



**Minutes of Meeting
Mayor's Blue Ribbon Task Force on Workforce Development**

Date: Monday, May 9, 2016
3:00 p.m.

Location: Room C115, President's Boardroom
Mohawk College, Fennell Campus

Present:	Mayor Fred Eisenberger (MF) <input checked="" type="checkbox"/>	Councillor Terry Whitehead (TW) <input checked="" type="checkbox"/>	Councillor Judi Partridge (JP) <input checked="" type="checkbox"/>	Ron McKerlie (RM) <input checked="" type="checkbox"/>	Gisela Oliveira (G) (McMaster) <input checked="" type="checkbox"/>
	Bronko Jazvac (BJ) <input checked="" type="checkbox"/>	Maria Clark (MC) <input checked="" type="checkbox"/>	Zoltan Tanacs (ZT) <input checked="" type="checkbox"/>	Richard Sexton (RS) <input checked="" type="checkbox"/>	Terry Kotwa (TK) <input checked="" type="checkbox"/>
	Judy Travis (JT) <input checked="" type="checkbox"/>	Cesare DiDonato (CD) <input checked="" type="checkbox"/>	Scott McCammon <input checked="" type="checkbox"/>	Darren Green (DG) <input checked="" type="checkbox"/>	Neil Everson (NE) (City Staff) <input checked="" type="checkbox"/>
	Norm Schleehahn (NS) (City Staff) <input checked="" type="checkbox"/>	Paul Vaccarello (PV) <input checked="" type="checkbox"/>	Laura Farr (LF) (Mayor's Office Staff) <input checked="" type="checkbox"/>	Hillary Dawson (HD) (Mohawk Staff) <input checked="" type="checkbox"/>	Keanin Loomis (KL) (Chamber of Commerce) <input checked="" type="checkbox"/>
	Mark Patterson (Magnet/Ryerson University) <input checked="" type="checkbox"/>	Greg Crone (GC) (Mayor's Office Staff) <input checked="" type="checkbox"/>	Huzaifa Saeed (HS) (Chamber of Commerce) <input checked="" type="checkbox"/>		

= Present = Regrets

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1.	Welcome & Introduction	Ron McKerlie, Chair, called the meeting to order at 3:09pm and welcomed those in attendance.
2.	Approval of April 4, 2016 Minutes	On a motion RM/CD, minutes approved.
3.	Review of Summary of Stakeholder Consultations	NS: Local consulting firm will put together by May 20 all consulting overall themes and recommendations over all the sectors. Highlights what industries have in common and what some overarching themes are. Also may give some idea as to what we may want to include in the committee report. Five minutes was taken to review the material. RM asked how to provide feedback. NS asked BRTF members if it was too general, and advised it was a synopsis of the stakeholder sessions that have taken place. JT noted that there were common themes; MF asked if there would be recommendations arising, and noted that transit was absent. NS noted that the wording and emphasizing the positive diction will be

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		<p>amended, also perceptions of Hamilton changing for the better. TW said that dynamic needs to be addressed. Tool he uses "Did You Know?" to change perceptions. And that people that are hardest on Hamilton are those that have been here a long time.</p> <p>NS advised that he will send the final version via email to group, and asked about timelines for submission to GIC.</p> <p>LF advised that GIC is Sept 7 and 21, reports in by August 9 and 23rd respectively.</p>
4.	For Consideration: Draft Report to General Issues Committee – June 15 th , 2016	<p>NS advised this could add Executive Summary, and take the recommendations out, and add as an Information report.</p> <p>RM confirmed a full recommendation report by the 23rd of August.</p> <p>MF asked if group wanted more meetings on the consultation report or to do it all at once. Group chose all at once.</p> <p>TW noted that CanMet moved to Hamilton from Ottawa and some of those employees can speak to what their experiences were.</p> <p>NS advised CanMet had a high retention rate of keeping their employees of 40%.</p>
5.	Proposed Work Plan Going Forward	<p>RM brought up forecasting demand, and that BJ has been a champion. Over next few meetings to look at larger employers and what the demand side looks like. Second, the connections between industry and education. Third, the tools. Magnet being one. Group needs to decide what has the most leverage.</p> <p>TK proffered that the promotion of Hamilton's positive image. Pretty clear that a number of employers think that's really beneficial. If we start to get this out to the private recruiters? I can't get resources in Hamilton, I need help and how do I promote to people?</p> <p>MF recalled when CanMet came; EcDev did a fulsome job of educating about moving to Hamilton. It was an industry unto themselves. Could be an opportunity for EcDev or Tourism?</p> <p>RM asked if we have thought of hosting the larger search firms to show them. NS and all agreed it was a good idea.</p> <p>NS noted it works with our Quality of Place work in our office, as well. Will send to group for feedback.</p> <p>HS shared that when Mayor Nenshi came, he did a robust, well-thought out presentation that came with a 30+ page package. At that time, it was 200 students.</p> <p>MF noted that place matters, more than ever before. Resources, entertainment are much more on the minds, almost secondary to income and asked how we narrow down strategic forecasting piece.</p> <p>JT advised EH would be interested and want to look at new supply side data. They have capacity, but would need resources, and can lead research in that area. There are 500 NOC codes; EH did skilled trades and manufacturing about a year ago. Matter of taking the time, resources.</p> <p>JT shared when they did the Employer One survey, so many of them, mostly smaller companies, don't have a succession plan. AMD, Tiercon, HHSC, and McMaster – they know. Beneficial to introduce student job</p>

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	<p>seekers to other ones as well.</p> <p>RM said for Mohawk work around the demand side is critical, and a growing number of student as to what areas would be most needed.</p> <p>JT said there was a report in 2009/10, and can go back and revisit.</p> <p>BJ says the educational aspect has to be aligned and then the students know they will be hired. Need a predictable way to know what we need in the labour force. We can step forward to say that this is important.</p> <p>CD noted Chamber has done a good job in promoting Magnet, but you need a third party that says to companies that you have to open the doors, and let them in. It's a tough sell, and it takes time. You have to be looking 10-15 years if you want to develop your workforce down the line. The time to have young people in is then.</p> <p>MF asked what the engine is that keeps that going. Looking at the Chamber. Either the ability to get date from small, medium size companies. How do we keep the momentum going with some sort of engine to keep this going? What is the vehicle? Would hazard to say it's a partnership. The chamber might be the venue for that.</p> <p>RM asked if BJ would to join a subcommittee with JT and RM to look at.</p> <p>HS advised that the Chamber was looking at an unofficial community hub model when we were designing Magnet.</p> <p>RM asked what other key things we should be focusing on.</p> <p>KL suggested that Magnet should be adopted as it will give us the tools and data and at some point a person is needed on the ground meeting with employers.</p> <p>RM asked what is needed to get there.</p> <p>KL advises that someone is needed to sit down with every employer that adopts Magnet. Here is how it becomes part of your HR process. Get the big employers now, and it will cascade. It needs a big a push.</p> <p>TW asked if there is a resource and cost factor and if KL could quantify that.</p> <p>KL responded that it needs awareness. Front page of the classified, some paid ads on Facebook and other things. The ideal rollout is to have someone dedicated to magnet on a day to day basis.</p> <p>RS asked Is it 50k, or 100k?</p> <p>KL advised probably 50k to hire someone. They could take on our own tasks, and then maybe we do have that, but has to be bridged.</p> <p>TW advised that you have to start somewhere, and to provide the sustainable funding. If a proposal in front of us, we can provide that bridge funding. Bring it forward and he would support the City being one of the partners.</p> <p>BJ said strategic value-wise this is a small investment – even a \$100k – you connect people and it's a partnership they will fund it. Show them what's in it for them.</p> <p>RS asked if we need a committee.</p> <p>KL advised that Magnet could put that together.</p> <p>BJ asked if this is two efforts, or combined? Group agreed combined. KL added to subcommittee.</p> <p>BJ said the current need is to align the skills needed and the education, so</p>

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		<p>we don't duplicate. Take the current state and build those features into predictability. The fundamental elements are mostly the same.</p> <p>RM added if we need to look at the seed funding, then that could be the recommendation.</p> <p>MF asked is if this something this subcommittee will come back with. All agreed that it would.</p> <p>RM asked if there was work this committee needs to do around the image issue.</p> <p>MF advised that there is a wealth of material from EcDev and Tourism, and but we can see where the gaps are.</p> <p>KL added there is so much that has happened organically as well. Some of it happens best when it is grassroots. Hearing now, there is not a huge issue getting doctors to stay now. Some of the structures that they are buying into is the issue now.</p> <p>RM asked if anything else was missing.</p> <p>BJ asked who is on the sub-committee.</p> <p>LF advised that CD, BJ, JT, KL, GO, and RS are on the committee.</p>
6.	New Business	<p>RS asked if we are looking at draft reports, could we get them ahead of time.</p> <p>NS responded that he was hoping for timelines today. Consultations took longer than thought.</p> <p>MF asked if there was value in getting testimonials from some of them.</p> <p>RM said its 20-30 thousand in the city.</p> <p>KL asked if the recommendation from the subcommittee at the next meeting?</p> <p>RM and group agreed that subcommittee will all of June, July and part of August to form recommendations.</p>
7.	Adjournment	<p>Adjourned at 4:30pm</p> <p>Next meeting to be determined – August 2016</p>

Minutes record by:
Laura Farr, Administrative Assistant to
Mayor Fred Eisenberger