



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

Date: Thursday, November 12, 2015

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

Committee Members: Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair) (departed 8:15 p.m.), Marilee Harris, Paul Smith, and Bruce Walkinshaw

Member(s) Absent: Don Constable and Rosalyn Gonsalves

Other Attendees: Councillor Tom Mrakas, Techa van Leeuwen, Director of Building & Bylaw Services, Afshin Bazar, Manager, Building Services, Anthony Ierullo, Manager of Long Range and Strategic Planning, Michael Logue, Program Manager, Economic Strategy, and Samantha Yew, Council/Committee Secretary

The Chair called the meeting to order at 7 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 Marilee Harris**

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 September 10, 2015

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

THAT the Economic Development Advisory Committee meeting minutes of September 10, 2015, be received for information.

CARRIED

4. DELEGATIONS

- (a) **Techa Van Leeuwen, Director of Building & Bylaw Services, and
Afshin Bazar, Manager of Building Services**
Re: Item 1 – Memorandum from Director of Building & Bylaw Services;
Re: Proposed Sign By-law

Staff gave a presentation regarding the Proposed Sign By-law, outlining the proposed changes. Staff further explained that, if approved, the transition would be implemented over a six-month period, and would include a public education program and community plan.

**Moved by Marilee Harris
Seconded by Paul Smith**

THAT the delegation by Techa van Leeuwen and Afshin Bazar be received and referred to Item 1.

CARRIED

5. MATTERS FOR CONSIDERATION

1. **Memorandum from Director of Building & Bylaw Services**
Re: Proposed Sign By-law

The Committee inquired about how the Proposed Sign By-law would help businesses in Aurora. Staff explained that the changes are designed to simplify the sign permit process.

The Committee inquired regarding various aspects of the Sign By-law and asked questions regarding:

- The cost and revenue generated by the sign program, and the total cost of the Sign By-law update;
- The possibility of no Sign By-law enforcement;
- The consideration of vertical banner signs in the Proposed Sign By-law;
- Provisions for heritage signs, special event signs, sign 'cornerstones', and the best practices for real estate signs; and
- The possibility of allowing sandwich board signs.

Staff advised that they would investigate and take all comments made by the Committee into consideration.

Moved by Marilee Harris
Seconded by Paul Smith

THAT the memorandum regarding Proposed Sign By-law be received; and

THAT the Economic Development Advisory Committee provide feedback regarding the Proposed Sign By-law.

CARRIED

6. INFORMATIONAL ITEMS

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

Staff gave a brief update, highlighting positive steps toward hotel uses, partially brought upon by the reduction of the local portion of hotel development charges. Staff also provided an update regarding new interest in manufacturing businesses locating in the Town.

Moved by Councillor Abel
Seconded by Marilee Harris

THAT the memorandum regarding Activity Report be received for information.

CARRIED

3. Memorandum from Manager of Long Range and Strategic Planning Re: Aurora Promenade Community Improvement Plan (CIP) Update

Staff gave a brief update regarding the Aurora Promenade Community Improvement Plan, including information about various forms of promotion for the program (media campaign, door-to-door visits, brochures), and information regarding two applications that have been received.

Moved by Bruce Walkinshaw
Seconded by Marilee Harris

THAT the memorandum regarding Aurora Community Improvement Plan (CIP) Update be received for information.

CARRIED

- 4. Extract from Council Meeting of October 13, 2015**
Re: Economic Development Advisory Committee Meeting Minutes of September 10, 2015

Moved by Marilee Harris
Seconded by Paul Smith

THAT the Extract from Council Meeting of October 13, 2015, regarding the Economic Development Advisory Committee meeting minutes of September 10, 2015, be received for information.

CARRIED

7. NEW BUSINESS

The Chair advised that the Director of Planning & Development Services will be at the next meeting to update the Committee on the proposed medical building.

The Committee inquired about the status of broadband internet in Aurora, and the possibility of getting broadband internet service from all internet service providers. The Committee mentioned that some smaller municipalities are offering their own broadband internet, and discussed whether this is feasible for the Town of Aurora.

The Committee inquired whether there are any incentive programs offered for businesses to move to Aurora. Staff responded and referred to benefits such as the Concierge Program, Community Improvement Plan areas, and lower business taxes.

8. ADJOURNMENT

Moved by Bruce Walkinshaw
Seconded by Paul Smith

THAT the meeting be adjourned at 8:56 p.m.

CARRIED

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