

**REVISED**

**AGENDA  
and Schedule “A”  
to the minutes of the meeting of the  
SMALL BUSINESS ADVISORY PANEL  
held Friday, February 19, 2010  
at 3:00 p.m.  
Town of Sandwich Meeting Room, Lower Level  
City Hall**

1. **CALL TO ORDER**

2. **MINUTES**

\* Adoption of the minutes of the meeting held January 20, 2010 – **(previously distributed)**

3. **DECLARATIONS OF CONFLICT**

4. **BUSINESS ITEM**

4.1 **Small Business Advisory Panel Subcommittee Report**

5. **NEW BUSINESS**

- (i) That Council appoints a “small business coordinator” (to be the champion of and to advocate for small business inside City Hall) whose responsibilities will include among others:

To help small business people navigate through the procedures of City Hall  
To work with other city departments to expedite applications (requests, inquiries, etc.)  
as well as help in solving problems (e.g. with involuntary infractions of regulations,  
etc.)  
To help them apply for grants and access to provincial and federal programs.

To identify the implications for small business of proposed procedural changes and alert departments to such impacts and avoid potential complications for small business owners.

- (ii) That Council directs the Administration to formulate, promote and implement an incentive package to small business in the City (like the one from London that Chris Edward circulated).
- (iii). That Council directs the Administration to formulate, promote and implement a tax package for small business – including possibly tax reduction and the treatment of arrears in a manner that would allow affected small businesses to continue operating.
- (iv) That Council holds a “small business strategic planning meeting” to identify the issues impacting the small business sector (with presentations from small business spokespersons) and to develop responses to these issues and that such responses be given as a mandate to the Administration to implement them and to institute as a semi-annual event henceforth.
- (v). That Council directs the Administration to formulate, promote and implement small business specific performance evaluation and merit rating criteria for City employees whose actions impact the small business sector. Such criteria can include what the employee has done to: help small business reduce cost, increase sale, or grow the business. The small business specific performance evaluation criteria will be part of the overall employee’s performance evaluation and merit rating process.
- (vi) That Council, in conjunction with County Council create WINDSOR / ESSEX - SME CENTRAL--to setup a help team - an SME FUNDING AND FINANCING SUPPORT team who not only identifies ALL the provincial and federal programs out there that can be tapped for this group of busy and passionate players, BUT MOST IMPORTANTLY works in PROJECT TEAMS to ATTACK & WRITE these applications and associated ministries AND ministers AND deputies AND assistants AND MP's AND MPP's to WIN grants AND interest free loans AND low interest financing - and we set up the online infrastructure to hold these teams to RESULTS. The participation of the University of Windsor and St. Clair College should be requested such that faculty and students can be involved in the activities of SME Central.

**6. DATE OF NEXT MEETING**

To be determined.

**7. ADJOURNMENT**