

QUINTE LOCAL IMMIGRATION PARTNERSHIP

...a better community for everyone

Minutes of the meeting 26 January 2018

MEETING :	Quinte Local Immigration Partnership www.quintelip.ca
LOCATION	Belleville City Hall, Sir Mackenzie Bowell (SMB) Meeting Room 3rd floor, 169 Front Street, Belleville, Ontario. (10:00 a.m. to 12 noon)
PROJECT COORDINATOR ADMINISTRATOR /FACILITATOR	<ul style="list-style-type: none"> • John L. Robertson - Project Coordinator – Quinte Local Immigration Partnership - Email: lip@quinteimmigration.ca • Orlando Ferro – QLIP Administrator / Facilitator - Executive Director – Quinte Immigration Services QUIS - Email: oferro@quinteimmigration.ca
NOTE TAKER	<ul style="list-style-type: none"> • John L. Robertson – QLIP Project Coordinator
ATTENDEES	<ul style="list-style-type: none"> • Karen Poste - Manager of Economic and Strategic Initiatives City of Belleville • Dug Stevenson - Executive Director Bay of Quinte Regional Marketing Board • Trevor Crowe - Community Development Coordinator - Corporation of the County of Prince Edward • Ben Hagerman - Economic Development Coordinator for the City of Quinte West representing Linda Lisle - Manager of Economic Development & Tourism City of Quinte West

Agenda topics

DISCUSSION	<ul style="list-style-type: none"> • Introductions and opening remarks
	<ul style="list-style-type: none"> • Acknowledgement - Special appreciation to Karen Post - Manager of Economic and Strategic Initiatives - City of Belleville and the City of Belleville for their provision of the Sir Mackenzie Bowell Meeting Room at Belleville City Hall. • Quinte Immigration Portal Directions 2018 - Strategic discussions Portal Directions 2018 special focus Working Group meeting through Quinte Immigration Services QUIS and the Quinte Local Immigration Partnership on January 26, 2018 brought together specific principal stakeholders involved in the planning and direction of the “Bay of Quinte Immigration Portal” for discussions on the way forward for 2018. Bay of Quinte Immigration http://immigration.bayofquinte.ca • Portal funds - It was acknowledged that Immigration Portal funds for 2018 were approved and a portion is currently available while the remainder will be available as principles move forward with enhancements/changes to the content, translations and infrastructure with the City of Belleville overseeing the funds.

- **New Languages** – The international languages in the portal were discussed. The professionally translated languages that are present on the homepage website representing seven major languages provides a good overview for those newcomers interested in coming to the Quinte Region. More languages are needed, and that must be weighed against the use of Google Translate (and any similar new products) due to many other “portal” pages that are in English. Updating the current translated 7 languages will present updating challenges now and over time.
- **Note:** It was recognized that some languages do not convert well through Google Translate and will likely need to be translated by professional translators.
- **How to improve the marketing** - monitor effectiveness – hits/length of stay - stats on data. Content strategy and development related to the target market - important factor.
- **Content impact** – need to generate a discussion for potential new relocations to the region, newcomers, newcomer entrepreneurs, businesses and more.
- Environmental review of content needed in relation to new and updated information.
- Provide direction to services including location and purpose of services important to newcomers.
- Site map that will lead to business opportunities for newcomer entrepreneurs/businesses to Quinte Region. Need for central connectedness for all newcomer services, including business development and services for newcomers to avoid duplication of contact information.
- **Recommended Portal Content Meeting** (Dug will send out a poll to all with ample choice for dates)
- The prime 7 languages at the home page are very informative to newcomers but the remainder of the site with many layers are in English - to be addressed at the content meeting.
- Principal stakeholders to review the content and relay the information/recommendations to Dug.
- **Immigration Statistics** (source Statistics Canada) for the City of Belleville and Hastings County, provided at the meeting, indicating immigration by “place of birth at immigration” provided through the QLIP Partnership in support of the Portal Directions 2018 working group, the QLIP Partnership, and the Belleville Inclusion Committee BIC. Clarification: The BIC is developing strategies for diversity awareness and inclusivity and how to create the climate of inclusivity to counter racism and discrimination. The BIC has two Belleville City Councillors, and five organization representatives, all QLIP Partners.
- The Statistics presented will necessitate further inquiry into the immigration numbers for Quinte West, and Prince Edward County, including analysis on comparisons between Hastings County, Quinte West and Belleville. Immigration statistics review may assist evaluations on content and marketing.
- The immigration statistics will be updated and the information distributed to this Working Group, the Belleville Inclusion Committee, and QLIP Partners.
- **QLIP Meeting** Feb 15, 2018 (Thursday) Belleville City Hall SMB Meeting room 3rd floor (10 a.m. to 12 noon)
- **QLIP Meeting** Mar 21, 2018 (Wednesday) Belleville City Hall SMB Meeting room 3rd floor (10 a.m. to 12 noon)

NEXT MEETING	LOCATION	TIME
Thursday February, 15 2018	Belleville City Hall, Sir Mackenzie Bowell (SMB) Meeting Room 3rd floor, 169 Front Street, Belleville, Ontario.	10 a.m. to 12 noon