

**AGENDA
and Schedule "A"
to the minutes of the meeting of the
SMALL BUSINESS ADVISORY PANEL
held Tuesday, October 18, 2011
at 3:00 o'clock p.m.
Room 302, 400 City Hall Square East**

1. **CALL TO ORDER**

2. **ADOPTION OF THE MINUTES**

Adoption of the minutes of the Small Business Advisory Panel meeting held October 5, 2011
(previously distributed).

3. **DECLARATIONS OF CONFLICT**

4. **BUSINESS ARISING FROM THE MINUTES**

Small Business Advisory Panel Progress Report

Windsor City Council at its meeting held on August 29, 2011 adopted **Report No. 7** (Report No. 3 of the Small Business Advisory Panel at its meeting held February 8, 2011, of the **Economic Development Standing Committee** of its meeting held July 6, 2011 and **Report No. 8** (Report No. 4 of the Small Business Advisory Panel at its meeting held February 8, 2011 of the **Economic Development Standing Committee** of its meeting held July 6, 2011. Report No. 7 and Report No. 8 are attached.

*Moved by Councillor Halberstadt, seconded by Councillor Jones,
M200-2011 That Committee Reports Nos. 7 and 8 of the Economic Development Standing
Committee referencing Reports Nos. 3 and 8 of the Small Business Advisory Panel **BE
REFERRED BACK** to the Small Business Advisory Panel for further review.*

**An informal meeting of the Small Business Advisory Panel will be held at 1:00 o'clock p.m.
with members (and interested resource personnel) for the purpose of reviewing the Progress
Report. The formal meeting of the Panel will be held at 3:00 o'clock p.m. and the
amendments made to the Progress Report will be discussed and approved at that time.*

5. **DATE OF NEXT MEETING**

To be determined.

6. **ADJOURNMENT**

Windsor, Ontario August 29, 2011

**REPORT NO. 7 of the
ECONOMIC DEVELOPMENT
STANDING COMMITTEE
of its meeting held July 6, 2011**

Present:
Councillor Dilkens, Chair
Councillor Sleiman
Councillor Valentinis
Councillor Marra
Councillor Payne

That the following recommendation of the Economic Development Standing Committee **BE APPROVED** as follows:

Moved by Councillor Sleiman, seconded by Councillor Payne

That the comments provided by the Windsor Small Business Advisory Panel Progress report to City Council dated January 27, 2011 **BE FORWARDED** to City Council for information purposes attached as Appendix "A" and further that the Mandate and Terms of Reference pertaining to the Windsor Small Business Advisory Panel **BE INCLUDED** for information purposes attached as Appendix "B".

Carried.

CHAIRPERSON

DEPUTY CITY CLERK

ECONOMIC DEVELOPMENT STANDING COMMITTEE

REPORT NO. 3
of the
Small Business Advisory Panel
at its meeting held
February 8, 2011
Meeting Room 303, 400 City Hall Square East

Present:
Dr. Alfie Morgan, Chair
Councillor Alan Halberstadt
Norm Marcoux
James Marsh
Vicky Smith
Jim Williams

The Small Business Advisory Panel submits the following recommendations:

That the comments provided by the Windsor Small Business Advisory Panel Progress Report to City Council dated January 27, 2011 **BE FORWARDED** to City Council for information purposes attached as Appendix "A" and further that the Mandate and Terms of Reference pertaining to the Windsor Small Business Advisory Panel **BE INCLUDED** for information purposes attached as Appendix "B".

Carried.

NOTE: Progress Report to City Council dated January 27, 2011 is attached as Appendix "A"

NOTE: Windsor Small Business Advisory Panel Mandate and Terms of Reference dated January 12, 2009 and Report of Small Business Coordinator dated November 24, 2010 is attached as Appendix "B"

CHAIR

COMMITTEE COORDINATOR

NOTIFICATION		
Small Business Advisory Panel		
City Planner / Executive Director		

January 27, 2011

Windsor Small Business Advisory Panel

Progress Report to City Council

In its July 26, 2010 session, City Council passed a motion (stated in CR274/2010) accepting seven recommendations made by the Small Business Advisory Panel. As a part of the motion, the Panel was requested to report back to Council on the implementation of these recommendations. The Panel is pleased to submit this document as its assessment of the status of the implementation of each recommendation. The panel would like to thank the Mayor and Council for the opportunity to report back. Hopefully, this would keep the attention focused on the small business sector. The Panel has only one major goal, and that is to maintain the small business sector as a major job creation engine for Windsor. It is worth emphasizing that in the current economy, small business has been the number one job generator, not the multinationals. Recently, Mr. Alan Goodyear, Federal Minister for small business and research & development mentioned in a budget round-table with businesspeople that the Federal Government credits small and medium size enterprises with creating and maintaining 95-97% of jobs in Canada

Below, each Council-approved recommendation will be stated, the progress of its implementation will be assessed along with the Panel's views on moving matters forward.

1. Council's Approved Recommendation no. 1: *That the existing Customer Service Coordinator BE APPOINTED as the "small business coordinator" as a pilot project for a period of 6 months, and whose responsibilities will include the following:*

- *Act as a point person to address specific inquiries and concerns brought forward by small business owners regarding access and ability to navigate through municipal processes;*
- *Monitor and collect data on inquiries and specific concerns that are brought forward by the small business community;*
- *Liaise with municipal departments and key personnel as required when specific concerns or issues are identified, and when new policies and procedures that could have possible implications for small business are being considered;*
- *Provide information and referral to existing community resources to assist small business; and,*
- *Report back to Council at the end of the pilot project on the specific issues identified through the monitoring of inquiries, and provide recommendations on how to best address the issues identified on a go-forward basis."*

1.1 Status of Implementation: The Panel received a progress report from the Customer Service Coordinator (attached). The implementation amounted to simply tracking calls to the City's 311 number.

1.2 Panel's Assessment and Further Recommendation: The Panel feels that it will take more than just tracking 311 calls. In sum, the implementation of the pilot project fell short of the intention of the recommendation. As of now, there is no internal champion—who is known and

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publicized in the community— who can fix and smooth the problems for small business owners in dealing with City Hall. There appears to be no proactive activities going on.

The Panel welcomes Mayor Francis' concept of establishing a Rapid Business Response Team at City Hall to act as a one-shop single point of contact to process all proposed developments quickly. There would obviously need to be a Small Business champion at City Hall to steer this process, not an add-on to the already full plate of the City's Customer Service Coordinator. The Panel further endorses and urges the implementation of Mayor Francis' vision of "restructuring City Hall's customer service operations to provide a "one-stop" single point of contact to ensure quick and consistent review for all new developments. Moreover, we must review and reform all City permitting processes and business licensing processes to become "City LEAN", eliminating any barriers to growth and expansion."

2. Council's Approved Recommendation no. II: *"That Administration BE DIRECTED to prepare a report to Council presenting possible financial incentive programs aimed at addressing the main challenges facing small businesses as identified in consultation with the Small Business Advisory Panel, and further that the report include a recommended Terms of Reference for the preparation of a Small Business Community Improvement Plan that will implement the Council-endorsed financial incentive programs."*

2.1. Status of Implementation: Recently, the Administration has developed the Community Improvement Plan (CIP). The Panel feels that the CIP is a major step forward and wholeheartedly endorses the excellent measures proposed in it. The CIP would help in attracting new businesses and in transforming the City's economy into the designated strategic sectors. This is to be lauded and applauded.

2.2. Panel's Assessment and Further Recommendations:

While the Panel appreciates the vallant effort expressed in the CIP, it would like to urge the Mayor, Council, and the Administration to establish another CIP (or expand the CIP) to include:

- Existing small businesses (especially 15 and under in employment): We need to sustain current enterprises so that they may continue to be part of the City's tax-base and continue to be a job generation instrument;
- Existing small business in the sectors of hospitality, service, and retail. They are still a major component of the tax base and provide significant employment.

3. Council's Approved Recommendation no. III: *"That a "Small Business Strategic Planning Meeting" BE CONVENED between the Small Business Advisory Panel and City Council within 60 days to identify the issues impacting the small business sector (with presentations from small business spokespersons) and to develop action plans to address these issues, and that Council then provide direction to administration about the implementation of the action plans developed"*.

3.1 Status of Implementation: This recommendation is yet to be implemented. The Panel felt that the timing of this strategic planning meeting be delayed until the new City Council is elected to give time to the newly elected members to feel comfortable in the position.

3.2 Panel's Assessment and Further Recommendations: The Panel would urge the Mayor and the new Council to hold the strategic planning meeting on the very strategic topic of

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small business. Small business is the major job creator in Windsor and deserves to be viewed and utilized as an economic development strategy for Windsor.

The Panel is recommending this important meeting be structured as follows:

- That Mayor Francis chairs the session.
- That the session be at least a half-day commitment.
- The session will be a "regular" Council strategic planning session rather than a public forum. However, the Mayor and Council can invite other important community stakeholders interested in the small business sector such as the Development Commission and the representative of the Ontario Ministry of Small Business among others.
- The ultimate objective and outcome of the meeting will be a set of actionable strategic initiatives to make the small business sector a strategic instrument for generating jobs and economic development.
- That the agenda of the meeting (subject to the Mayor and Council approval) be structured as follows:
 - Hour 1: Mayor and Council hear the concerns of about 6-8 small business owners expressing issues facing their sector. The Panel can help in recruiting these individuals.
 - Hour 2: Mayor and Council hear a presentation by the Small Business Advisory Panel on the issues facing the small business sector in Windsor and then Council discusses these issues.
 - Hours 3 and 4: Mayor and Council discuss approaches for tackling these issues head-on, commit to a set of significant initiatives to be delegated to the City's Administration for implementation along with time benchmarks.

4. Council's Approved Recommendation no. IV: "That the issue of "any further property tax relief measures that should be implemented as it relates to small business", BE REFERRED to the proposed "Small Business Strategic Planning Meeting"

4.1 Status of Implementation: The implementation of this recommendation awaits the implementation of Recommendation no.III above. This will be in the topics in hours 2, 3, and 4 of the strategic planning meeting.

4.2 Panel's Assessment and Further Recommendations: The Panel is of the opinion that the current level of taxation is high for small business and is inhibiting economic development. For example, the taxes in arrears on some properties are almost equal to the value of such properties.

Taxes in arrears on certain properties make it hard for investors and users to buy a property. The Panel is fully aware that forgiving taxes in arrears might provide an excuse for others to default hoping for forgiveness of the debt, not to mention the unfairness to those who paid their taxes on time. It is a serious problem that begs for creative solutions.

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The Panel recommends a reduction in the 15% penalty rate for taxes in arrears. Many small businesses have fallen behind in their tax payments due to the recession. They might never be able to pay off the principal on their arrears because the 15% annual penalty keeps compounding the debt. The Panel has been searching for possible ways to assist respected existing businesses to deal with the tax debt. One possibility is the establishment of an amnesty period – whereby taxpayers who pay off the principal on their arrears within a prescribed period of time would have the penalties reduced or even erased. We live in difficult economic times and they require radical departures from established norms.

5. Council's Approved Recommendation no. V: *"That the Small Business Advisory Panel recognition program recommendations BE DIRECTED to the Staff Appreciation and Recognition (STAR) Committee for consideration within the framework of the existing corporate Staff Appreciation and Recognition program".*

5.1 Status of Implementation: This recommendation has not been implemented. The recommendation was referred to the Customer Service Coordinator to include in its STAR program. The Panel understands that there has been a preliminary discussion by STAR committee on this, but no awards program was established for employees who provide identifiable exemplary service to small businesses in their dealings at City Hall.

5.2 Panel's Assessment and Further Recommendations: The Panel's original intent was to enlist the support of the City's front line employees (in the course of performing their city jobs) to be a supportive force for small business owners, namely to help them save money or make more money so that they can stay in business—in the tax base. Further, the Panel wanted a tool to help the recommendations made at the top (by well-meaning administrators) to trickle down to the front-line. The Panel urges the Mayor, Council, and the Administration to go beyond an awards program—to devise other more potent programs that would enrol and enlist front line employees in the cause of keeping small business as a major job generator for Windsor.

6. Council's Approved Recommendation no. VI: *"That City Council ENCOURAGE the University of Windsor, St. Clair College and the Windsor Essex Development Commission to create a Windsor Small Business Enterprise (SBE) Centre to establish an SBE funding and financial support team that not only identifies all the provincial and federal programs, but most importantly works in project teams to research and write these applications to engage associated ministries, ministers, deputies, assistants, MP's and MPP's to secure grants and interest free loans, low interest financing and to set up a mechanism to measure the results."*

6.1. Status of Implementation: This recommendation has been implemented but with no conclusive action. The CAO called a meeting of the three parties. After a long aimless discussion, the meeting ended up with no concrete will or plan to set up such a centre. One party insisted that small business owners applying for grants should hire lawyers and accountants to do it for them. Naturally, it will be better to have such documents prepared by professionals. However, the Panel members know that small business owners do not have the funds to afford the fees for lawyers and accountants. Students are still an affordable alternative. The University was willing and prepared. St. Clair College was willing but with the provision that the Development Commission be a home for such a centre. At the end of the meeting, there was no firm commitment to set up the centre.

6.2. Panel's Assessment and Further Recommendations: The Panel recommends that such a centre be established. There are many government grants at various levels that our local

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small business people have not been able to access because they don't have the time and resources to prepare such lengthy grant proposals. Acquiring such grants would provide badly needed funding for a financially strapped business community. Students, with proper supervision, can prepare the needed applications with the understanding that they and their institutions will not be held responsible for the content of the grant application. This responsibility rests with the owner of the business who is making the application. His/signature will be on the application, not the students, not the institutions where they study.

7. Council's Approved Recommendation no. VII: *"That Administration BE DIRECTED to meet with representatives from the Small Business Advisory Panel to discuss the possibility of the City accommodating a store-front location for a Windsor Small Business Enterprises (SBE) Centre which would perhaps be a joint venture between the University of Windsor, St. Clair College and the Windsor Essex Development Commission".*

7.1. Status of Implementation: Happily, this recommendation has been implemented and exceeded expectations. Mr. Patrick Persichilli, VP of the Development Commission and Mrs. Sabrina Demarco undertook the implementation of this recommendation. Mr. Persichilli arranged for space for the Odette Business School students to work with Mrs. Demarco to assist small business owners who contact the Commission for assistance in starting a small business. As of now, there are about 20 University students involved, supervised by Mr. James Marsh of the Odette School of Business.

8. Council's Approved Recommendation no. VIII: *"That the Small Business Advisory Panel BE REQUESTED to provide Council with an update in 3 months."*

8.1. Status of Implementation: With the submission of this report, this recommendation is implemented. There is a delay in order to give the new Council time to settle in the governance process.

8.2. Panel's Assessment and Further Recommendations: The Panel seeks the support of the Mayor and Council in reaffirming its mission to keep the small business sector as a major job creation/retention engine and a major contributor to its tax base. To that extent, the Panel recommends the following:

- That the Mayor meets with the Panel periodically so that its effort can be a part of the agenda for job creation and prosperity.
- That the current vacancy of a second Council member (that of former Councillor Caroline Postma) be filled.
- That the Panel's terms of reference be publicised among City staffers so that they can consult with the Panel on matters pertaining to small business.
- As stated on the City's Website, the role of the Panel is headlined **"Who's looking out for small business owners? The Small Business Advisory Panel (SBAP) is a committee of Council that seeks to develop and implement strategies to promote and enhance the small business sector of Windsor's economy. Comprised of small business owners, council members and municipal administration, it also serves as a liaison and point of contact between the City of Windsor and the small business community".** The Panel would like this role to be publicised in the community so that small business owners know who is looking out for small business.

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In conclusion, the Panel is pleased to report that some progress has been made toward the cause of small business. Such progress is due to several City Hall executives especially Ms. Helga Reidel, CAO, Mr. Thom Hunt, Mr. Neil Robertson, Ms. Janice Guthrie, Mr. Gary Cian, Mr. Michael Chantler, Ms. Alena Slezlak, and Ms. Agatha Armstrong. and the able committee assistants Ms. Karen Kadour and Ms. Susan Vadori. The Panel would like to acknowledge and welcome their demonstrated commitment to the small business sector and the valuable information and guidance they provided to the Panel. The Panel would also like to acknowledge Ms. Karen Kadour and Ms. Susan Vadori for their valuable assistance in making its transactions take place smoothly and efficiently.

Respectfully Submitted,

Alfie Morgan, Ph.D., Chair. Professor Emeritus, Odette School of Business, University of Windsor, Management Consultant

Mr. Alan Halberstadt, City Councillor, Vice Chair. Council Representative on the Panel

Donald Larkin, President, Windsor Credit Bureau and Collection Services of Windsor

Mr. James Marsh, President, WFT Investments

Mr. Norm Marcoux, President, Advanced Machining Services, Inc.

Mr. Charlie Regan, President, Nerds-On-Site, The Coffee Office, and several enterprises

Mrs. Vicky Smith, Franchisee, Tim Horton Enterprises

Mr. Jim Williams, President, Remax Capital, Inc.

Attachments:

Attachment no. 1: Panel's Terms of Reference

Attachment no. 2: Report of the Customer Service Coordinator

**SMALL BUSINESS ADVISORY PANEL
MANDATE AND TERMS OF REFERENCE**

PREFACE

On September 29, City Council passed the following motion: "That a small business advisory panel be established to liaise with all City departments..." To implement Council's decision, the following mandate and terms of reference have been formulated:

NAME: "Windsor Small Business Advisory Panel"

MANDATE:

The Windsor Small Business Advisory Panel will advise and assist the Corporation of the City of Windsor in developing and implementing strategies and actions toward promoting and enhancing the small business sector of Windsor's economy.

TERMS OF REFERENCE

In order to achieve its mandate, the Small Business Advisory Panel is hereby empowered to:

- Represent Windsor's small business interests before City Council, Departments, Agencies, Boards, and Commissions, on matters that affect small business as a sector of Windsor's economy.
- Provide periodic reports to City Council about the major issues that impact the small business sector including specific policy, tax and budget recommendations aimed at improving the small business climate in Windsor
- Monitor the implementation of the Small Business Task Force's recommendations
- On its own initiative, or at the request of City Council or City Departments, provide advice and/or assistance on matters that are relevant to the small business community in Windsor
- Function as the liaison and an important point of contact intended to facilitate ongoing communication between the small business community and the City of Windsor
- Assist City Council and Administration with disseminating information to the Small Business Community on matters that would be of interest to it.

MEMBERSHIP

Composition: the

The Windsor Small Business Advisory Panel membership will consist of:

- Five or more members of the small business community.
- Two councillors.
- Two general managers from the Administration.

Primary Criteria for Appointment:

Openings for the Panel will be filled utilizing The Striking Committee of City Council procedure for appointing panels. The main criteria for member selection are:

January 12, 2009

- Members from the small business community: They have to own a small business in Windsor. Advocates for the small business cause (including professionals and retired entrepreneurs) are eligible as well. In general, should be persons who are affected or directly impacted by City Hall's decisions and policies or persons whose decisions impact the small business sector. They should be genuinely interested in developing and enhancing small business as a viable strategy for growing and sustaining Windsor's economy. They should have the level of expertise necessary for executing the Panel's mandate and terms of reference. Finally, they should be more or established enough that they can spare the time to come to the panel's meetings and participate effectively in carrying out its mandate.
- Councillors: Council members who are keenly interested in the small business sector.
- Members from the Administration: They should be at the rank of "general manager" with portfolios that include departments whose activities directly impact the small business sector

Duration of the Panel

The panel shall be a continuing body. Members will be appointed for a period of four years

Administrative Support

City Hall is to provide the necessary administrative support for the operations of the panel in the form of a Committee Coordinators from Council Services who can provide secretarial support, scheduling meeting, keeping minutes, arranging public meetings, providing information on critical issues, and coordinating the dissemination of information.

Operations of the Panel:

Leadership:

The panel will elect a chair who will be spokesperson for it. It will also elect a vice-chair to act as an alternate for the chair. Meetings will be informal. The panel will meet once a month or as needed by City departments and City Council.

Agenda and Minutes

An agenda will be provided prior to each meeting. Panel members may suggest items for the agenda within a reasonable amount of time to the chair through the administrative assistant.

Voting and Attendance:

At least four members of the Panel shall be present to constitute a quorum. Voting will be by consensus. Members who are absent four meetings in row will be sent a reminder by the chair. If they are unable to participate on a regular basis, their positions will be open for replacement.

The voting members will be seven namely the five business members plus the councillors.

Conflict of Interest

The Panel will not be an instrument for any member to influence the decisions of the Panel to favour his/her own business or personal interest. There is only one interest for the Panel and that is the common good of the small business community as a whole. When conflict occurs, the member shall declare his/her potential conflict excuse himself/herself from the discussion of the respective agenda item.

REPORT
Small Business Coordinator

1. Tracking of Inquiries

Following the last meeting, small business inquiries were tracked through the 211/311 Call Centre. Operators were instructed to categorize all small business inquiries.

- Inquiries directed to other levels of government, community agencies or organizations are categorized under 211.
- Inquiries specific to the City of Windsor are categorized under 311.

Data collected from the period of August 1 to October 31 is outlined in the table below.

211/311 Call Centre Small Business Inquiries Report Period: August 1 - October 31, 2010		
Category	Description	No. of Inquiries
211 Consumer/Commercial	general small business small business centre	22
211 Government - Federal	small business grants	1
311 Council Services	small business advisory panel	1
311 Licensing	small business licensing	12
	Total	38

In addition to this data, one inquiry was directed specifically to the Small Business Coordinator. The inquiry pertained to garbage collection and parking restrictions on Tecumseh Road East which prohibit on street parking between 3-5 p.m.

2. Small Business Webpage

A small business page on the City of Windsor website has been created. This includes a consolidation of useful small business information as well as some key additional resource links. It is organized in a manner to make accessing small business information quickly and easily. Content can be added as required. A corporate website re-design is currently underway which should provide for enhancement in the future.

Small Business

3. Small Business Recognition Program

The STAR (Staff Appreciation Committee) was advised of the SBAP request to consider the establishment of a small business recognition program and issued an invitation to the SBAP to present at a STAR Committee meeting on October 18th. Unfortunately because of scheduling conflicts this did not occur. This will be rescheduled for early in the new year.

REPORT
Small Business Coordinator

4. Legislative Changes affecting Small Business
Accessibility for Ontarians with Disabilities Act

Ontario has developed a new Accessible Customer Service Standard. This legislation outlines what businesses must do to make their services accessible to persons with disabilities. All businesses with at least one employee will have to comply with the new standard by January 1, 2012.

The opportunity exists to have the SBAP and the Windsor Accessibility Advisory Committee work together to outreach to small businesses on this law, how it will impact them, what they need to do etc. Suggested time frame would be early next year to allow businesses to plan accordingly.

Respectfully submitted by:
Alena Slezziak
Small Business Coordinator (A)

/KS
Windsor, Ontario August 29, 2011

**REPORT NO. 8 of the
ECONOMIC DEVELOPMENT
STANDING COMMITTEE
of its meeting held July 6, 2011**

Present:
Councillor Dilkens, Chair
Councillor Sleiman
Councillor Valentinis
Councillor Marra
Councillor Payne

That the following recommendation of the Economic Development Standing Committee **BE APPROVED** as follows:

Moved by Councillor Marra, seconded by Councillor Valentinis

That in view of the fact that the Small Business Advisory Panel meets regularly and discusses and reacts to the continuous change of the business scene, may it **BE RECOGNIZED** that it is appropriate to meet as frequently as deemed necessary;

Whereas, it is necessary to capture the issues facing small business in real time and prepare recommendations to City Council, so that City Council may also respond in real time;

The Committee proposes that it **BE SUPPORTED** to continue to meet once a month and **BE NOTED** that it is also involved in ongoing exchange with Administration and the small business community and in view of the Terms of Reference guiding this Panel, *attached* as Appendix "A", it is not just an Advisory Panel capacity.

Carried.

Councillor Dilkens requests nominations for the position of Vice Chairperson of the Economic Development Standing Committee. Councillor Valentinis nominates Councillor Payne for the position of Vice Chairperson of the Economic Development Standing Committee.

Moved by Councillor Valentinis, seconded by Councillor Sleiman

That Councillor Payne **BE ELECTED** to the position of Vice Chairperson of the Economic Development Standing Committee.

Carried.

CHAIRPERSON

DEPUTY CITY CLERK

ECONOMIC DEVELOPMENT STANDING COMMITTEE

REPORT NO. 4
of the
Small Business Advisory Panel
at its meeting held
February 8, 2011
Meeting Room 303, 400 City Hall Square East

Present:
Dr. Alfie Morgan, Chair
Councillor Alan Halberstadt
Norm Marcoux
James Marsh
Vicky Smith
Jim Williams

The Small Business Advisory Panel submits the following recommendations:

That in view of the fact that the Small Business Advisory Panel meets regularly and discusses and reacts to the continuous change of the business scene, may it **BE RECOGNIZED** that it is appropriate to meet as frequently as deemed necessary;

Whereas, it is necessary to capture the issues facing small business in real time and prepare recommendations to City Council, so that City Council may also respond in real time;

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Carried.

CHAIR

COMMITTEE COORDINATOR

NOTIFICATION		
Small Business Advisory Panel		
City Planner / Executive Director		

**SMALL BUSINESS ADVISORY PANEL
MANDATE AND TERMS OF REFERENCE**

PREFACE

On September 29, City Council passed the following motion: "That a small business advisory panel be established to liaise with all City departments..." To implement Council's decision, the following mandate and terms of reference have been formulated:

NAME: "Windsor Small Business Advisory Panel"

MANDATE:

The Windsor Small Business Advisory Panel will advise and assist the Corporation of the City of Windsor in developing and implementing strategies and actions toward promoting and enhancing the small business sector of Windsor's economy.

TERMS OF REFERENCE

In order to achieve its mandate, the Small Business Advisory Panel is hereby empowered to:

- Represent Windsor's small business interests before City Council, Departments, Agencies, Boards, and Commissions, on matters that affect small business as a sector of Windsor's economy.
- Provide periodic reports to City Council about the major issues that impact the small business sector including specific policy, tax and budget recommendations aimed at improving the small business climate in Windsor
- Monitor the implementation of the Small Business Task Force's recommendations
- On its own initiative, or at the request of City Council or City Departments, provide advice and/or assistance on matters that are relevant to the small business community in Windsor
- Function as the liaison and an important point of contact intended to facilitate ongoing communication between the small business community and the City of Windsor
- Assist City Council and Administration with disseminating information to the Small Business Community on matters that would be of interest to it.

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Composition: the

The Windsor Small Business Advisory Panel membership will consist of:

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- Two councillors.
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Openings for the Panel will be filled utilizing The Striking Committee of City Council procedure for appointing panels. The main criteria for member selection are:

Striking Committee Report

- 4 -

January 12, 2009

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- Councillors: Council members who are keenly interested in the small business sector.
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Duration of the Panel

The panel shall be a continuing body. Members will be appointed for a period of four years

Administrative Support

City Hall is to provide the necessary administrative support for the operations of the panel in the form of a Committee Coordinators from Council Services who can provide secretarial support, scheduling meeting, keeping minutes, arranging public meetings, providing information on critical issues, and coordinating the dissemination of information.

Operations of the Panel:

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Agenda and Minutes

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The voting members will be seven namely the five business members plus the councillors.

Conflict of Interest

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Item No.

THE CORPORATION OF THE CITY OF WINDSOR
Office of the City Solicitor – Planning Department



MISSION STATEMENT:

"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"

LiveLink REPORT #: 15465	Report Date: August 19, 2011
Author's Name: Thom Hunt	Date to Council: September 29, 2011
Author's Phone: 519 255-6543 ext. 6897	Classification #: Communication
Author's E-mail: thunt@city.windsor.on.ca	

Aug 2

To: Mayor and Members of City Council

Subject: Report 8 of the Economic Development Standing Committee - Small Business Advisory Panel

1. RECOMMENDATION:

City Wide: _____ Ward(s): _____

To Council for Information.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

Council may recall that as part of the ABC Governance Review, the resulting changes adopted by Council (CR49/2011) affected many of the past processes and practices of Council's advisory committees. In terms of meeting frequency, the new changes approved and implemented in January 2011, have resulted in advisory committees now meeting quarterly. This is not to say that committee members should not gather to discuss relevant matters should they so desire to. However, official City business would not be conducted (passing motions etc) at such informal meetings. In addition, City staff normally assigned to the committees would not necessarily be available due to other commitments. Should committees desire to meet more frequently than quarterly, they would be required to bring forward all pertinent information and motions for public discussion and reporting at their scheduled quarterly meeting where City staff is made available.

3. DISCUSSION:

The Standing Committee Report recommends that it 'Be Supported' to continue to meet once a month as it is involved in ongoing exchange with administration and that it is not just an advisory panel capacity.

Appendix A of Report 8 includes the Committee's Terms of Reference passed in January 2009 when the Committee Mandate was first adopted. A number of changes to the committee composition have occurred, mainly related to administrative members. At the time of the Terms of Reference being created, two General Managers were identified to be part of the Committee. Following the re-organization of February 2010, General Manager titles were removed from the City Organization structure. However, since this time and following the City re-organization in 2010, the City Planning Department's mandate

was expanded to include the delivery of local economic development. Accordingly, the City Planner was assigned to be the lead Executive Director for the Small Business Advisory Panel, given the panel's relationship to economic development. The City Planner also determines the required attendance of other administration from areas of Finance, Building, and Social Services etc. depending on the agenda topics to be discussed at the meetings. A member of the City Clerk's Department is also made available for assisting with meeting procedures and recording the meeting.

The City Clerk notes that the mandate attached to the Committee Report was done for informational purposes and is the original mandate of the Committee. One of the approved recommendations of the ABC Governance Review was that fresh mandate letters should be sent from the Clerk's office to each Committee of Council confirming the role of each Committee and affirming the alignment of each Committee mandate with the six strategic pillars found in the Community Strategic Plan. As Council is aware, the new Committees of Council were struck in the spring of this year and each has now had at least one meeting at which the Committee was given an orientation which included the current mandate and a copy of the six strategic pillars for review. At their second Committee meeting (which will be held in September/October for the Small Business Advisory Panel) each Committee will be provided with the formal mandate letter which will encompass any "house keeping" changes (such as changes to corporate titles) duly issued by the Clerk's office and executed by the City Clerk and the Mayor.

The Mandate of the Committee as contained in the Terms of Reference (Appendix A) has not changed and therefore remains to be that of an 'Advisory Committee'.

4. FINANCIAL MATTERS:


Any increased frequency of advisory committees formally meeting more than quarterly would result in budget impacts due to increased staffing costs.

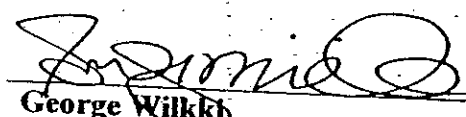
5. CONSULTATIONS:

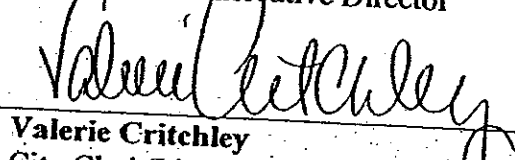
The Planning Department has consulted with the City Clerk's Department.

6. CONCLUSION:

In summary, administration is supportive of the Panel and any other Advisory Committee Members to dialogue and meet as often as they deem necessary to carry out the mandate of their committees. However, from a public recording and City staffing capacity perspective, Administration does not support the Small Business Advisory Panel or other Council Advisory Committees formally meeting more than quarterly. The quarterly meeting schedule as approved by Council should be maintained for public meeting purposes.


Thom Hunt
City Planner / Executive Director


George Wilkk
City Solicitor and Corporate Leader
Economic Development and Public Safety


Valerie Critchley
City Clerk/Licence Commissioner and
Corporate Leader Public Engagement and
Human Services

TH/mf

APPENDICES:

DEPARTMENTS/OTHERS CONSULTED:

Name:

Phone #: 519 ext.

NOTIFICATION :

Name	Address	Email Address	Telephone	FAX

AC/
Windsor, Ontario, July 6, 2011

A meeting of the Economic Development Standing Committee is held this day commencing at 4:30 o'clock p.m. in Council Chambers there being present the following members:

Members Present

Councillor Dilkens, Chair (arrives at 4:40pm)
Councillor Sleiman
Councillor Valentinis
Councillor Payne
Councillor Marra

Members Absent

None

Also present are the following from Administration:

H. Reidel, Chief Administrative Officer
G. Wilkki, City Solicitor
T. Hunt, City Planner
J. Calhoun, Heritage Planner
M. Palanacki, Executive Director Operations
J. Guthrie, Deputy Treasurer, Taxation and Financial Projects
G. Atkinson, Planner III Economic Development
A. Slezak, Customer Service Supervisor
A. Ciacelli, Council Assistant

Delegations:

Dr. Alfie Morgan
Jim Williams
Avril Farlam
Joe Udzbinac

Call to Order

1. Councillor Payne assumes the position of chair temporarily as Councillor Dilkens has been delayed. He calls the meeting of the Economic Development Standing Committee to order at 4:30 o'clock p.m.

Disclosure of Pecuniary Interest and the General Nature Thereof

2. Councillor Marra discloses an interest and abstains from voting on Item 2 as his son is working with the research department of the University of Windsor.

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Councillor Payne discloses an interest and abstains from voting on Item 1 due to his involvement in the BUHDAG application to quash certain By-laws related to the boarded up houses west of the Ambassador Bridge

3. Requests for Deferrals, Referrals or Withdrawals

None.

4. Adoption of Minutes

Moved by Councillor Sleiman, seconded by Councillor Valentinis
That the minutes of the meeting of the Economic Development Standing Committee held on June 1, 2011
BE ADOPTED as presented.
Carried.

5. Presentations & Delegations

Small Business Advisory Panel Report No. 3 & No. 4
Dr. Alfie Morgan appears before the Economic Development Standing Committee to answer any questions concerning the Small Business Advisory Panel Report No. 3 & No. 4.

6. Business Items

Councillor Payne discloses an interest and abstains from voting on Item 1 due to his involvement in the BUHDAG application to quash certain By-laws related to the boarded up houses west of the Ambassador Bridge

Item 1 Proposed Partial Demolition, R.E. Holmes House, 2072 Willistead Crescent

Moved by Councillor Valentinis, seconded by Councillor Marra
That the report from the Heritage Planner entitled "Proposed Partial Demolition, R.E. Holmes House, 2072 Willistead Crescent **BE APPROVED.**
Carried.

Councillor Marra discloses an interest and abstains from voting on Item 2 as his son is working with the research department of the University of Windsor

Item 2 Application by Tessonics Holding Corp. for Financial Incentives Under the Economic Revitalization Community Improvement Plan.

Members of the Tessonics Holding Corp. provide information about the history, products and background of the organization including the type of medical and research work they provide currently, as well as their request for support to move into the downtown area specifically the Wyandotte and Ouellette location. They are planning extensive upgrades to the exterior and interior of this location.

Councillor Sleiman welcomes the group to the area and inquires as to the current size of facility that the firm occupies, and whether they are planning to add positions to their workforce as a result of this move.

Mr. Udzbina, Tessonics Holding Corp., states that their current facility is 3000 square feet, and they will be moving into a space that is approximately 8000 square feet. Tessonics Holding Corp. plans to add 10-20 workers to their workforce complement in the coming years.

Councillor Sleiman inquires as to the number of parking spaces requested, and whether they are for employees or customers.

Mr. Udzbina indicates they are requesting the parking spots due to future expansion possibilities and visits from customers as well as high level executives who may frequent the facility.

Councillor Payne requests some examples of the type of work that Tessonics Holding Corp. undertakes, in addition to whether this location will conduct research as well as manufacturing services.

Mr. Udzbina indicates that Tessonics Holding Corp. research and manufactures several types of products which provide customers with more time/cost saving alternatives including new ultrasound technology adapted to industrial applications. These products provide high level technology alternatives to current products that are available. Tessonics also provides support to the medical research and technology field, with several new products being introduced which will be manufactured at the new site.

Councillor Payne inquires as to the market area the company currently serves.

Mr. Udzbina indicates that Tessonics currently provide products/services anywhere where automotive parts are produced. They currently export to Mexico, Europe, United Kingdom, Japan, Brazil, China, and in the future will be including Korea and India as well.

Councillor Valentinis inquires as to the type and location of parking spots requested by the company and whether retrofitting or expansion of the building is in the current plans.

Mr. Udzbina indicates the company is impartial with the location of the spots but would prefer that they are close to the facility either in surface lots or a parking garage. He states that currently they will be retrofitting the existing building with future plans of expansion either into the parking lot or by adding levels to the existing building. Keeping in mind that their intention is not to diminish the current number of parking spaces that are available on site.

Councillor Valentinis inquires to administration the availability of parking spots in the area.

M. Palanacki, Executive Director, Operations states there is availability in most of the parking lots in the area, and that the number of parking spots requested by Tessonics can be accommodated in the City lots and surrounding garages.

Councillor Valentinis inquires whether administration is aware of the vacancy rate in the downtown area, due to the request in the report possibly setting a precedent with other firms requesting the vacancy rebate percentage.

J. Guthrie, indicates she doesn't have that information with her today but will provide it to the members.

T. Hunt indicates according to the retail urban metric study which was completed in 2009, the retail vacancy rate is just under 25% at the time, which doesn't include the office space.

Councillor Sleiman welcomes the addition to downtown and adds that the venture will support the six pillars, and diversify the area as indicated which will benefit the City as a whole.

Councillor Valentinis comments that although this venture would diversify the downtown area, creating a catalyst for the area, and the aspect of technology would be a great addition to the downtown, but will not support the motion at this time. He states that the precedent it might set regarding the parking spaces and the vacancy rebate as the base for calculating incentives. Councillor Valentinis adds he would like the request to be debated in full Council.

Moved by Councillor Sleiman, seconded by Councillor Payne

EDSC6/11 That the request by Tessonics Holding Corp. under the Small Business Investment Grant Program **BE APPROVED** for 100% of the municipal portion of the tax increment for up to ten years pursuant to the City of Windsor Economic Revitalization Community Improvement Plan;

II. THAT the City staff **BE AUTHORIZED** to account for the vacancy tax rebate in the calculation of the base municipal taxes;

III. THAT the City Planner **BE AUTHORIZED** to approve any proposed building facade work at 597 Ouellette Avenue as a condition of the Small Business Investment Grant approval;

IV. THAT staff **BE DIRECTED** to prepare an agreement to implement the Small Business Investment Grant Program in accordance with all applicable policies, requirements, and provisions contained within the Economic Revitalization Community Improvement Plan to the satisfaction of the City Planner as to content, the City Solicitor as to legal form, and the CFO/City Treasurer as to financial implications;

V. THAT the CAO and City Clerk **BE AUTHORIZED** to sign the Small Business Investment Grant Agreement;

VI. THAT the request by Tessonics Holding Corp. for the provision of 25 off-site parking spaces within a municipal parking facility or lot in the vicinity of 597 Ouellette Avenue **BE APPROVED** for up to 10 years under the Small Business Investment Grant Program. Specifically, that 15 parking spaces be provided at the commencement of the approved Small Business Investment Grant Program and 10 additional spaces be provided upon demonstration by Tessonics Holding Corp., satisfactory to the City Planner and City Engineer, that future business expansion warrants the additional spaces; and

VII. THAT the CAO and City Clerk **BE AUTHORIZED** to sign the a lease agreement to provide up to 25 City-owned parking spaces at no cost to Tessonics Holding Corp., which is satisfactory to the Director of Operations as to content, the City Solicitor as to legal form, and the CFO/City Treasurer as to financial implications.

Carried.

Councillor Valentinis voting nay.

7.

COMMITTEE REPORTS

Small Business Advisory Panel Report No. 3 of its meeting held February 8, 2011

Moved by Councillor Sleiman, seconded by Councillor Marra
EDSC7/11 That the comments provided by the Windsor Small Business Advisory Panel Progress Report to City Council dated January 27, 2011 **BE FORWARDED** to City Council for information purposes attached as Appendix "A" and further that the Mandate and Terms of Reference pertaining to the Windsor Small Business Advisory Panel **BE INCLUDED** for information purposes attached as Appendix "B".

Carried.

NOTE: Progress Report to City Council dated January 27, 2011 is attached as Appendix "A"

NOTE: Windsor Small Business Advisory Panel Mandate and Terms of Reference dated January 12, 2009 and Report of Small Business Coordinator dated November 24, 2010 is attached as Appendix "B"

Small Business Advisory Panel Report No. 4 of its meeting held February 8, 2011

Councillor Sleiman requests that the Small Business Advisory Committee meet quarterly as suggested by the report approved by Council regarding the ABC Governance Review, as several other committees have agreed to do.

Dr. Morgan, member of the Small Business Advisory Panel indicates due to rapidly changing economic times, and unpredictable economy relating to pressing issues, it may be necessary for the Small Business Advisory Panel to meet more often than the suggested quarterly period.

Councillor Sleiman comments that many other committees who wish to meet on their own more frequently instead of the quarterly norm, have the approval of Council to do so, although it wouldn't be supported by the Committee coordinator or other City staff. He also notes that although several other committees have requested to have support for monthly meetings, they have agreed to meet quarterly.

H. Reidel, Chief Administrative Officer indicates the Small Business Advisory Panel may continue to meet on their own informally; there will be no administrative support by the City provided during those meetings and therefore no recorded official document will exist. There wouldn't be any procedural formalities in effect since there is only one member of Council who sits on this advisory Committee. Whatever items/issues that are discussed during this informal meeting would need to be consolidated and formalized during a quarterly meeting of the Small Business Advisory Panel supported by City administration in order to move forward to the Economic Development Standing Committee.

Councillor Marra states that moving forward with the new Executive model there will be some unique circumstances which may exist and which may have merit and should be afforded the opportunity to have the administrative support that is required. This should be determined on a case by case basis, taking into consideration the type of issues being discussed including whether time constraints may be a concern.

July 6, 2011

Moved by Councillor Marra, seconded by Councillor Valentinis
EDSC8/11 That in view of the fact that the Small Business Advisory Panel meets regularly and discusses and reacts to the continuous change of the business scene, may it **BE RECOGNIZED** that it is appropriate to meet as frequently as deemed-necessary;

Whereas, it is necessary to capture the issues facing small business in real time and prepare recommendations to City Council, so that City Council may also respond in real time;

The Committee proposes that it **BE SUPPORTED** to continue to meet once a month and **BE NOTED** that it is also involved in ongoing exchange with Administration and the small business community and in view of the Terms of Reference guiding this Panel, *attached* as Appendix "A", it is not just an Advisory Panel capacity.

Carried.

Councillor Dilkens requests nominations for the position of Vice Chairperson of the Economic Development Standing Committee. Councillor Valentinis nominates Councillor Payne for the position of Vice Chairperson of the Economic Development Standing Committee.

Moved by Councillor Valentinis, seconded by Councillor Steiman
That Councillor Payne **BE ELECTED** to the position of Vice Chairperson of the Economic Development Standing Committee.

Carried.

8.

ADJOURNMENT

There being no further business the meeting is adjourned at 5:15 o'clock p.m.

CHAIRPERSON

COUNCIL SECRETARIAT