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## MINUTES

**MEETING DATE:** 11/9/2012

**MEETING TIME:** 1:30 p.m.

**ATTENDANCE:** Welcoming Communities Sub-council members. Business Development Sub-council members were also invited to this meeting.

**SUBJECT:** Welcoming Communities Sub-council meetings

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1) Welcome & Introductions

S. Lee welcomed members, and introduced guest speaker, Mr. Ted Zatylny.

2) Guest Speaker: Mr. Ted Zatylny, Project Leader, New Resident Attraction and Retention, Sarnia-Lambton Economic Partnership

Mr. Ted Zatylny made a presentation on new residence attraction and retention in Sarnia-Lambton including the importance of having newcomers feel welcome in your community; their targets for resident attraction (employees, entrepreneurs, near-retired, immigrants); reasons to encourage growth (aging population, change in permanent resident landings from Ontario to the west, shifts in landings by economic region; Sarnia Lambton stats and data on permanent resident landings per year, averages of workforce growth; resident attraction campaign from the Greater Toronto area (GTA) (internet, mobile, word of mouth, homes, business opportunities), and the importance of collaboration. Their number one issue is to raise the profile of Sarnia-Lambton through advertisement in media; attendance at shows, i.e. home, trade shows, etc., in which the community (councilors, real estate agents, tourism, business) takes an active part; TTC bus campaigns; NEO program (newcomer employer options); ihatetraffic.ca campaign; bumper stickers; series of 1 minute videos/ads, print ads & editorial content in ethnic newspapers in Toronto; succession planning; retirement planning seminars - emphasizing the retirement attractions in area; and their newcomer portal which can measure unique visitors on portal and offers French translation.

The presentation was well-received, and Mr. Zatylny responded to questions on how to get employers involved, nominee program, recruitment through universities, entrepreneurship, and wage comparisons. Mr. Zatylny offered to forward his slide presentation to interested members.

The Chair thanked Mr. Zatylny for his informative presentation.

3) Draft Public Education Strategy / Framework (continued)

This item was tabled. The plan is to present the strategy to the Partnership Council at the January 23, 2013 meeting.

#### 4) Portal Update (Irena Pozgaj, MIIO Program Coordinator)

The Chair introduced I. Pozgaj, the MIIO Program Coordinator and R. Griffiths, the MIIO Administrative Assistant. I. Pozgaj reported that 5 Portal Community Information Sessions took place in the last 2 weeks throughout the county and provided an overview of the portal including its background, research process, 4-themes of a welcoming community, immigration trends in Simcoe County, providing an online feedback form now that the information sessions are complete, its function, goals, content development, five subject areas; tools and interactive content – visual identifiers; widgets; multilingual; videos - gathering feedback; partnership with 211; and sustainability planning.

Comments received:

- Videos – make sure speakers talk slower and clearly
- Consider accessibility requirements
- Choose the “right” search words to find site
- French language translation.

#### 5) Cultural Competency

Tabled.

#### 6) Chair position for Sub-council

Tabled.

#### 7) Other Business

R. Wisken provided a brief update on the immigrant resource directory. The draft on the Employment Section has been completed. The working group on the Education Section will begin meeting next week, and 4 meetings are expected to complete this.

#### 8) Next Meeting

The next meeting is scheduled for December 6, 2012, 9:30 a.m. – 11:30 a.m., at the County of Simcoe Administration Centre. The main focus of the meeting will be on the public education framework.