



County of Simcoe
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SUB-COUNCIL NOTES

LOCAL IMMIGRATION PARTNERSHIP

SUBJECT: Welcoming Communities Sub-Council

MEETING DATE: 1/8/2014

MEETING TIME: 10:00 a.m. – 12:00 p.m.

ATTENDANCE: S. Brislin (Town of Innisfil); F. El Sabbagh (YMCA); J. Duncan (YMCA); R. Holt (Local Immigration Partnership); Y. Konrad (ESL-Gibson Centre); S. Lee (Local Immigration Partnership); C. Muenker (LIP-Secretary of Record); K. Stephenson (Tourism Simcoe County)

REGRETS: D. Brown (Social Enterprise for Canada); M. Fisher (211 Community Connection); C. Vanderkruys (Barrie Public Library)

1. Welcome / Introductions – Addition of the “Parking Lot”

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

2. Roundtable Updates

R. Holt - Upcoming changes for the Local Immigration Partnership include:

- **Parking Lot:** Located on the back of the Sub-Council’s Agenda, this space allows each member to keep track of key notes that can be discussed at the end of the meeting or deferred to the next meeting.
- **Joint Meetings:** There are six Sub-Councils in total, all with common ground. So that the Sub-Councils can share and talk about common goals, Welcoming Communities Sub-Council will be matched with Human Services on Tuesday, February 18th.
- **Food for Thought:** New item on the Agenda.

Y. Konrad –

- For 2 years, has been working on ESL that is needed in Alliston and Bradford from Tuesdays to Thursdays.
- Met with United Way regarding funding for ladies’ luncheon in Alliston at the Gibson Centre. Received funding to cover the Gibson Centre’s rental fee of over \$200 a month (April/May).

K. Stephenson -

- S. Lee felt a great value with Tourism Simcoe County attending the Welcoming Communities Sub-Council Meetings.
- Does the Local Immigration Partnership have an Ontario Works Representative? R. Holt confirmed that Jamie Moran attends the Partnership Council Meetings.

S. Brislin -

- A survey on public transit is desperately needed, e.g. customer services. Feels the population is definitely diverse, however not just Newcomer specific.

F. El Sabbagh -

- F. El Sabbagh starts with a pilot program specific for youth, knowing the challenges Newcomers face – the ‘Newcomer Youth Settlement Program’. Brochures will be available starting next week. F. El Sabbagh is busy offering her support to J. Duncan in Barrie, Innisfil, Midland and Bradford. It’s important to get the message out there. R. Holt suggested F. El Sabbagh send an electronic copy, so that we can upload the information onto our portal.

3. Newcomer Recognition Awards De-Brief

Overview –

- Attendance was 170 people in total to include families, community partners, politicians and dignitaries.
- Media coverage.
- Award winners, where we celebrated their success.

A de-brief has not taken place yet; briefly covered the following:

- What was successful?
- What can we improve on next year?
- What was missing?
- Do we have a goal for next year?

Overall Comments -

- *J. Duncan* – Great exposure and media opportunity. Felt there were not enough nominations; was the information not extended enough? R. Holt reviewed the purpose of the Selection Committee; maybe there was confusion on the word ‘Newcomer’ or the application was too lengthy. Suggested that two applications be created – one for a Newcomer and one for a Business. He felt that applications with business type questions were missing (versus Newcomer leaders); need to streamline to a more concise piece. How do we receive more nominations from north of Barrie? Goal for next year, maintain media coverage and high profile, keeping the momentum.
- *Y. Konrad* – High class event. Alliston Herald did a publicity feature on New Tecumseth. A meeting will be held on Monday with the Alliston Herald; they want to do a series on an immigrant’s experience in the area. Where the media is concerned, accurate information must be conveyed, as there were errors in the piece and no corrections were made or posted by the Alliston Herald. She felt that the publicity was properly handled. It was encouraging that other people knew and participated in the nominations. She felt that getting the word out was successful. It was helpful to have a Representative at the table, e.g. taking care of where to go for pictures, etc. Suggested nominees include Newcomers involved in the arts. Are the nominees misrepresented

anywhere else? 4 months prior to the event, email all contacts to review nominee selections. With 3 weeks of advertising, this will give more time to find a nomination.

- *S. Brislin* – Good to see positive reinforcement on the social service programs. Goal for next year, double nominations; set number as a target.
- *K. Stephenson* – The first year is always tough; can only get better.
- *R. Holt* – Out of the 8 categories, Multiculturalism for Education is more geared towards schools, e.g. an Educator or teacher. All agreed that this was a good idea. Suggestions were individuals for those working in the communities; organizations specifically geared towards the Newcomer; Community Champions working towards a better community for Newcomers. Goal for next year, we create a county-wide strategy including more municipalities than last year.

R. Holt will begin working on the event with the Working Group for the Awards. She will send out an email asking for anyone interested to participate.

4. Welcoming Communities Framework

The group reviewed the General Public draft. R. Holt initiated the discussion as to what we can do before sending the draft to Communications for mock-up.

- Categories: break them down?
- How can we prepare a document that is a light read, something that can be sent out or picked up?
- Feedback on the handout – any revisions or additions?

Overall Comments -

- *J. Duncan* – Document flows well. Under Community Level, suggests we replace Lions/Rotary Clubs with Service Clubs and/or Community Organizations (does not prefer to use the term Service Clubs).
- *Y. Konrad* – Total direct landings is 650; add sentence to help people, (e.g. business owners) understand that the number of Immigrants is larger (when it includes other forms of entry). Suggests changing last sentence in Community Level; also changing Communities – deleting first sentence and leaving ‘Newcomers leave behind family’.
- *S. Brislin* – Similar idea as Y. Konrad but in changing communities. Title/header needs to be creative. Service Clubs and Community Organizations to help membership numbers.
- *F. El Sabbagh* – Suggests mention of schools for the youth park. Youth members do not feel comfortable eating lunch at school and end up bringing their lunch back home. Add role of school to integrate.
- *R. Holt* – Service Clubs may not be doing new things to increase interest from the Newcomer population.

R. Holt will review all suggestions made.

5. Sub-Council Priorities 2014

- **Multicultural Centre**
 - Work Plan: review goal, establish purpose/themes
 - Next Steps
- **Bus Tours**

- Work Plan: define goal, establish purpose/themes
- Barrie
- Simcoe County tourism
- **Multicultural Events**
 - Work Plan: review goal
 - Next Steps

Overall Comments -

- *J. Duncan* – Since Newcomers are already here, how do you pick and choose the participants? Has to be affordable.
- *Y. Konrad* – Suggested tourist activities in Barrie; ladies' luncheon and offer a bus tour as an additional option. Tours should be conducted within school hours.
- *S. Brislin* – Suggested bus tours – a different choice every month; if put into effect, would like to be included on the Working Group. Barrie can provide the 1- or 2-hour excursions. Would there be a discount to schools? What can we showcase? Do a survey on what people like to do?
- *K. Stephenson* – Simcoe County Tourism does not plan events in Barrie as Tourism Barrie coordinate their own events; she will remain a resource for events, e.g. maple tour, etc. Who are we targeting and why? Blue Mountain has many activities, surrounded by lakes. Might offer inexpensive rate for this – what is the budget? Also reviewed Discovery Harbour, Penetanguishene, and Orillia.

R. Holt will review overall to include next steps and priorities/timelines; LIP budget (maybe will cover the bus rental after all costs have been reviewed).

6. LIP Updates:

- Cultural Competency Learning Symposium; *Learning Together, Growing Together* March 18th, 2014: The Simcoe County Local Immigration Partnership is pleased to host a Cultural Competency Learning Symposium. Attendees will enjoy exhibits, workshops, a Newcomer Panel, and keynote speaker presentations, e.g. Winnie Wong, Canada's Top 25 Immigrants 2013, Canadian Immigrant Magazine will speak in the morning keynote session.
We are currently working on the printed materials. Our obligation from CIC was that this Symposium be available at no charge. We are expecting 150 Attendees. Lunch is included at the Holiday Inn Barrie Hotel & Conference Centre.
- Portal: We are revising and upgrading key areas on the Portal. This is your Community tool, so if you have information, please send to sclip@simcoe.ca.
- Newcomer Resource Guide: The Newcomer Resource Guide is in its' final draft.
- Library Hub Model: Hubs created to support one-stop shopping features.

7. Other Business:

No other business to discuss.

8. Next Meeting Dates: February 18, 2014: 10:00 a.m. to 12:00 p.m.
April 10, 2014: 10:00 a.m. to 12:00 p.m.