



County of Simcoe
Social and Community Services
Children & Community Services
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MINUTES

MEETING DATE: 5/14/2013

MEETING TIME: 10:00 am – 12:00 pm

ATTENDANCE: D. Brown (Social Enterprise for Canada); M. Desbiens (College Boreal); M. Fisher (211 Community Connection); R. Griffiths (LIP-recording secretary); Y. Konrad (ESL-Gibson Centre); C. Kouassi (Conseil de la cooperation de l'Ontario); S. Lee (LIP); R. Milne (Councilor); C. Persaud (Turning Points); R. Wisken (LIP); M. Zeng (Barrie & Area Chinese Association)

REGRETS: C. Vanderkruys (Barrie Public Library); W. Crown (Town of Midland)

SUBJECT: Local Immigrant Partnership Welcoming Communities Sub-Council

1. Welcome

R. Wisken welcomed the group on behalf of C. Vanderkruys who was unable to attend.

2. Roundtable Updates

D. Brown – New mobile services are now available in Orillia and Wasaga Beach.

M. Zeng - Chinese community hosted a New Year celebration, in Innisfil, approximately 200 people attended. This April the Barrie and Area Chinese Association (BACA) participated in the Barrie waterfront clean up event. A summer picnic is in the planning stages; location to be determined. The Chinese Community Christian church is planning a camping event for late autumn. The group is considering hosting a golf event this summer as well. They are looking for a venue that would be welcoming to newcomers.

Y. Konrad – events in Alliston are going well; new Book Club has 8 members, six week citizenship class will be starting shortly. Funding for Ladies, Lunch, Laugh and Learn will run out at the end of May and she is researching other opportunities for further funding. CONTACT has received funding for a seniors international cooking club coming soon that Y. Konrad will be facilitating. On May 27th she will be speaking to the South Simcoe Communities Service meeting.

R. Milne – thanked the group for all who attended the Portal Launch event on May 3rd at the Gibson Center in Alliston. The Launch event and the marketplace were well attended.

M. Fisher - 211 - Accreditation process that occurs every five years for their organization is now taking place.

S. Lee – Municipal Deputations were sent to all 16 municipalities, as well as the cities of Barrie and Orillia. Currently there she has already received nine responses.

3. Portal Launch Updates

The Portal Launch was held in Alliston at the Gibson Centre on May 3rd. The event was attended by the Minister of Immigration and Citizenship, Michael Coteau, as well as 10 other local politicians. The event was well attended and excellent feedback was received by all who attended. Newcomers who attended were also pleased with the event.

4. Sub-Council Work Plan

R. Wisken introduced the work plan to the group; work plans will be posted on the LIP page shortly. The document was reviewed, focusing on goals, tasks and timelines. The current focus is on the Public Education Framework and Newcomer Recognition Awards. The work plans will be updated and posted by the next meeting. If any member has some items to add to the work plan please contact R. Wisken.

5. Public Education Framework

- Finalize – the name of the document was discussed based on feedback from the last meeting in February, the two options were:
 - 1) Welcoming Communities Framework: Raising awareness for the inclusion of newcomers in Simcoe County
 - 2) Welcoming Communities Framework: Building inclusive communities for newcomers in Simcoe County
- The group felt that “raising awareness” was a better phrase to use, rather than “building” to articulate where the group currently is. Decision to use the title “Welcoming Communities Framework: Raising awareness for the inclusion of newcomers in Simcoe County.”
- Including both success stories and struggling stories would be beneficial.
- C. Kouassi - newcomers also need be made aware of Canadian culture to assist them in moving forward. Also commented on the importance of a positive mentoring program.
- R. Wisken – opened discuss for group to define who is the target audience of the document
- C. Persaud – possible target audience; Education system, Social Science program, college, as a tool to shift the thinking of the educators.
- Identify specific actionable items at each level where readers could start would be helpful

- The document will support the Settlement Strategy: Readiness theme. “Strengthen Public Services – Develop a public education strategy to reduce discrimination and encourage cultural competency.”
- Dissemination: municipal leaders, high level organizations, chambers of commerce, Children Youth Coalition, Manufacturing, Education, HR departments, Health organizations,
- Requires an introduction letter from the LIP with a background of the document and indicating an action of how the document is to be used.
- Similar to the Bridges of Poverty strategy, the intention is to help Canadian born residents to understanding the barriers faced by newcomers.
- Ideas for dissemination:
 - Host a workshop to introduce the document with workshops to understand the challenges. “train the trainer”
 - Do presentations then pass out the document.
 - Delivering the message to a captive audience.

ACTION: R. Wisken to draft a cover letter

6. Newcomer Recognition Awards

S. Lee reported on the 8 award categories: 3 for newcomers (youth, mentor and leadership); 3 for organizations (diverse workforce, cultural competency and marketing/outreach); 1 school ; 1 individual (community champion). Tasks and timelines where discussed.

Proposed timelines:

Date	Task	Responsibility
May 2013	Finalize nomination form	Welcoming Communities/LIP
May 2013/June 2013	Seek additional sponsorships	Welcoming Communities
June 2013	Seek media sponsorship with Corporate Communications	LIP/CCD
June 2013	Develop selection criteria and application form	Welcoming Communities/LIP
July 2013	Book venue, hospitality, entertainment, and	LIP
August 2013	Advertise awards and nomination	CCD and LIP
August/September 2013	Respond to enquiries distribute application forms to nominators	LIP
September/October 2013	Review applications	Welcoming Communities Working Group
October 2013	Contact Award Winners	Welcoming Communities Chair Person
October 2013	Distribute invitations to community stakeholders; track attendance	LIP
October 2013	Awards Printed/Ordered (depending on level of sponsorship)	LIP
October 2013	Awards Tea Ceremony	LIP, Welcoming Communities
October 2013	Media Release , announcing award winners	LIP, CCD

Next steps:

- Finalize nomination form
- Research Funding – space, hospitality and entertainment will be paid for by the LIP
- Sponsorship for keynote speaker, bank, service clubs to assist with the actual awards
- LIP will discuss media sponsor in tandem with Communications
- Develop criteria
- Canadian Heritage funding to look into. **ACTION:** C. Kouassi will develop proposal on behalf of the group. M. Desbiens will work with C. Kouassi.
- A group need to be formed to discuss the awards selection criteria Y. Konrad, C. Persaud, M. Desbiens will assist with this group.

7. Community Information Fairs

- City of Barrie – Barrie ethno-cultural event May 29th in the evening will be held in the Barrie rotunda, to connect with the ethno cultural groups. Mayor J. Lehman will be speaking; the LIP will provide a presentation, as well as possibly service providers within the city of Barrie, 211, employment.
- NSM Care Connections – May 28 – 29 in Rama, R. Wisken to attend on behalf of the LIP. An excellent opportunity to connect to the health sector.
- North Central in Penetanguishene – LIP is supporting cultural competency for staff June 27th.

8. Other Business

- Bus Shelter Campaign – S. Lee reported that she was successful in a call for proposal awarding \$20,000 for a marketing campaign that will consist of two distinct messages; “Quality Family life in Simcoe County” Working and Doing Business in Simcoe County”. The Portal will be tracked with analytics during and after the campaign.

9. Summer Meeting Schedule – June 17, July 11