

SV/
Windsor, Ontario August 25, 2010

A meeting of the **Small Business Advisory Panel** is held this day commencing at 11:00 o'clock a.m. in Room 407 Meeting Room, 4th floor, City Hall, there being present the following members:

Dr. Alfie Morgan, Chair
Councillor Alan Halberstadt
Don Larkin
Jim Williams

Regrets received from:

Councillor Caroline Postma
Norm Marcoux
James Marsh
John Millson
Charles Regan
Vicky Smith
K. Kadour

Also present are the following resource personnel:

Janice Guthrie, Deputy Treasurer – Taxation & Financial Projects
Thom Hunt, City Planner
Terri Knight, Executive Initiatives Coordinator
Helga Reidel, Chief Administrative Officer
Alena Sleziak, Acting Manager 211/311 Call Centre
Susan Vadori, Committee Coordinator (A)

1. CALL TO ORDER

The Chair calls the meeting to order at 11:10 o'clock a.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

There are an insufficient number of members to constitute a quorum and therefore any actions must be confirmed and ratified at a future meeting.

4. BUSINESS ARISING FROM THE MINUTES

4.1 Report No. 1 of the Small Business Advisory Panel

The salient points of discussion relating to the methodology to track the progress of the recommendations contained in Report No. 1 of the Small Business Advisory Panel CR274/2010 approved at the City Council meeting held on July 26, 2010 are as follows:

- Item I - CR274/2010, the existing Customer Service Coordinator, Ms. Alena Sleziak, is appointed as the “small business coordinator” for the 6 month pilot project.
 - Ms. Sleziak is the point person for the six month pilot project;
 - Ms. Sleziak is to keep track of all inquiries, which will be consolidated into the City Council requested 6 month report. The time needed to perform duties/responsibilities could be determined by maintaining records of the number of inquiries and the process could be better discussed and measured at the Strategic Planning Session.
 - It is unclear as to time allocation by the Coordinator to the position until the familiarity of the needs or demands relating the position are determined. It is noted that time is required for Coordinator to get familiar with streamlining the compliance of a small business and the Chairperson offers all support and resources to the Coordinator.
 - Discussion occurs regarding the role of the Small Business Coordinator being proactive or reactive in nature. It is generally agreed that the position is envisioned as inquiry driven.
 - It is noted that the web site for this pilot project is in the design and develop phase with a focus on small business and ease of navigation.
 - 311/211 Call Centre will assist in tracking the inquiries and finding information through their data base and referral service.
 - It is recognized that there is a need to inform the small business inquiry of the tracking information options.
 - Some observations are discussed the Licensing and Planning Departments are highly regulated by the Province of Ontario and that an opportunity to discuss streamlining small businesses inquiries could be explored at the Strategic Planning session.
 - Thom Hunt, City Planner / Executive Director informs the Panel that a Council Report is being prepared for January 2011 regarding the jobs and economic growth for new and existing businesses in consultation with Small Business Advisory Panel. A Public Meeting date will be set for early 2011, which will identify barriers of the small business and the Planning department will give information and sense of former issues. This information is to be city-wide and allow existing and new group to develop as a result from the incentive programs especially looking at the formula for tax increment financing. Any information is to be provided back to the Committee for tracking purposes.

- Items II and IV- CR274/2010 - Janice Guthrie, Deputy Treasurer- Taxation and Financial Projects highlights the incentive program and working with Planning Department and existing businesses struggles. A tax error pilot program was adopted by Council in October 2009. Statistics are available regarding businesses that have taken advantage of the early assistance and payment plans. The newly elected Council will determine the balance required for the implementation of this tax action plan. An idea of a sub-committee to address the balances and

- necessary judgments may be organized and the recommendations will be brought back to the panel and Council.
- Item III – CR274/2010 - It is generally agreed that regardless of the results of the municipal election the Strategic Plan Meeting be scheduled after the October 25, 2010 Municipal Election, a mid-November expectation is generally accepted.
 - Item V – CR274/2010 - The Committee discusses the need to inform the public that the City of Windsor and the Small Business Advisory Panel are friendly to businesses in the City. The front line employees at City Hall should be recognized for their outstanding efforts and be celebrated for their hard work. The Committee is informed that a (STAR) program presently exists and the Small Business Coordinator will bring information forward regarding the nomination process and criteria for that award presentation. The Chairperson indicates a general interest to meet with the (STAR) Committee and explore adding an additional award managed by the Small Business Advisory Panel interests. For example: the Small Business Panel awards would be externally driven, a City Hall Staff member would be nominated by a small business owner who received exceptional assistance. A. Sleziak offers to invite the Small Business Advisory Panel to the next meeting of the Star Committee.
 - Items VI and VII – CR274/2010 - University of Windsor and St. Clair College students would staff the store-front location for the students delivering assistance to small business owners with questions/concerns. City of Windsor Senior Management Team are on board with the new opportunity of the three way partnering. The students of the University and College would assist businesses with answers and guidance to their various questions, such as grant writing. Exact location of the store-front is to be determined along with other details such as finalizing street signs for directional purposes. Ms. Sleziak and Ms. Sabrina Demarco of the Windsor-Essex Small Business Enterprise Centre are to meet and discuss what services the WESBEC currently offer to small business. Students from the University and St. Clair College will be working to assist with small business questions, etc.
 - Item VI – CR274/2010 - Verbal updates are given to the Committee that two of the three partners have been contacted and are agreeable to the three-way partnership by supplying students to assist small business owners with various tasks (i.e. applications, sourcing grants, business plans, etc.) The CAO notes that through the resolution of Council, the City Clerk will write a letter to formally invite the partners.
 - It is noted that possible funding availability could be researched by the students through all levels of government.
 - Discussion regarding the date of reporting back to Council regarding the Panels progress to be in 3 months time.

- It is noted that progress response time with respect to the timing of the number of Council meeting dates remaining until October 25, 2010 Municipal election are discussed.

General discussion ensues regarding the invitations of touring and establishing a date and time commonly agreed upon to visit TechTown located at 440 Burroughs Street, Detroit Michigan USA. The date preferred by most members/resource personnel is Tuesday September 14, 2010 at 2:00 o'clock p.m. meeting at 350 City Hall Square at 1:00 o'clock p.m. The Committee Coordinator will contact all members with the tour/date/time and transportation/pick up location. Offers by the Panel members to contact the other two Senior Administration members participating in the three way partnership are discussed. Items for future discussion include: inviting all level of government to participate in the Small Advisory Panel meeting possibly at the upcoming Strategic Plan meeting. The next meeting discussion will include the report back to Council. Other Panel inputs/suggestions include:

- a sub-group committee to organize for the three way partnership,
- invitees to TechTown tour,
- Financial/tax adjustments for interested small business.

CR274/2010 is attached for information purposes.

5. **DATE OF NEXT MEETING**

At the call of the Chair.

6. **ADJOURNMENT**

There being no further business, the meeting is adjourned at 12:15 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR