



TOWN OF AURORA ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING MINUTES

Date: Thursday, May 12, 2016

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

Committee Members: Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair) (departed 8:05 p.m.), Don Constable (departed 8:05 p.m.) Marilee Harris, Javed Khan, and Bruce Walkinshaw

Member(s) Absent: Rosalyn Gonsalves

Other Attendees: Councillor Tom Mrakas, Anthony Ierullo, Manager of Long Range & Strategic Planning, Michael Logue, Program Manager, Economic Development, 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 Javed Khan
Seconded by Bruce Walkinshaw

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

New Business be discussed following Delegations.

CARRIED

3. RECEIPT OF THE MINUTES

Economic Development Advisory Committee Meeting Minutes of March 10, 2016

**Moved by Don Constable
Seconded by Councillor Abel**

THAT the Economic Development Advisory Committee meeting minutes of March 10, 2016, be received for information.

CARRIED

4. DELEGATIONS

**(a) Doug Lindeblom, Economic Strategy Office, Regional Municipality of York
Re: Item 4 – Greater Toronto Investment Attraction Agency – Toronto
Global**

Mr Lindeblom gave an overview of Toronto Global, and outlined the history of the strategy, organizational structure, funding sources, the role of York Region, and the potential benefits of the strategy. The Committee inquired about the role of the Chamber of Commerce, and the benefits of the Toronto Global in relation to the Town's economic development.

**Moved by Councillor Abel
Seconded by Bruce Walkinshaw**

THAT the delegation by Doug Lindeblom be received for information

CARRIED

5. MATTERS FOR CONSIDERATION

None

6. INFORMATIONAL ITEMS

**1. Memorandum from Manager of Long Range & Strategic Planning
Re: Small Cell Technology with Bell Canada**

Staff provided an update and informed the Committee that Bell Canada could be implementing a small cell pilot project in Aurora. The Committee expressed their support for the project and inquired about timelines.

Moved by Marilee Harris
Seconded by Bruce Walkinshaw

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

CARRIED

2. Memorandum from Manager of Long Range & Strategic Planning
Re: Aurora Employment & Industry Trends

Staff provided background to the memorandum and noted that there is positive employment and business growth.

Moved by Marilee Harris
Seconded by Bruce Walkinshaw

THAT the memorandum regarding Aurora Employment & Industry Trends be received; *and*

THAT the information in this memorandum be presented at a future Council meeting.

CARRIED

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

Moved by Javed Khan
Seconded by Bruce Walkinshaw

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

CARRIED

4. Memorandum from Manager of Long Range & Strategic Planning
Re: Greater Toronto Investment Attraction Agency – Toronto Global

The Committee inquired about the benefits that Toronto Global could bring to the Town. Staff advised that it could attract more business.

Moved by Bruce Walkinshaw
Seconded by Marilee Harris

THAT the memorandum regarding Greater Toronto Investment Attraction Agency – Toronto Global be received for information.

CARRIED

5. Memorandum from Manager of Long Range & Strategic Planning
Re: Development of an Attraction Strategy for the Hotel Industry

Staff provided background to the memorandum and asked the Committee to provide ideas for a work plan. The Committee discussed the objective of the hotel, hotel development charges, feasibility studies, and the possibility of sending marketing materials to architectural firms that specialize in hotel design.

Moved by Marilee Harris
Seconded by Bruce Walkinshaw

THAT the memorandum regarding Development of an Attraction Strategy for the Hotel Industry be received; and

THAT comments provided by the Economic Development Advisory Committee be considered by staff when developing of an attraction strategy for the Hotel Industry.

CARRIED

6. Extract from Council Meeting of April 12, 2016
Re: Economic Development Advisory Committee Meeting
Minutes of March 10, 2016

Moved by Bruce Walkinshaw
Seconded by Javed Khan

THAT the Extract from Council Meeting of April 12, 2016, regarding the Economic Development Advisory Committee meeting minutes of March 10, 2016, be received for information.

CARRIED

7. NEW BUSINESS

The Committee consented to discussing New Business following Delegations on Approval of the Agenda.

Councillor Abel advised that Council recently endorsed a Music Strategy, and provided copies of the Aurora Music Strategy to the Committee. The Committee discussed the Music Strategy and whether it would fit within the Committee's strategic priorities.

New Business Motion No.1

**Moved by Don Constable
Seconded by Councillor Abel**

THAT the Aurora Music Strategy be received for information.

CARRIED

The Committee inquired about whether they have any input in the downtown revitalization strategy, and asked questions regarding the proposed patios on Yonge Street. Staff indicated that the Committee has not been directed to provide input, and that the patios would be a pilot program which is pending Council approval.

The Committee inquired whether the targets outlined in the Business Retention & Expansion Plan have been met for the year. Staff advised that they have not met the business visitation requirements as yet, however it is anticipated that they will meet the expected targets.

8. ADJOURNMENT

**Moved by Javed Khan
Seconded by Bruce Walkinshaw**

THAT the meeting be adjourned at 8:50 p.m.

CARRIED

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