



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

MEETING DATE: 7/31/2012

MEETING TIME: 2:00 p.m. – 4:00 p.m., County of Simcoe Administration Building

ATTENDANCE: Boulanger, F. (College Boreal); Brown, D. (Social Enterprise for Canada); Douglas, L. (LIP – recording secretary); Konrad, Y. (Gibson Centre); Kouassi, C. (Conseil de la cooperation de l'Ontario); Lee, S. (LIP); Milne, R. (Town of New Tecumseh); Wisken, R. (LIP); Zeng, M. (Barrie & Area Chinese Association)
Regrets: Brislin, S. (Town of Innisfil); Gouldson, C. (Nottawasaga Futures); Helmerichs, R. (Georgian College); Persaud, C. (Turning Points); Skybin, Y. (YMCA Newcomer Services)

SUBJECT: Welcoming Communities Sub-council Meeting

1. Welcome and Introductions

S. Lee welcomed members, and new introductions were made.

2. Community Updates

D. Brown

- Mobile Unit is becoming more aggressive in their community awareness by targeting outreach in outlying areas and businesses
- Hand-outs with information on services
- Tactical in partnering – joint service possibilities
- Meeting with YMCA - line up with itinerant caseworkers
- Awareness of other services
- Adopting strategy in non-serviced areas that they will do initial service but if there is a more suitable agency, they will approach that agency to do so
- Attending fairs and festivals – offered to include information on behalf of other service providers

R. Milne

- County is examining the transportation system in county
 - o Expansion of services
 - o Transportation study underway
 - o Possibility of transport to Go Trains in Bradford from smaller communities
- New Canadian Day – invite newcomers – Bradford, ON
- Alliston – Potato Festival – booth for non-profit available

M. Zeng

- July 14 – BBQ event
- July 20-22 –overnight camping – 90 people attended – county-wide participants
- Communicate events through website, word of mouth and church
- Dragon boat festival – training underway
- Working with Mobile Service on the opening ceremony of the Dragon boat race – booth

- YMCA contacted Chinese Association
- Chinese New Year's event planned for 2013, contingent on funding

C. Kourassi

- Collaborating with the Agricultural Management Institute to organize bilingual workshops in 10 rural communities
- Objectives → awareness of the need of a multi-cultural workforce due to retiring farmers; how to renew the labour force; promote a cooperative model and its value as well as its many business opportunities for sectors including immigration entrepreneurship as a possible solution to farm succession and rural revitalization
- Many experienced in agriculture and favour work in the agricultural field
- Work with local organizations to promote workshops
- Focus on farms where there is no family to take over farms.

S. Lee

- Portal application approved – portal should be established by March 2013
 - Portal – intent to be bilingual; however, budget cuts were necessary and French language services were removed as MCI approved a specific portal for Francophones.
 - interested community members will be consulted on the development of the portal
 - Francophone services could be included on the portal in English.
- Simcoe County Museum is hosting a Christmas Past and Present event in early December.
 - Approached LIP for different cultural organizations to participate
 - funding will be provided by sponsors
 - 4 tables available at least
 - Let S. Lee know if you know of organizations that might be interested in participating.

3) Immigrant Directory Update

R. Wisken provided an update on the immigrant resource directory and its purpose. The draft of the Living section is complete, and work on the Employment section is now underway.

4) MCI Call for Proposals

A meeting was held this morning with community partners to discuss the MCI Call for Proposals and their interest in collaborating on a proposal.

5) Draft Public Education Strategy/Framework

S. Lee provided a quick overview of the framework discussion at the last meeting and identified the top priorities arising out of that discussion. Further frameworks based on the targeted areas of the framework [general public, employers, new Canadians, broader public sectors, champions] were circulated.

The following comments were received:

Marketing campaign

- find something unique, possibly in champions – consistency – message the same
- Visibility – what you remember is what is important
- Think outside the block
- identifiable logo
 - Community integration logo
 - Character community logo – see them on town signs – create awareness
 - Contest within community with criteria to develop logo

- Social media sites – D. Brown will send info on sites

Champions

- During National Citizenship Week in 2013, LIP will host a community tea for community champions.
- Sub-council members could nominate a champion with reasons that person would make a good champion.
- Criteria for champion must be determined → board set up to review nominees
- Champions should be visibly diverse – male/female; white/black; have identifier
- Volunteer positions or people in positions who go above and beyond.
- Reader's choice
- Spokesperson for community
- Involve new immigrants in champions select process
- Cross cultural exchanges on who champions should be
- Social media sites – D. Brown will send info on sites
- Champions research – depends on who champion was, affects results – need to have champions that public want to mirror
- Do we need a public face or an unsung hero?
 - o Relationship with public important
 - o The unsung hero can become known
 - o 80% need to be known
 - o 20% need to be unsung heroes – those wanting to become part of the community
 - o Platform of people who are doing good work within their community minus public profile
 - o Different percentage split?
 - o Unknown standing with known person – becomes known or invisible?
- Be creative
- Change immigrant way of thinking

General Public Initiatives

- Add churches to general public framework
- Newcomers must own settlement strategy as well → Start with focus group with newcomers as part of the settlement strategy for later this year.
- Face to face time with newcomer groups
- Explore more clubs – add more groups/church
- Schools
 - o Utilize SMDSB (Tatiana) as a resource to reach out to community
 - o Teachers have respect – can communicate to students
 - o Leadership skills within community
 - o Send info through school on activities, etc. → difficult, no response
 - o Promote LIP in French schools

Multi-cultural events

- Planning less difficult
- Combined leadership to coordinate events
- Who? → the community
- Where? Fairgrounds, AgriPlus – outside of Barrie
- Variety – more bang for buck
- Add event to another
- Celebrate Barrie Event in June – free booths – Chinese Association participated one year
- What is worth investing time in?
- Specific value

- Social interaction
- Activity should be fun, team-building within association and community
- Cross-cultural understanding
- Fund raiser
- Who owns the event? Committees, loose association, not for profits
- Funders – municipalities; private donors
- Who do we engage?
- Associations – newly formed North Simcoe Economic Action Initiative (Midland, Penetanguishene, Tay, Tiny); Ranji Singh Foundation, etc.

Next Meeting

The next meeting will take place in September – exact date TBA.