



**ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
MEETING AGENDA**

THURSDAY, MARCH 10, 2016

7 P.M.

**HOLLAND ROOM
AURORA TOWN HALL**

PUBLIC RELEASE
March 7, 2016



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

DATE: Thursday, March 10, 2016

TIME AND LOCATION: 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 Legal and Legislative Services be approved.

3. RECEIPT OF THE MINUTES

**Economic Development Advisory Committee Meeting Minutes of
January 14, 2016** pg. 1

RECOMMENDED:

THAT the Economic Development Advisory Committee meeting minutes of
January 14, 2016, be received for information.

4. DELEGATIONS

5. MATTERS FOR CONSIDERATION

6. INFORMATIONAL ITEMS

1. **Memorandum from Manager of Long Range & Strategic Planning** pg. 6
Re: 2015-2016 Town of Aurora Business Directory

RECOMMENDED:

THAT the memorandum regarding 2015-2016 Town of Aurora Business Directory be received for information.

2. **Memorandum from Manager of Long Range & Strategic Planning** pg. 8
Re: Bell Canada Small Cell Technology

RECOMMENDED:

THAT the memorandum regarding Bell Canada Small Cell Technology be received for information.

3. **Memorandum from Manager of Long Range & Strategic Planning** pg. 10
Re: Economic Development Action Plan Update

RECOMMENDED:

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

4. **Memorandum from Manager of Long Range & Strategic Planning** pg. 13
Re: Activity Report

RECOMMENDED:

THAT the memorandum regarding Activity Report be received for information.

5. **Memorandum from Manager of Long Range & Strategic Planning** pg. 15
Re: Medical Campus Update

RECOMMENDED:

THAT the memorandum regarding Medical Campus Update be received for information.

- 6. Extract from Council Meeting of February 9, 2016** pg. 17
Re: Economic Development Advisory Committee Meeting
Minutes of January 14, 2016

RECOMMENDED:

THAT the Extract from Council Meeting of February 9, 2016, regarding the Economic Development Advisory Committee meeting minutes of January 14, 2016, be received for information.

7. NEW BUSINESS

8. ADJOURNMENT



TOWN OF AURORA
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MEETING MINUTES

Date: Thursday, January 14, 2016

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

Committee Members: Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair), Don Constable, Rosalyn Gonsalves, Marilee Harris, Paul Smith, Bruce Walkinshaw, and Mayor Geoffrey Dawe (ex-officio)

Member(s) Absent: None

Other Attendees: Councillor Tom Mrakas, Councillor Michael Thompson, Doug Nadorozny, Chief Administrative Officer, Anthony Ierullo, Manager of Long Range and Strategic Planning, Michael Logue, Program Manager, Economic Development, and Linda Bottos, 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 Councillor Abel

THAT the agenda as circulated by Legal and Legislative Services, with the following additions, be approved:

- Item 4 – Memorandum from Mayor Geoffrey Dawe; Re: A Short History of a New Hotel in Aurora

- Item 5 – Memorandum from Acting Manager of Corporate Communications; Re:
2016 Community Recognition Awards

CARRIED

3. RECEIPT OF THE MINUTES

**Economic Development Advisory Committee Meeting Minutes of December 10,
2015**

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

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

CARRIED

4. DELEGATIONS

- (a) **Mayor Geoffrey Dawe
Re: Hotel Development Update**

The Committee consented on a two-thirds vote that the requirements of section 3.8(c) of the
Procedural By-law be waived to permit the delegation to speak for more than five minutes.

Mayor Dawe provided an overview of the information detailed in Item 4 (added
item) regarding the history and future potential of hotel development, and
Development Charges, in Aurora.

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

THAT the delegation by Mayor Geoffrey Dawe be received for information.

CARRIED

5. MATTERS FOR CONSIDERATION

None

6. INFORMATIONAL ITEMS

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

Staff gave a brief overview and background of the memorandum. Staff provided clarification to the cost analysis and noted that further analysis was needed. The Committee expressed opposition to the proposed permit fee increases.

Moved by Paul Smith
Seconded by Rosalyn Gonsalves

THAT the memorandum regarding Proposed By-law be received for information.

CARRIED

2. Memorandum from Manager of Long Range and Strategic Planning
Re: Vacant Employment Land Inventory

Staff gave a brief overview of the memorandum and attachment. The Committee inquired about the Inventory criteria, frequency of updates, and vacant buildings, and staff provided clarification.

Moved by Councillor Abel
Seconded by Marilee Harris

THAT the memorandum regarding Vacant Employment Land Inventory be received for information.

CARRIED

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

Staff gave a brief overview of the memorandum regarding business inquiries, openings, and upcoming events, and noted that business closings would be included in the annual update.

Moved by Councillor Abel
Seconded by Rosalyn Gonsalves

THAT the memorandum regarding Activity Report be received for information.

CARRIED

- 4. Memorandum from Mayor Geoffrey Dawe**
Re: A Short History of a New Hotel in Aurora
(Added Item)

Moved by Councillor Abel
Seconded by Bruce Walkinshaw

THAT the memorandum regarding A Short History of a New Hotel in Aurora be received for information.

CARRIED

- 5. Memorandum from Acting Manager of Corporate Communications**
Re: 2016 Community Recognition Awards
(Added Item)

Staff gave a brief overview of the background to the memorandum and noted that the Committee was being asked to help promote the 2016 Community Recognition Awards and encourage nominations for the Good Business Award.

The Committee provided comments regarding the Good Business Award in relation to the Aurora Chamber of Commerce, communications, and business feedback. Staff clarified that the Good Business Award is a corporate social responsibility award, and it was indicated that the Committee's comments would be shared with the Community Recognition Review Advisory Committee.

Moved by Don Constable
Seconded by Bruce Walkinshaw

THAT the memorandum regarding 2016 Community Recognition Awards be received for information.

CARRIED

7. NEW BUSINESS

The Committee requested clarification on the current role of the Economic Development Advisory Committee. Mayor Dawe advised that the new Chief Administrative Officer is in the process of an organizational review and more information would be forthcoming.

The Committee inquired about the status of a potential medical campus in Town. Staff responded regarding the marketing strategy and communication plans for this project.

The Committee inquired about the status of high speed broadband in Aurora. Mayor Dawe advised that a Regional task force would be meeting in February 2016 to discuss strategy.

The Committee suggested that there is a need for increased efforts in relation to business retention and communications in Town.

8. ADJOURNMENT

Moved by Councillor Abel
Seconded by Marilee Harris

THAT the meeting be adjourned at 8:14 p.m.

CARRIED

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



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Town of Aurora
Planning & Development Services

MEMORANDUM

DATE: March 10, 2016

TO: Economic Development Advisory Committee Members

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

RE: **2015-2016 Town of Aurora Business Directory**

RECOMMENDATIONS

THAT the memorandum regarding 2015-2016 Town of Aurora Business Directory be received for information.

BACKGROUND

The Town of Aurora's annual Business Directory is a product of the York Region Employment Survey (YRES). The YRES is an annual Region-wide survey of all businesses, in partnership with all nine of York's local municipalities. The 2015 survey was conducted between May and August, and the primary method of data collection was through door-to-door interviews at business locations. Aurora has been surveyed annually as part of this project since 2001. Information collected from the employment survey is used for planning and analysis purposes, with confidential data such as contact names and exact employment numbers kept internal-only. Public information that forms part of the business directory includes: business name, address, industry sector, website, email, phone, and employment range.

COMMENTS

After instituting several further methodological improvements for the 2015 YRES cycle, the Regional Municipality of York provided Aurora staff with the municipality's final 2015 employment survey data in February 2016, a few months ahead of last year's cycle. After a period of internal review, the public portion of the employment survey data is being made available as Aurora's 2015-2016 business directory on www.businessaurora.ca, to coincide with the release of this memo.

Following the standard established for 2014-2015, the new 2015-2016 Business Directory is being made available in two formats; as a downloadable spreadsheet (excel format) suitable for manipulation and analysis, and as part of an interactive, searchable map-based

March 10, 2016 -2- 2015-2016 Business Directory
directory, hosted by York Region, and accessible at www.businessaurora.ca/directory.
These two options have eliminated the previous need for the use of a third-party website,
and eliminated demand for a PDF or print version of a directory.

The 2015-2016 Business Directory for Aurora contains 1,468 businesses, an increase from
the 2014-2015 directory. A forthcoming memo will be shared with the committee, analyzing
the latest employment survey data for Aurora, in terms of business and employment growth.



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Town of Aurora
Planning & Development Services

MEMORANDUM

DATE: March 10, 2016
TO: Economic Development Advisory Committee Members
FROM: Anthony Ierullo, Manager of Long Range and Strategic Planning
RE: **Bell Canada Small Cell Technology**

RECOMMENDATIONS

THAT the memorandum regarding Bell Canada Small Cell Technology be received for information.

BACKGROUND

In late 2015, Bell Canada reached out to York Region and its nine local municipalities, including Aurora, to reveal their future plans for the emerging technology known as small cell communications.

In Bell's words, they are beginning to install pole mounted small cell antenna systems, also known as micro cells. Small cells operate with lower transmit power relative to traditional cell sites and are designed to blend into the environment and cover small areas.

As per Bell, small cells facilitate an improved customer experience by:

- Augmenting network availability to users in heavily trafficked areas
- Improving network quality (speed) and capacity (availability)
- Reducing the overall equipment real estate foot-print required
- Potentially decreasing the number of traditional 'cell sites' required

ANALYSIS

Under the premise of exponentially increasing wireless data needs, Bell seeks to integrate Small Cell and Fibre infrastructure to support growing coverage and capacity



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Town of Aurora
Planning & Development Services

MEMORANDUM

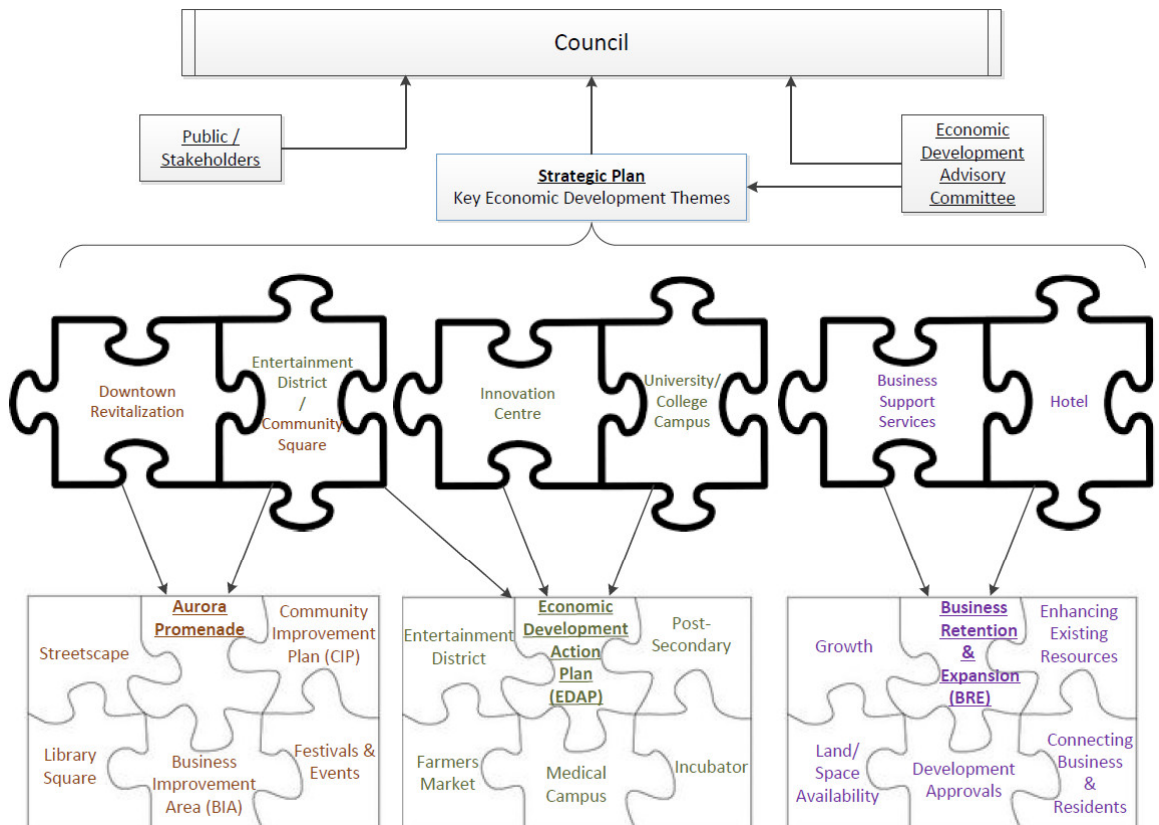
DATE: March 10, 2016
TO: Economic Development Advisory Committee
FROM: Anthony Ierullo, Manager of Long Range & Strategic Planning
RE: Economic Development Action Plan Update

RECOMMENDATIONS:

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

BACKGROUND

The following flow chart was endorsed by EDAC in May of 2015, as an overview of ongoing economic development activities, plans, and strategies, and the committee’s advisory role.



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Economic Development
Action Plan Update

Subsequently, staff and EDAC discussed and proposed an update to the Economic development Action Plan, which was approved by Council in August 2015.

COMMENTS

The following provides a brief update of the significant activities that have taken place since the approval of the revised Economic Development Action Plan.

Business Ambassadors Program

Major Puzzle Piece(s): Business Support Services & Downtown Revitalization

Smaller Puzzle Piece(s): Community Improvement Plan & Connecting Businesses

The Business Ambassadors program was approved by Council and funding has been approved for the 2016 budget. The Town will be recruiting program participants and preparing marketing materials in February/March.

Medical Uses in 2C Planning Area

Major Puzzle Piece(s): Innovation Centre / Campus

Smaller Puzzle Piece(s): Medical Campus

The Town is working with the Emery group to deliver a marketing campaign targeted to medical uses for their lands at Highway 404.

Entertainment District

Major Puzzle Piece(s): Downtown Revitalization / Community Square

Smaller Puzzle Piece(s): Aurora Promenade / Festivals and Events

The Town has initiated a Cultural Precinct Plan in the Aurora Promenade. The Cultural Precinct is a three block area bounded by Mosley Street to the north, Larmont Street to the east, Metcalfe/Church Street to the south and Yonge Street to the west. The area is home to the highest concentration of built heritage and cultural landscape resources in Aurora's downtown. This area has been the heart of Aurora for over 100 years. The vision and concept for this area will focus on the key components for the Precinct including: place making, streetscapes, building massing, open spaces, green infrastructure, ecology, recreational programming, heritage value, infrastructure demands, parking needs, and economic development strategy. Council will consider the Cultural Precinct Plan in the spring of 2016.

Broadband

Major Puzzle Piece(s): Business Support Services

Smaller Puzzle Piece(s): Growth/BR&E

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Economic Development
Action Plan Update

The Town is initiating discussions with Bell and AMO on a potential partnership related to the Small Cell Broadband program. The program would utilize the technology within the Town's new LED Streetlights to create a wireless network.

Business Directory

Major Puzzle Piece(s): Business Support Services

Smaller Puzzle Piece(s): Growth/Enhancing Existing Resources

The Town is in receipt of the information that will constitute the 2015-2016 Business Directory, from the Regional Municipality of York (our employment survey partner). The data is being reviewed and prepared for posting online.



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Town of Aurora
Planning & Development Services

MEMORANDUM

DATE: March 10, 2016
TO: Economic Development Advisory Committee Members
FROM: Anthony Ierullo, Manager of Long Range & Strategic Planning
RE: **Activity Report**

RECOMMENDATIONS

THAT the memorandum regarding Activity Report be received for information.

BACKGROUND

Inquiries

The Economic Development Office received 15 investor inquiries between January 1, 2015 and March 1, 2016. The nature of these inquiries were related to:

- Six proposed industrial uses
- Four proposed hotel use
- Four proposed commercial uses
- One proposed institutional use

Business Openings

The Town of Aurora's Economic Development Office was advised of six new business openings between December 15, 2015 and February 15, 2016. Please join me in welcoming the following businesses to Aurora:

- FUNDPAGE
(647) 984-3863
www.fundpage.com
- SYNERGY CHIROPRACTIC NATUROPATHIC
258 Earl Stewart Drive, Unit 5
(905) 750-0090
www.synergyscn.com

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Activity Report

- DENTISTRY ON CHURCH STREET
13 Church Street
(905) 727-0007
www.dentistryonchurchst.com
- MOVE SENIORS LOVINGLY
(416) 254-0782
www.moveseniorslovingly.com
- THE CAR GIRLS
9 Industrial Parkway South, Unit 200
(289) 648-1614
www.theCarGirls.ca
- WILLOWBRAE ACADEMY AURORA
126 Wellington Street West
(905) 841-7779
www.willowbraeacademy.com/index.php/5004

Upcoming Events

- Town of Aurora: Youth Job Fair, Aurora Family Leisure Complex, March 17
- Aurora Chamber of Commerce: Managing Performance: HR Workshop, March 22
- RNC Employment Services: Assertive Communication Strategies, March 22
- YSBEC & Towns of Aurora, Whitchurch-Stouffville: Digital Innovation for Business Success, Meadowbrook Golf & Country Club, March 29
- YSBEC: How to Start a Small Business, YR Admin Centre Newmarket, April 6
- Aurora Chamber Home Show, Stronach Aurora Recreation Complex, April 15-17



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Town of Aurora
Planning & Development Services

MEMORANDUM

DATE: March 10, 2016
TO: Economic Development Advisory Committee
FROM: Anthony Ierullo, Manager of Long Range & Strategic Planning
RE: *Medical Campus Update*

RECOMMENDATION

THAT the memorandum regarding Medical Campus Update be received.

BACKGROUND

In late 2015, staff discussed the potential opportunity to pursue a medical campus on employment lands at Wellington Street and Highway 404. The site offers a number of characteristics that would benefit a medical campus including the following:

- location on arterial roadways (Leslie Avenue) with direct 404 exposure;
- proximity to residential growth areas;
- proximity to Southlake Regional Health Centre;
- large contiguous greenfield development environment; and,
- existing planning permissions that allow for medical uses on several sites.

Staff contacted the property owner for the subject lands (Emery Investments) who is interested in working with the Town to establish the medical campus and attract potential users. The proposed campus could include a wide range of medical uses including manufacturers, research and development, support services and practitioners.

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Medical Campus Update

In order to promote the opportunity to potential medical campus users, staff will work with the property owner to deliver a targeted marketing campaign. The following activities will be undertaken by the Town to support the property owner in attracting the desired investors:

- Partner with Southlake Hospital and CreateIT Now at Southlake to market the lands to incubator clients and potential investors;
- Issue a media brief to educate members of the local media and potentially increase the profile of the opportunity;
- Deliver a direct mail campaign targeting executives at relevant large organizations currently operating in the GTA; and,
- Deliver an information session in partnership with the land owner to clarify any questions.

Staff are currently in discussions with Emery Investments regarding the timing of the servicing of the subject lands and will coincide any marketing activities with the availability of the lands as well as related marketing activities planned by the property owner.



**EXTRACT FROM
COUNCIL MEETING OF
TUESDAY, FEBRUARY 9, 2016**

7. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION

Items 1 (with the exception of sub-items 2, 3, 6, 10, and 11), and 2 were identified as items not requiring separate discussion.

**Moved by Councillor Pirri
Seconded by Councillor Thom**

THAT the following recommendations with respect to the matters listed as "Items Not Requiring Separate Discussion" be adopted as submitted to Council and staff be authorized to take all necessary action required to give effect to same:

1. General Committee Meeting Report of February 2, 2016

THAT the General Committee meeting report of February 2, 2016, be received and the following recommendations carried by the Committee be approved:

(14) Economic Development Advisory Committee Meeting Minutes of January 14, 2016

THAT the Economic Development Advisory Committee meeting minutes of January 14, 2016, be received for information.

CARRIED