Economic Development Advisory Committee Meeting Agenda

Thursday, October 13, 2016
7 p.m.

Holland Room
Aurora Town Hall
1. Declaration of Pecuniary Interest and General Nature Thereof

2. Approval of the Agenda

   Recommended:
   That the agenda as circulated by Legislative Services be approved.

3. Receipt of the Minutes

   Economic Development Advisory Committee Meeting Minutes of September 8, 2016

   Recommended:
   That the Economic Development Advisory Committee meeting minutes of September 8, 2016, be received for information.

4. Delegations
5. Matters for Consideration

1. Memorandum from Manager of Long Range and Strategic Planning
   Re: Economic Development Action Plan – Mid-Term Update Discussion

   Recommended:
   1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update Discussion be received; and
   2. That the Economic Development Advisory Committee provide comment.

6. Informational Items

7. New Business

8. Adjournment
The Chair called the meeting to order at 7:01 p.m.

1. **Declarations of Pecuniary Interest**

   There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

2. **Approval of the Agenda**

   Moved by Marilee Harris
   Seconded by Don Constable
   That the agenda as circulated by Legislative Services be approved. Carried

3. **Receipt of the Minutes**
4. Delegations

None

5. Matters for Consideration

None

6. Informational Items

1. Memorandum from Manager of Long Range and Strategic Planning
   Re: Economic Development Action Plan – Mid-Term Update

   Staff provided an overview of the memorandum. The Chair expressed interest in holding a meeting in October to discuss Committee initiatives.

   Moved by Marilee Harris
   Seconded by Javed Khan

   1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update be received for information.

      Carried

2. Memorandum from Manager of Long Range and Strategic Planning
   Re: Bell Small Cell Pilot Project Update

   Staff gave an overview on the progress of the small cell technology pilot project, and noted that the Town is the first municipality in York Region to implement this technology. Staff advised that this agreement is amongst the
highest in financial value offered by Bell in Ontario, and the Committee expressed enthusiasm for the project.

**Moved by Marilee Harris**  
**Seconded by Don Constable**

1. That the memorandum regarding Bell Small Cell Pilot Project Update be received for information.  

**Carried**

3. **Memorandum from Manager of Long Range and Strategic Planning**  
**Re: Activity Report**

Staff noted that this report highlights investor inquiries, business openings and business related events through the end of September.

**Moved by Marilee Harris**  
**Seconded by Javed Khan**

1. That the memorandum regarding Activity Report be received for information.  

**Carried**

4. **Extract from Council Meeting of June 28, 2016**  
**Re: Economic Development Advisory Committee Meeting Minutes of June 9, 2016**

**Moved by Councillor Abel**  
**Seconded by Javed Khan**

1. That the Extract from Council Meeting of June 28, 2016, regarding the Economic Development Advisory Committee meeting minutes of June 9, 2016, be received for information.  

**Carried**

7. **New Business**

Javed Khan requested an update regarding the status of a hotel in Aurora. Staff indicated that there is interest, and explained that York Region’s forthcoming Development Charges By-law update could be a factor in the development of a hotel.
in Aurora. The Committee discussed various aspects of the proposed Regional Development Charges By-law update, and potential marketing strategies.

The Vice Chair expressed concern regarding correspondence that was sent from several Committee members to the Chair. The Chair advised that the correspondence would not be considered during the meeting, and could be addressed outside of the meeting. A copy of the correspondence was provided to the Council Secretariat. Don Constable requested that a meeting be called by staff to discuss the correspondence prior to the next Committee meeting.

Don Constable suggested that the Committee be dissolved, effective immediately, due to lack of cooperation among some members. Staff advised that the Economic Development Advisory Committee is a committee of Council, and that Council approval is required to dissolve the Committee.

Councillor Abel requested that the Committee be provided with an update regarding the Cultural Precinct, and that the Committee have an opportunity to provide comment.

Councillor Abel noted that he recently came across articles regarding incubators, pop-up shops, and Ontario’s Investment Ready: Certified Site program that could be of value to the Committee, and requested that the articles be circulated for information. He further requested that staff investigate whether these ideas could be used within the Town.

8. Adjournment

Moved by Marilee Harris
Seconded by Javed Khan

That the meeting be adjourned at 7:48 p.m.

CARRIED

Committee recommendations are not binding on the Town unless adopted by Council at a later meeting.
Memorandum

Date:        October 13, 2016
To:          Economic Development Advisory Committee
From:        Anthony Ierullo, Manager of Long Range and Strategic Planning
Re:          Economic Development Action Plan – Mid-Term Update Discussion

Recommendations

1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update Discussion be received; and

2. That the Economic Development Advisory Committee provide comment.

Background

At the September 8, 2016 EDAC meeting, the Committee deferred its discussion on the Economic Development Action Plan – Mid Term Update to October. The intent was to provide Committee members an opportunity to consider potential additions/revisions to the Action Plan in advance of the strategy discussion. The attached memorandum and related attachment is attached to provide context to that discussion.

Attachments

Memorandum from Anthony Ierullo, Manager of Long Range and Strategic Planning dated September 8, 2016.
Memorandum

DATE: September 8, 2016

TO: Economic Development Advisory Committee

FROM: Anthony Ierullo, Manager of Long Range and Strategic Planning

RE: Economic Development Action Plan – Mid-Term Update

Recommendation

1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update be received for information.

Background

At the beginning of the current term of Council, Town staff and Economic Development Advisory Committee members worked together to update the Economic Development Action Plan that was originally developed through the Committee during the previous 2010-2014 term of Council. The Plan identified 5 priority actions that guided economic development activities in Aurora.

Additionally, an overview diagram encompassing a breadth of economic development-related activities, including but not limited to those included in the Economic Development Action Plan, was created and endorsed by the Economic Development Advisory Committee in 2015.

Comments

In a more fulsome manner than the recurring monthly report, the full diagrammed overview of economic development activities (“puzzle pieces”) and an update on the Economic Development Action Plan is presented for the Committee, as we approach the mid-term of Council.

This is done with the goal of reaffirming the Committee’s commitment to the core tenets of the Economic Development Action Plan and other economic development-related activities covered in the “puzzle pieces” overview diagram.
## Economic Development Action Plan Mid-Term Update

<table>
<thead>
<tr>
<th>Activity</th>
<th>Lead</th>
<th>Actions Complete</th>
<th>Major Actions To-Do</th>
<th>Anticipated completion</th>
<th>Proposed Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment District</td>
<td>LRSP</td>
<td>Project deferred by Council and removed from Budget.</td>
<td>Explore opportunities to link with Cultural Precinct as planning progresses. Alternatively, can examine as part of tertiary if not addressed.</td>
<td>2016-2017</td>
<td>As part of Cultural Precinct or $70,000 as part of Tertiary Plan</td>
</tr>
<tr>
<td>Permanent Farmers’ Market</td>
<td>LRSP</td>
<td>Secured Aurora Armory, available for winter months pilot project. Reconfigured outdoor market for Wells Street Schoolhouse Lofts opening.</td>
<td>Cultural Precinct Plan and Repurposing Study to consider potential long term uses for Armory. Farmers Market has been included as an option.</td>
<td>Ongoing</td>
<td>TBD</td>
</tr>
<tr>
<td>Implement the BR&amp;E Action Plan</td>
<td>LRSP</td>
<td>BR&amp;E Action Plan approved and implemented. Limited business visitations limited due to resourcing restrictions.</td>
<td>Continue to implement Action Plan. Seek additional resources to expand business visitation program.</td>
<td>Ongoing</td>
<td>Additional Staff resources requested as part of 2017 Budget</td>
</tr>
<tr>
<td>Administer the Town’s Business Concierge Program</td>
<td>LRSP</td>
<td>Program launched, marketing materials prepared, staff education completed.</td>
<td>Consider expanding program beyond only large-scale industrial &amp; office projects in 2017</td>
<td>Ongoing</td>
<td>TBD</td>
</tr>
<tr>
<td>Bio-medical campus</td>
<td>LRSP</td>
<td>Change of preferred location subsequent to completed Planning Study completed, due to several key development sites sold, rezoned and redeveloped.</td>
<td>Timing of marketing efforts to coincide with landowner’s progress towards servicing lands &amp; making them available for purchase.</td>
<td>2017</td>
<td>TBD</td>
</tr>
<tr>
<td>Innovation Incubator</td>
<td>LRSP</td>
<td>Unsuccessful in efforts to partner Seneca College on Fab Lab / Makerspace concept.</td>
<td>Continuing to discuss alternative partnership options. Prepare and present project business case when appropriate.</td>
<td>Ongoing</td>
<td>TBD</td>
</tr>
</tbody>
</table>
As directed by Council, staff are committed to continuing to advance the initiatives outlined in the Economic Development Action Plan. The focus of these activities has been summarized in this memorandum for both EDAC and Council. EDAC may also want to consider reviewing the Economic Development Action Plan and recommending modifications to Council if appropriate.

**Attachments**

Attachment 1- Economic Development Plans Diagram