



County of Simcoe
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MINUTES

SUBJECT: Local Immigration Partnership Business Development Sub-Council

MEETING DATE: March 7, 2013 **TIME:** 10:00 am – 12:00 pm

LOCATION: Simcoe County Administration Centre, 1110 Highway 26, Midhurst, ON
(Midland Penetanguishene Boardroom)

CHAIR: C. Oosterbaan (County of Simcoe)

ATTENDANCE: A. Dorsey (Barrie Public Library), N. Gavarre (City of Barrie), M. Kuzma (Nottawasaga Futures), S. Lee (County of Simcoe - LIP), C. Oosterbaan (County of Simcoe - LIP), R. Milne (Deputy Mayor – Town of New Tecumseth), R. Wisken (County of Simcoe - LIP), K. Hurst (Scribe)
Regrets: L. Thompson (City of Orillia), C. Benedetti (Orillia Area Community Development)

1. WELCOME

C. Oosterbaan, Chair, welcomed the group, calling the meeting to order at 10:10 AM.

2. ETHNO-CULTURAL MEETING, MARCH 20, 2013, LIBERTY NORTH – 6:00 – 8:00 PM

The event was discussed by the Team, after S. Lee provided an overview of the event. Details follow.

ATTENDANCE: M. Kuzma, N. Gavarre, and C. Oosterbaan will be available as community representatives and resource for attendees at this meeting RSVPs will be required from the host group and guests, as a plated meal is planned. The LIP host group will be prepared to allow extra time for discussion, once the formal evening ends, as was the case at an earlier Newcomer event. Confirmed numbers will be provided to the caterer 3-4 days prior to the event.

TABLE SET/ARRANGEMENT: When deciding on the best arrangement for physical layout of the room and tables, the group considered grouping by geographic areas and distinct regions, diversity in terms of services offered, and expanding the invitations list to include Collingwood and North Simcoe (CFDCs Table), a City of Barrie Development Office representative, and all regional economic development stakeholders. While personal attendance may not be possible for some associations and agencies, materials could be provided for handout, and inclusion in the resource binders. There was consensus to go with 5 tables (by area) and include an additional table(s) for service providers, organized by type.

MATERIALS: All attendees will be provided with a resource binder, in order to help them build capacity. The binder will include a copy of the PowerPoint presentations from the event.

REVIEW PRESENTATION – CONTENT & FORMAT:

C. Oosterbaan reviewed the draft PowerPoint for content, flow, and format. Slides included information on:

- Self Employment; pros, cons, stats
- Business Access in Simcoe County; road/rail/air
- Business Development Resources
- Maps
- Economic Development Offices; their role
- Chambers of Commerce; their role (*add a notation that membership fees may apply*)
- Community Futures Development Corporations; information on business licence registration, business resources (*change “Education” to “Business Development Consulting”*)
- Small Business Enterprise Centres – (*break out the services finer on this slide*)
- Other Resources – (*add Georgian College, and expand information with respect to who holds contracts, summer initiatives, include information on loans provided; etc.*)
- Barrie Public Library – (*A. Dorsey will send a new photo/graphic file for this slide; change the word “literature” to “resources”*).
- BERN – (*add business consulting, add EI eligibility criteria under SEA; specify GBEC deals primarily with the first 5 years of set up; spell out acronyms in full; explain the gist of what they do is for SMEs*)

Suggested Edits to Presentation Included;

- Create a separate, one page hand-out with information on other networking groups, not mentioned in the PPT presentation, for inclusion in resource binders. Use the business support list, as a starting list, from N. Gavarre (posted on City of Barrie website). Add a slide “Why Access Business Development Resources?” to stress the importance of making contact locally in order to understand area-specific business stressors and considerations.
- Add a new slide “Green Economy Centre” – (*contact C. Gouldson for details to include*)
- In general, throughout the PPT, spell out references in full, followed by acronyms in brackets.
- As each slide changes throughout the presentation, introduce and engage organizational reps present for the dialogue surrounding each topic, as they are best equipped to add context and details.
- Request all 13 Chambers of Commerce provide a brochure or materials for the event.

Action: C. Oosterbaan to affect the edits and circulate the revised PPT to the Team.

3. ENTREPRENEUR SURVEY UPDATE

The Sub-Council reviewed the draft survey/in-depth interview guide. T. Plaxton-Smith advised she will not be able to participate in the in depth interviews. The surveys have been distributed.

Feedback followed, and requests for clarity were raised.

- On ‘barriers faced’ – question 16 - are we adding check boxes? (*We will.*)
- On ‘how long they have been here’? Did we add a time reference? For example, if they reside here, and were educated here (immersed in culture) versus recently relocated. Or, if they came here and worked a

number of years in-country, before launching their own business? (*Ideally, the survey should target those who arrived post-secondary and/or were not schooled here from their elementary years.*)

- Do clients in process of setting up a business, but not yet operating one, qualify to respond? Do home-based businesses qualify to participate? Do immigrants from the United States qualify to participate? (*Yes to all. Any immigrant who is starting, or has started a business in Simcoe County qualifies to participate.*)
- Is the timing important, i.e. complete by March 31st? (*The stipend is not available after that date.*)

4. WORKPLAN UPDATE

R. Wisken incorporated Team feedback from the last meeting in the new workplan draft, presented again for final approval. Discussion focused on details in the handout. Research Analysts will be able to take on the Survey Monkey portion (production, dissemination, analysis) of the Newcomer Entrepreneur Study.

SUCCESSION PLANNING:

RVH Physician Recruiter (who is located at the hospital, but is paid by municipal funds) advised, that in terms of succession planning, physicians typically do not 'sell' their practice, only the equipment or assets associated with it. She provides help in matching retiring doctors with new doctors who will walk into their existing practice. Inquiries have increased in the last 6 months significantly, and while each case is different, as point person, she receives and manages the inquiries.

A. Dorsey advised that the Barrie Public Library has used a Lawyer to address succession planning, with assistance from Chartered Accountants, Investment Advisors, and Estate Planners. The lawyer can be reached now through Barriston Law.

ADDITIONS TO WORK PLAN:

Two new items were added to document goals – Ethno Cultural Presentation Debrief, and In-depth Workshops (both will be scheduled after the interviews are done, to gain sense of what's needed from the sample group).

ACTION: Remove the watermark 'DRAFT' and as re-circulated, understanding this will be a dynamic document, with changes made in future.

ACTION: Use both the Ethno-Cultural Meeting and In-Depth Survey interview questions to ask what participants might have benefitted from historically (had it been available to them) and/or what they might like to have us provide in future, in terms of follow up.

5. PORTAL

STAKEHOLDER REVIEW SESSION:

Stakeholder review to take place Tuesday March 26, 3013 10:00 am to 2:00 pm. Lunch will be provided. It is requested that a minimum of one representative from each sub-council attend. Invitations will go out this week.

PORTAL LAUNCH – COMMUNITY MARKETPLACE:

After the formal launch event there will be a community marketplace where attendees can gather

information on services available in Simcoe County. An invitation and registration form will be circulated shortly.

6. OTHER BUSINESS

No other business at this time.

7. NEXT MEETING

The following dates have been scheduled. Notices and action items will be sent and addressed prior to the next meeting.

- Friday, April 19, 2013; 10:00 am – 12:00 PM
- Friday, May 10, 2013; 10:00 AM – 12:00 PM

8. ADJOURN

The meeting was adjourned at 11:50.