



**TOWN OF AURORA
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MEETING MINUTES**

Date: Thursday, April 9, 2015

Time and Location: 7 p.m., Leksand Room, Aurora Town Hall

Committee Members: Councillor Paul Pirri (Chair), Don Constable (arrived 7:38 p.m.), Rosalyn Gonsalves, Marilee Harris, Paul Smith, Bruce Walkinshaw

Member(s) Absent: Councillor John Abel (Vice Chair)

Other Attendees: Councillor Tom Mrakas (arrived 7:38 p.m.), Councillor Michael Thompson (arrived 7:38 p.m.), Anthony Ierullo, Manager of Long Range and Strategic Planning, Michael Logue, Program Manager, Economic Development, Stephen Huycke, Town Clerk, and Linda Bottos, Council/Committee Secretary

The Chair called the meeting to order at 7:02 p.m.

1. DECLARATION OF PECUNIARY INTEREST

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

2. APPROVAL OF THE AGENDA

**Moved by Bruce Walkinshaw
Seconded by Rosalyn Gonsalves**

THAT the agenda as circulated by Legal and Legislative Services be approved.

CARRIED

3. RECEIPT OF THE MINUTES

None

4. DELEGATIONS

- (a) **Stephen M. A. Huycke, Town Clerk**
Re: Advisory Committee Member Education and Training

Mr. Huycke provided a PowerPoint presentation and handout entitled “Advisory Committee Orientation 2014-2018”, and highlighted the roles and responsibilities of advisory committees, committee members, and staff. He also reviewed the political decision-making process and relationships, including procedural matters, within the framework of civic engagement between the public and Council. Each Committee Member received a copy of the “Corporate Policies, Programs and Procedures Policy for Ad Hoc/Advisory Committees and Local Boards” dated December 16, 2014, the Town’s Procedural By-law Number 5330-11, as amended, and the Terms of Reference for the Economic Development Advisory Committee (EDAC) 2014-2018 term.

Moved by Don Constable
Seconded by Paul Smith

THAT the delegation by Stephen Huycke be received for information.

CARRIED

- (b) **Anthony Ierullo, Manager of Long Range and Strategic Planning**
Re: Item 1 – Memorandum from Manager of Long Range and Strategic Planning; Re: Economic Development Program Overview

Mr. Ierullo provided a brief overview of the current economic development programs and highlighted the strategies and services delivered by the Town in the key areas of investment attraction, business retention and expansion, and tourism. He indicated that staff would be providing a status report to the Committee regarding the areas identified as economic development priorities in the “Economic Development Action Plan 2012-2014”.

Moved by Don Constable
Seconded by Marilee Harris

THAT the delegation by Anthony Ierullo be received for information.

CARRIED

5. MATTERS FOR CONSIDERATION

None

6. INFORMATIONAL ITEMS

1. Memorandum from Manager of Long Range and Strategic Planning Re: Economic Development Program Overview

The Committee inquired about the number of active businesses in Town, business visit reports, and the type of information collected. Staff advised that physical business locations numbered in the range of 1,300 to 1,400 as of mid-2014. He stated that core business information such as the number of businesses, the number of people employed, and sectors is collected in partnership with York Region each summer and an update would be available in September 2015. Staff added that information such as the type of business, its location, and number of employees is available through the employment survey published on the Town's website. He further advised that business visits are documented, but recently they are more about specific issues and building relationships rather than a survey with standardized questions.

The Committee inquired about the objective for further business retention and expansion surveys. Staff noted that 156 surveys, using a standardized form, were conducted in 2012, and that a condensed version was being considered for 2015.

The Committee inquired about the Economic Development Action Plan, with reference to Item 4 of the June 2014 Pending List, and expressed a desire to maintain continuity with the achievements of the previous four years. It was requested that a progress report on various elements of the Plan, and the flow chart requested in June 2014 itemizing the different projects that fall within the purview of EDAC as they relate to the Official Plan and Strategic Plan, be provided prior to the next meeting.

The Committee discussed the direction to establish a Business Improvement Area (BIA) and inquired whether this matter would be part of EDAC's mandate. Staff provided background information, including the process and requirements of establishing a BIA, and advised that Jim Kyle of the CAO's office is leading the project. It was noted that an update report had been provided to Council and it was requested that this information also be shared with the Committee prior to the next meeting.

Moved by Bruce Walkinshaw
Seconded by Rosalyn Gonsalves

THAT the memorandum regarding Economic Development Program Overview be received for information.

CARRIED

2. Pending List

Committee Members suggested that the Committee would benefit from reviewing the Pending List provided to EDAC in June 2014 to maintain continuity from the previous term. Staff indicated that continuity would be achieved and that an updated, consolidated economic development activities flow chart and other requested updates would be sent to the Members prior to the next meeting.

Moved by Paul Smith
Seconded by Bruce Walkinshaw

THAT the Pending List be received for information.

CARRIED

7. NEW BUSINESS

The Committee expressed an interest in holding monthly meetings rather than the currently scheduled bi-monthly meetings. The Chair committed to calling a meeting during each of the non-scheduled months, with the exception of July and August, beginning with May 14, 2015.

The Committee inquired about the availability of a broadband gap analysis map and the status of the broadband strategy in Aurora. Staff advised that a study had been conducted by York Region and the Chair noted that this matter would be investigated for further information.

8. ADJOURNMENT

Moved by Marilee Harris
Seconded by Paul Smith

THAT the meeting be adjourned at 8:40 p.m.

CARRIED

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.