asked. Discussion of Survey question by question took place.

Key points are as follows;

- #3 G. Concon discussed the North American Industry Classification System for ease of cross analyses with. Discussion regarding what categories should be included and how they should be displayed on the survey. Group Decided to use an open ended question asking “What type of business do you own?”
- #5 Spell out the word number, remove “if no”
- #6 Spell out the word please, add (s) to business if there are more than one business owned.
- #9 Will also be open ended.
- #11 remove “if no” Add options i.e. certification, funding, education , accreditation, competitiveness, expense, confusion of the process, other, click all that apply
- # 13, add to page with #12 or reword to make it flow
- #14 start a new page
- Adding headers to break up the survey such as type of business, language
- #16 switch to an open ended.
- #18 add click multiple
- #19 on new page
- Decision to not use skip logic throughout entire survey.
- #23 change barriers to challenges
- Closing/Closed make an open ended
- Included in the introduction will be an estimate of how long the survey will take.
- In introduction include language such as, “If you are starting, own or tired to open your own business this survey is for you.”
- In the Letter or introduction ask participants to provide an e-mail address, for future communication, future programs, as well as an incentive?
- Survey deadline 3-4 week deadline after sent out. Reminder after 2 weeks

Next Steps;

R. Wisken, C. Oosterbaan and G. Concon will adjust to reflect discussion.

The revised draft survey will be sent electronically to the sub-council for final review prior to June meeting.

#### B. Succession Planning

- [www.successionmatch.com](http://www.successionmatch.com)

This is an issue that is recognized across the County as well as for newcomers. Many different ways to connect newcomers to businesses for sale; however, identifying business for sale is a sensitive issue as sellers are sometimes reluctant to disclose their intent to sell for fear of decline in business. The sub-council felt their energy could be better focused at a more grassroots local level. The sub-council resolved to table item for the time being until a larger plan has been identified at the regional level.

#### 6. Other Business

- No other business was brought forward.

7. Settlement Brochure

The new Settlement Brochure was presented to the group. In addition to English the document will be available in Arabic, Chinese (traditional), French, Portuguese, Russian, Spanish, Taglog, Urdu, and Vietnamese.

8. Upcoming Meeting Dates

Next meeting will be in June to discuss final details before dissemination of survey.

A doodle will be sent out to confirm June meeting date.