



## TOWN OF AURORA ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING MINUTES

**Date:** Thursday, June 9, 2016

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

**Committee Members:** Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair) Rosalyn Gonsalves, Javed Khan, and Bruce Walkinshaw

**Member(s) Absent:** Don Constable and Marilee Harris

**Other Attendees:** Councillor Harold Kim, Councillor Tom Mrakas, Councillor Michael Thompson, Anthony Ierullo, Manager of Long Range & Strategic Planning, Michael Logue, Program Manager, Economic Development, and Samantha Yew, Council/Committee Secretary

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

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 May 12, 2016**

**Moved by Javed Khan  
Seconded by Rosalyn Gonsalves**

THAT the Economic Development Advisory Committee meeting minutes of May 12, 2016, be received for information.

**CARRIED**

**4. DELEGATIONS**

None

**5. MATTERS FOR CONSIDERATION**

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

Staff gave an overview of the memorandum and noted that it would cost approximately \$25,000 for a consultant to complete the scope of work.

The Committee discussed the possibility of completing the scope of work in-house and the impact of Regional hotel development charges, and made suggestions that could be considered as part of the hotel feasibility study and attraction strategy.

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

THAT the memorandum regarding Development of an Attraction Strategy for the Hotel Industry be received for information.

**CARRIED**

**6. INFORMATIONAL ITEMS**

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

The Committee inquired about the status of the establishment of a BIA in downtown Aurora, the proposed Bell Canada small cell pilot project, and the

status of the proposed medical campus. Staff advised on various aspects of these inquiries.

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

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

**CARRIED**

**3. Memorandum from Manager of Long Range & Strategic Planning**  
**Re: Call for Town of Aurora Business Ambassadors**

Staff provided a brief overview of the Business Ambassadors Program. The Committee inquired about aspects of the program, including the selection process, compensation, and membership.

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

THAT the memorandum regarding Call for Town of Aurora Business Ambassadors be received for information.

**CARRIED**

**7. NEW BUSINESS**

The Chair thanked staff for their work on the Business Ambassadors Program.

The Committee discussed their initiatives and strategic priorities.

The Committee discussed the possibility of participating in a hotel attraction strategy working group with the Aurora Chamber of Commerce.

**8. ADJOURNMENT**

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

THAT the meeting be adjourned at 8:23 p.m.

**CARRIED**

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