



**INFRASTRUCTURE STRATEGY TABLE MEETING**  
**Thursday, March 10, 2016**  
**9:30 a.m. – 11:30 a.m.**  
**The Common Roof (165 Ferris Lane, Barrie) Multi-purpose room**  
**MINUTES**

**Attended:** Brian Shelley (Co-Chair), Alison LaMantia, Lori Shirley, Ken Edwards, Sandra Cole, Julie McAlpine (Recorder)

**Regrets:** Trevor McAlmont (Co-Chair), Anna Drexler

Item		Minutes	Motion/Action
1.	Welcome	Brian welcomed everyone to the meeting. Trevor is unable to attend.	
2.	Approval of Minutes February 11, 2016	<p>The minutes of February 11, 2016, were approved.</p> <p>Sandra will contact Anna with regards to her continued membership on this Table. A suggestion was made that attendance at meetings be included in future Terms of References.</p> <p>Ken has had conversations with Pavlik around changing the website but nothing is finalized. The license with Sitefinity has now ended. We would need to buy a new one through Pavliks.</p> <p>Recommended changes to the membership package were made. French translation should be complete today and then packages will be sent out.</p>	
3.	Approval of the Agenda	The agenda was approved with the addition of an update on the registration for the YMCA Lakehead Leadership Program by Brian. The registration information has been sent out by Julie a few times already which led to a brief discussion around the distribution list and sharing of news and update information amongst Coalition members. Distribution of information is an item that is currently being looked for improvements by Julie and Sandra.	
4.	Updates: <ul style="list-style-type: none"> <li>• Planning Table</li> <li>• Secretariat Table</li> </ul>	<p><b>Planning Table:</b>            Chris Brens, LHIN Addictions and Mental Health lead, has joined the Planning Table and Council. LHIN has undergone a 50% changeover in staffing since last April. A representative from the Gilbert Centre has also joined the Planning Table. Sandra has asked Simcoe Community Services to consider sending a representative.</p> <p>Work on the Planning Table's TTC continues. A small group will look at defining alignment/integration and measurement tools and will bring back their recommendations to the Planning Table</p> <p>Working groups have also been submitting their broader 3-4 work goals. This</p>	

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	<p>information will assist with the analysis of gaps, overlaps and options for collaboration. Sandra is attending task group meetings to offer support for connections and to help them align their work to the strategic plan. This information will go to Infrastructure in April for the May Council dashboard report.</p> <p>A change has been implemented on the Planning Table's agenda to include a broader Coordinator's Update, reporting on meetings attended, work done, updates on initiatives, etc.</p> <p>Another RBA 101 session has been scheduled for May 5 from 1:00pm to 4:30pm. Invites will be sent to working groups to register up to two people.</p> <p>MOMH update – The report from New Path as the lead agency, is due to the Ministry on March 31. There is a focus session on March 23 which involves a cross sector of key partners coming together regarding children's mental health planning.</p> <p>Danette gave an update regarding the \$300 million in the budget for supports to enhance services for children with autism.</p> <p>Dual Diagnosis and TAYSoS presented their annual updates.</p> <p>Jim Harris reported section 34 assessments, which were previously handled by probation, will now go through CMHA youth courts, effective April 1st.</p> <p>A call has been put forward for the Co-chair vacancy at the Planning Table.</p> <p><b>Secretariat Table:</b>  Much of last month's agenda was taken up discussing the Coalition's structure in a changing environment. The discussion started last summer regarding are we structured properly to support the Coalition's work; to get there efficiently? Time will be spent next meeting, focussing on what is the question we are trying to answer. This will help to clarify next steps. Key partners, who were involved in Council before, will be brought in to provide input to the conversation.</p> <p>This led to a discussion today around the work of Infrastructure to develop a Coalition communication plan which is closely linked to the work Secretariat is doing regarding structure. Discussion and decisions around structure can influence how and what we communicate and to whom.</p> <p>An environmental scan/research could help determine what our customers</p>	

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	<p>need from us, what business problems we can address, what overhaul the website needs. We could then tackle these items in a customer focused way. Capture anecdotal examples of how collective/collaborative Simcoe County is, resulting in better services, and how much farther ahead than other areas we are. Using TTCs and developmental assets, by 2017 we should have some collaborative data showing resiliency of children/youth is improving.</p> <p>Secretariat approved the proposed plan to put the surplus \$15,650 towards communication and web design. As three donations were made to the Professional Development funds, surplus funds were not needed there.</p>	
5.	<p><b>Strategic Plan: Theme #4: Demonstrating Outcomes: Infrastructure Workplan</b></p> <ul style="list-style-type: none"> <li>• Communication Plan</li> <li>• Identifying Efficiencies</li> </ul> <p><b>Communication Plan:</b> Before a communication plan can be developed, we need to determine the purpose of the plan. Does the Coalition exist to serve members, members' clients or both, and are we doing this effectively?</p> <p>It was suggested to survey the membership to determine:</p> <ul style="list-style-type: none"> <li>• what they want out of the website</li> <li>• what our current site is not providing them</li> <li>• level of awareness of the Coalition, why it is here, what it does, value</li> <li>• does it give organizations more than they give it</li> </ul> <p>The information from the survey would inform not just a communication plan, but help with the Coalition's structure question also.</p> <p>Focus sessions and work with consultation groups took place in 2012. 40 members came together for strategic planning, with smaller focus groups hammering out the details. Then, when landed on RBA, this was used to look at population outcome and performance outcomes. A communication audit would help get a picture of where we need to go for communication and other things. Sandra recalls some work was done previously in 2007 and 2009 on a similar topic. The first step is to gather what information we have, see what it tells us and identify if more research is needed.</p> <p>Alison has ideas for tactics and improvements to the website but would like to know what members want out of the Coalition and what the problems are. Look at short term and longer term strategies.</p> <p>The dashboard report card was discussed. It needs to be looked at from a user perspective i.e. simple language. Model it in a way that is clear and specific.</p> <p>Other suggestions for the communication strategy included:</p> <ul style="list-style-type: none"> <li>• developing an event calendar that members update themselves</li> </ul>	Sandra and Julie to look for previous data.

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	<ul style="list-style-type: none"> <li>• having a speakers bureau that offers local experts to groups (would need a discussion around whether to charge a fee)</li> </ul> <p>A media strategy was also discussed. If someone calls from the media regarding an issue, who responds, do we have a statement? If we want to be a leader in the community, the Chair should be able to speak to issues related to membership. Discussions can take place at Council, are we comfortable having a position, if too many different factions, no position. Organizations have their own position. The MoA talks about how much influence the Coalition has. It is the planning body for Simcoe; it is about what is best for Simcoe, not their own organizations, but members should get value from the Coalition.</p> <p>Activities the Coalition has been involved in could be measured, by looking at examples of collaborative work. How members rate the value of the Coalition will depend on how much they know about these stories. If the level of awareness is low, it affects the level of value. There is some other data that Sandra is looking at for the planning table both by Barnes/Lough in 2012/13 and Gina Browne. There should be some information on initiatives that benefited families because the Coalition brought partners together. May have to reach out to previous members for stories.</p> <p>Brian commented this was a good discussion. Infrastructure cannot move forward until the Coalition does this work. We will start getting initial research material. The workplan indicates will come up with a communication plan in the fall. We have funds to move forward next fiscal year.</p> <p>Sandra commented the Coalition Structure is on the agenda for the next Secretariat meeting but may end up being deferred as there are a few people unable to attend.</p> <p><b>Identifying Efficiencies:</b> This item is tabled until more direction from Secretariat is received.</p>	<p>Sandra and Julie to look for Gina Browne/ Barnes Lough work.</p> <p>Add Identifying Efficiencies to future agenda.</p>
<p>6.</p>	<p>Business Arising: Goal #2: b) Financial Stability</p> <ul style="list-style-type: none"> <li>• Financial Report</li> <li>• Member Dues Report</li> <li>• 2016/2017 Draft Budget             <ul style="list-style-type: none"> <li>➤ Narrative for Recommendation of Unused Funds</li> </ul> </li> </ul> <p>Infrastructure Co-Chair Position</p>	<p><b>Goal #2 b) Financial Stability</b> <b>Financial Report:</b> Ken reviewed the Statement of Operations. There has not been a lot of change. Ken reported on the funds Deb Woods committed to the Professional Development fund around CANS training. Some additional money has been projected for meeting expenses. It is possible more than \$15,000 will be carried forward. Zip Zap's invoice for translation services for the membership package will be paid by Catulpa.</p>

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<p>Website Update</p> <p>Access Database</p>	<p><b>Member Dues Report:</b> Ken reviewed the Member Dues Report. No additional fees have been received. Outstanding dues will be followed up on. If 2015/16 dues have not been received by the end of March we will not continue to request payment. It would be interesting to ask organizations what their gross incomes are to map what lift small organizations are getting i.e. access to leadership program.</p> <p><b>2016/17 Draft Budget:</b> The draft budget will be going to Council on March 24<sup>th</sup>. A net excess of \$15,600 is forecast.</p> <p>If money is needed for some additional supports around the communication planning, a small business plan would need to be developed. The cost to hire a consultant to do some research would be around \$10-15,000. Ken would need some idea on costs by the end of March.</p> <p><b>Narrative for Recommendation of Unused Funds:</b> <i>“The Infrastructure Table is projecting the Coalition will be underspent by \$15000 in fiscal year 2016. Our recommendation is that we target these funds for the following initiatives in fiscal year 2017 to support our mission and vision.</i></p> <ul style="list-style-type: none"> <li>- Website</li> <li>- Upgrades</li> <li>- Development of a communication marketing plan.”</li> </ul> <p><b>Infrastructure Co-Chair Position:</b> Lori has agreed to take on the Infrastructure co-chair position as of September. This will go to Coalition as an information item.</p> <p><b>Website Update:</b> Ken has had communications with Pavliks around the website, but has no costs or information at this point. There is a glitch uploading information to the site. Julie and Sandra need specific training on the website. We are being hosted by Iboza but it does not support Sitefinity. A discussion took place and a motion was made to move the hosting of the website to Pavliks.</p> <p><b>Access Database:</b> Lori presented the Access database she developed to maintain the Coalition’s membership and mailing lists. A suggestion was made to add a field for the date the MoA was signed. This database will be utilized by Sandra and Julie.</p> <p>Sandra and Julie will meet with Lori for some training on the database.</p>	<p>Julie to follow up on outstanding 2015/16 membership fees.</p> <p>Add Infrastructure Co-Chair position to Coalition agenda.</p> <p>Moved by Ken Edwards, seconded by Lori Shirley that hosting for the website move back to Pavliks as soon as possible. All approved. Ken to contact Pavliks and training for Julie and Sandra to follow that.</p> <p>Lori to add field for date</p>

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	<p>Sandra and Julie will develop a plan to clean up the distribution of information, focusing on the right information getting to the right people at the right time.</p> <p>The database looks great. Lori was thanked for the excellent work she did in developing this useful tool. Secretariat will be advised the database was developed by an Infrastructure member.</p>	<p>MoA signed to database. Julie will contact Lori to set up training.</p> <p>Database will be discussed at Secretariat under Infrastructure update.</p>
7.	<p><b>New Business:</b></p> <ul style="list-style-type: none"> <li>• Awards and Recognition <ul style="list-style-type: none"> <li>➤ Annual Nominations</li> </ul> </li> </ul> <p><b>Awards and Recognition:</b> The committee last year included Stefanie Smith, Brian Shelley and Deb Woods. The committee should include representatives from Planning and Infrastructure tables, Deb as a community volunteer (as recommended by Secretariat) and Sandra. Alison volunteered to be the representative from Infrastructure. A volunteer will be requested from the Planning Table.</p> <p>This item will go to Secretariat and Council as a reminder to make nominations and what the process is. Information should go out May/June, with the award taking place in the fall at a Coalition meeting.</p> <p><b>Leadership Development:</b> Brian gave an update on the YMCA/Lakehead Leadership training taking place March 30-April 1. 21 people have registered. 20 attended in the fall. The maximum number of registrants is 30. Level 2 training will be launching in June at Lakehead and there will be 70 Level 1 participants to market to. Next year, Level 3 training will be introduced. CTN is providing some leadership to the program and there are some pillars from the not-for-profit sector on the panel. Overall, it is an excellent program.</p> <p>Brian thanked everyone for a great meeting. The meeting adjourned at 11:34am.</p>	<p>Add Awards and Recognition Committee to next Planning Table agenda.</p> <p>Add Awards and Recognition to Secretariat and Council agendas.</p>

**Next Meeting: Thurs. April 14, 2016 - 9:30 – 11:30 a.m., Barrie Common Roof (165 Ferris Lane, Barrie) – Meeting Room 1**