



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

**Date:** Thursday, September 10, 2015

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

**Committee Members:** Councillor John Abel (Vice Chair), Don Constable, Rosalyn Gonsalves, Marilee Harris, Paul Smith, and Bruce Walkinshaw

**Member(s) Absent:** Councillor Paul Pirri (Chair)

**Other Attendees:** Councillor Tom Mrakas, Anthony Ierullo, Manager of Long Range and Strategic Planning, and Linda Bottos, Council/Committee Secretary

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The Chair called the meeting to order at 7:01 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 Rosalyn Gonsalves  
Seconded by Paul Smith**

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

**CARRIED**

**3. RECEIPT OF THE MINUTES**

**Economic Development Advisory Committee Meeting Minutes of June 11, 2015**

**Moved by Bruce Walkinshaw  
Seconded by Paul Smith**

THAT the Economic Development Advisory Committee meeting minutes of June 11, 2015, be received for information.

**CARRIED**

**4. DELEGATIONS**

None

**5. MATTERS FOR CONSIDERATION**

**1. Memorandum from Manager of Long Range and Strategic Planning  
Re: Aurora Business Ambassadors Program**

Staff provided a brief overview of the memorandum and noted that the structure of the Program would be similar to the previous version. The Committee inquired about the frequency of meetings and staff indicated that contact would be ongoing and any leads would be explored. Staff advised that the Program launch would likely take place in 2016, and the Town may look to the Chamber of Commerce to help promote the Program and reach out to contacts.

**Moved by Marilee Harris  
Seconded by Rosalyn Gonsalves**

THAT the memorandum regarding Aurora Business Ambassadors Program be received; and

THAT the content of this memorandum be endorsed by the Economic Development Advisory Committee; and

THAT the Economic Development Advisory Committee recommend to Council:

THAT the Aurora Business Ambassadors Program be re-established;  
**and**

***THAT the Aurora Chamber of Commerce be requested to participate in the promotion of the Aurora Business Ambassadors Program.***

**CARRIED AS AMENDED**

## 6. INFORMATIONAL ITEMS

### 2. **Extract from Council Meeting of August 25, 2015** **Re: Economic Development Advisory Committee Meeting Minutes of June 11, 2015, and Report No. CFS14-017 – Development Charges By-law Approval**

Staff provided a brief overview of the background information to the Development Charges By-law review process.

**Moved by Don Constable**  
**Seconded by Bruce Walkinshaw**

THAT the Extract from Council Meeting of August 25, 2015, regarding the Economic Development Advisory Committee meeting minutes of June 11, 2015, be received; and

THAT Report No. CFS14-017 – Development Charges By-law Approval be received for information.

**CARRIED**

### 3. **Memorandum from Manager of Long Range and Strategic Planning** **Re: Economic Development Action Plan Update**

Staff provided a brief overview and noted that the specific initiatives recommended by the Committee had been incorporated into the Plan.

The Committee referred to the Concierge Program and suggested that testimonials would be helpful and staff agreed to incorporate testimonials into the brochure. The Committee further suggested that every action within the Town should be aligned to the Plan and the Key Performance Indicators should be more specific and measurable. The Committee discussed elements of the Plan including the Entertainment District, the Innovation Incubator, and the Permanent Farmers' Market.

**Moved by Bruce Walkinshaw**  
**Seconded by Don Constable**

THAT the memorandum regarding Economic Development Action Plan Update be received for information.

**CARRIED**

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

Staff provided a brief overview of the memorandum, which highlights new business openings and upcoming events.

**Moved by Rosalyn Gonsalves  
Seconded by Paul Smith**

THAT the memorandum regarding Activity Report be received for information.

**CARRIED**

**5. Link to MaRS BLOG Article by Salim Teja, 08 Jul 2015  
Re: “Why the Pan Am Games are a chance for Ontario to show off its tech successes” (<http://www.marsdd.com/news-and-insights/why-the-pan-am-games-are-a-chance-for-ontario-to-show-off-its-tech-successes/>)**

The Committee suggested that the Town’s businesses should be actively promoted and staff should regularly publish success stories, similar to the City of Vaughan, and that this information be communicated to residents as well as businesses. Staff advised that the Town has previously published a quarterly newsletter highlighting business success stories and events, and the next issue is planned for September/October 2015.

The Committee inquired about the possibility of approaching high schools to provide an opportunity for students to fulfill their volunteer hour requirements by assisting with the Town’s economic development endeavours in relation to technology and communications. Staff advised that the Town has a partnership with a high school co-op program and agreed that this alternate approach could be explored with the school’s co-op advisor.

The Committee noted that the Chamber regularly issues a newsletter, which is sent not only to Chamber members, but every business in Town. Staff noted that the Town purchases space in the Chamber’s directory and has submitted articles to the Chamber’s newsletter in the past.

**Moved by Marilee Harris  
Seconded by Bruce Walkinshaw**

THAT the Link to MaRS BLOG Article by Salim Teja, 08 Jul 2015, “Why the Pan Am Games are a chance for Ontario to show off its tech successes” (<http://www.marsdd.com/news-and-insights/why-the-pan-am-games->

~~are-a-chance-for-ontario-to-show-off-its-tech-successes/~~) be received for information.

**CARRIED**

**6. Extract from Council Meeting of June 9, 2015  
Re: Economic Development Advisory Committee Meeting Minutes of May 14, 2015**

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

THAT the Extract from Council Meeting of June 9, 2015, regarding the Economic Development Advisory Committee meeting minutes of May 14, 2015, be received for information.

**CARRIED**

**7. NEW BUSINESS**

The Committee consented to allow Anna Lozyk Romeo, of community FOCUS LivingInAurora.com, to speak. Ms. Lozyk Romeo suggested that the Town provide more effective communication and foster a strong relationship and connections with the Chamber of Commerce toward communicating and promoting businesses in Town.

The Committee inquired about the status of communications with landowners regarding the potential for a biomedical campus site in Aurora. Staff agreed to provide an update at the next Committee meeting.

The Committee noted that the City of Barrie has adopted a summer program which allows downtown restaurants to put their patios on portable, wooden sidewalks, which are installed in place of street parking spaces, and suggested that this may be an appropriate opportunity for Aurora to consider.

The Committee noted that the Newmarket Economic Development Advisory Committee members had only been recently announced.

The Committee expressed concern regarding the meeting minutes of June 11, 2015, not reflecting the entirety of the Committee discussions, and inquired about the review process of meeting minutes. The Chair and staff reviewed the process.

The Committee announced that the Aurora Chamber Tech Expo would be held at the Aurora Royal Canadian Legion on November 5, 2015, from 9 a.m. to 5 p.m., followed by a Networking Reception from 5 p.m. to 7:30 p.m. He noted that the

event would include educational sessions and present a great opportunity for small businesses to gain an understanding of technology, interact with IT professionals, and obtain answers to their questions and needs.

The Committee advised that the Aurora Public Library would be hosting an "Entrepreneurs in Residence" workshop, *Powering Innovation*, on Thursday, November 12, 2015, from 7 p.m. to 8:30 p.m.

The Committee commented on the support of local music and public art in Charlottetown, PEI, and suggested that studying its successes would be helpful. It was noted that Charlottetown has an entertainment district, approximately 50-60 restaurants which remain open year-round, and a monthly magazine entitled *The Buzz, Prince Edward Island's Guide to What's Going On*.

## 8. ADJOURNMENT

**Moved by Paul Smith**

**Seconded by Marilee Harris**

THAT the meeting be adjourned at 9 p.m.

**CARRIED**

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