

SV/
Windsor, Ontario November 24, 2010

A meeting of the **Small Business Advisory Panel** is held this day commencing at 2:00 o'clock p.m. in Room 302 Meeting Room, 4th floor, City Hall, there being present the following members:

Dr. Alfie Morgan, Chair
Councillor Alan Halberstadt
Don Larkin
Jim Williams
James Marsh
Charles Regan

Regrets received from:

Councillor Caroline Postma
Norm Marcoux
John Millson
Vicky Smith

Guests in attendance:

Councillor Jo-Anne Gignac

Also present are the following resource personnel:

Janice Guthrie, Deputy Treasurer – Taxation & Financial Projects
Thom Hunt, City Planner
Terri Knight, Executive Initiatives Coordinator
Alena Sleziak, Acting Manager 211/311 Call Centre
Ann Kalinowski, Manager of Compliance and Enforcement, on behalf of
LeeAnne Doyle
Neil Robertson, Manager of Urban Design
Susan Vadori, Committee Coordinator (A)

1. CALL TO ORDER

The Chair calls the meeting to order at 2:03 o'clock a.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. MINUTES

Moved by D. Larkin, seconded by J. Williams
That the minutes of the meetings of the Small Business Advisory Panel held August 25, 2010 **BE ADOPTED** as presented.
Carried.

3. **ADDITIONS TO THE AGENDA**

Verbal Motion is presented by D. Larkin, seconded by J. Marsh, that Rule 3.3 (a) of the *Procedure By-law, 420-2001 as amended*, BE WAIVED to add the following Agenda item:

6.2 Councillor Gignac concerns regarding mobile sign bylaw and City-Wide Blitz.

6.3 Boston Mayor Actively Supporting Small Business
Carried

4. **DECLARATIONS OF CONFLICT**

None declared.

6. **NEW BUSINESS**

Moved by D. Larkin, seconded by J. Marsh
That Item No. 6.2 of this Agenda, regarding the mobile sign bylaw BE **CONSIDERED** at this time.
Carried.

6.2 Councillor Gignac concerns regarding mobile sign bylaw and City-Wide Blitz

Councillor Gignac expresses concern to the Committee regarding the recent blitz on illegal mobile signs located on City of Windsor property and rights-o-way. A total of 49 signs were removed during the City-wide blitz. There has been no change to the current mobile sign bylaw, but enforcement of it, and because of the enforcement action many telephone calls were received at the City and by members of Council.

The following are points of discussion relating to the reasoning and reaction of the City and Business Owners:

- During these difficult financial times, small businesses need encouragement and education on permitted sign placement and uses.
- Small businesses are encouraged to follow the proper procedures and need to be aware that permits are required and anyone of the seven licensed mobile sign leasers in the City are aware of the procedures.
- It is the obligation of the sign leasor to obtain a permit (Building Department) and direction is provided at that time for proper and appropriate outdoor installation. A City web base program provides an aerial view in which the mobile sign vendor is provided all pertinent information. The permit is usually available in a short period of time,

therefore allowing the businesses a quicker opportunity to advertise effectively.

- As a source of information it is suggested that the Small Business owner may contact 311/211 for any bylaw inquiries and/or to consult the City web site.
- Compliance & Enforcement Officers involved in the City wide blitz reported public frustration and lack of knowledge.
- The Committee stresses that the Corporation of the City of Windsor is friendly to do business with and can be approachable for guidance.

Councillor Gignac thanks the Committee for their attention in this matter and leaves the meeting.

5. BUSINESS ARISING FROM THE MINUTES

The Committee generally discusses the Report No. 1 of the Small Business Advisory Panel.

5.1 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 has met with the 211/311 operators requesting them to track the small business inquiries;
 - 311/211 Call Centre reports tracking 36 inquiries and finding information through their data base and referral service.
 - The Committee inquired about follow-up to calls received and if the caller was satisfied with the referral received from the Call Centre.
 - The Committee is updated regarding present tracking methods, opportunities to capture the callers inquiry and aspiration for further follow-up action and available technology methods of query tracking are discussed.
 - A. Sleziak will research their suggestions and inquiries and will provide responses to the Committee, regarding the systems capabilities.

Items II and III - CR274/2010 -

- Thom Hunt, City Planner / Executive Director informs the Panel that a Council Report is being prepared for January 2011 regarding Community Improvement Plan. A Council directive identify incentives and have them

- in place is being adhered to by the Planning Department. A meeting with the Economic Development Commission occurred and the Planning Department is seeking input and requesting a workshop with the Small Business Advisory Panel also.
- This C.I.P. identifies 10 sectors. Inside the finance incentives programs are identified.
 - It is noted that Small and Large Business have different triggers for thresholds to get involved in the incentive programs.
 - T. Hunt notes that across the province of Ontario, the City of Windsor is unaccompanied in this task and undertaking.
 - The workshop is scheduled for Thursday December 2, 2010.
- Item IV- CR274/2010 - Janice Guthrie, Deputy Treasurer- Taxation and Financial Projects updates the Committee with the sub-committees meetings exchange of ideas. J. Guthrie outlines the reasons and the need for a Strategic Plan Meeting in order to understand and obtain the direction of the Committee and members of Council.
 - Item V – CR274/2010 - The Committee discusses the time line according to Report No. 1 CR274/2010, for scheduling a Strategic Planning meeting with Council. The new City of Windsor Council will have its' inaugural meeting on December 6, 2010. Councillor Halberstadt is requested to update City Council regarding the work accomplished and in progress as it relates to the eight Points on Report No.1 CR274/2010.
 - Item VI – CR274/2010 – A 2011 meeting date is planned for the meeting and execution of this recommendation, until then work is ongoing. Request to get web site links stated and add to page and grow the page is discussed. A. Sleziak offers to receive suggestion for web updates.
 - Item VII – CR274/2010 - Verbal updates are given to the Committee that the three-way partnership (University of Windsor, St. Clair College and Windsor Essex Development Commission) and have been contacted by the City and have had a meeting.
 - Students would assist in researching possible grants available for any small business that approaches them.
 - Business owners need to be empowered and students could provide an important function to business owners and the students obtain an understanding of the business world and the government's involvement.
 - The City coordinated and hosted the three-way partnership and with the relationship established, the City promotes the liaison to move forward.

For information purposes CR274/2010, attached as Appendix "A".

6. NEW BUSINESS

6.1 Mr. Gayowsky, small business owner Devonshire Mall

Mr. Gayowsky, small business owner Devonshire Mall is not in attendance at the meeting.

6.3 Boston Mayor Actively Supporting Small Business

The Committee discusses the merits of the article *attached* as Appendix “B”. A suggestion to discuss the potential utilization of this idea be included for discussion purposes at the Strategic Plan Meeting.

7. COMMUNICATIONS

7.1 Discussion ensues regarding the email request received from Jeff Trombley and the response by T. Hunt, City Planner.

T. Hunt leaves meeting at 3:10 o’clock p.m.

8. DATE OF NEXT MEETING

At the call of the Chair.

9. ADJOURNMENT

There being no further business, the meeting is adjourned at 4:01 o’clock p.m.

CHAIR

COMMITTEE COORDINATOR