



**Economic Development
Advisory Committee
Meeting Agenda**

**Thursday, October 13, 2016
7 p.m.**

**Holland Room
Aurora Town Hall**

Public Release
October 6, 2016



Town of Aurora
Economic Development Advisory Committee
Meeting Agenda

Date: Thursday, October 13, 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 Legislative Services be approved.

3. Receipt of the Minutes

Economic Development Advisory Committee Meeting Minutes of September 8, 2016

Recommended:

That the Economic Development Advisory Committee meeting minutes of September 8, 2016, be received for information.

4. Delegations

5. Matters for Consideration

- 1. Memorandum from Manager of Long Range and Strategic Planning
Re: Economic Development Action Plan – Mid-Term Update Discussion**

Recommended:

1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update Discussion be received; and
2. That the Economic Development Advisory Committee provide comment.

6. Informational Items

7. New Business

8. Adjournment



Town of Aurora
Economic Development Advisory Committee
Meeting Minutes

Date: Thursday, September 8, 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, Marilee Harris, and Javed Khan

Member(s) Absent: Rosalyn Gonsalves and Bruce Walkinshaw

Other Attendees: Doug Nadorozny, Chief Administrative Officer, Anthony Ierullo, Manager of Long Range and Strategic Planning, and Samantha Yew, Council/Committee Secretary

The Chair called the meeting to order at 7:01 p.m.

1. Declarations of Pecuniary Interest

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

2. Approval of the Agenda

Moved by Marilee Harris
Seconded by Don Constable

That the agenda as circulated by Legislative Services be approved.

Carried

3. Receipt of the Minutes

Economic Development Advisory Committee Meeting Minutes
Thursday, September 8, 2016

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Economic Development Advisory Committee Meeting Minutes of June 9, 2016

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

That the Economic Development Advisory Committee meeting minutes of June 9, 2016, be received for information.

Carried

4. Delegations

None

5. Matters for Consideration

None

6. Informational Items

**1. Memorandum from Manager of Long Range and Strategic Planning
Re: Economic Development Action Plan – Mid-Term Update**

Staff provided an overview of the memorandum. The Chair expressed interest in holding a meeting in October to discuss Committee initiatives.

**Moved by Marilee Harris
Seconded by Javed Khan**

1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update be received for information.

Carried

**2. Memorandum from Manager of Long Range and Strategic Planning
Re: Bell Small Cell Pilot Project Update**

Staff gave an overview on the progress of the small cell technology pilot project, and noted that the Town is the first municipality in York Region to implement this technology. Staff advised that this agreement is amongst the

highest in financial value offered by Bell in Ontario, and the Committee expressed enthusiasm for the project.

Moved by Marilee Harris

Seconded by Don Constable

1. That the memorandum regarding Bell Small Cell Pilot Project Update be received for information.

Carried

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

Staff noted that this report highlights investor inquiries, business openings and business related events through the end of September.

Moved by Marilee Harris

Seconded by Javed Khan

1. That the memorandum regarding Activity Report be received for information.

Carried

**4. Extract from Council Meeting of June 28, 2016
Re: Economic Development Advisory Committee Meeting Minutes of
June 9, 2016**

Moved by Councillor Abel

Seconded by Javed Khan

1. That the Extract from Council Meeting of June 28, 2016, regarding the Economic Development Advisory Committee meeting minutes of June 9, 2016, be received for information.

Carried

7. New Business

Javed Khan requested an update regarding the status of a hotel in Aurora. Staff indicated that there is interest, and explained that York Region's forthcoming Development Charges By-law update could be a factor in the development of a hotel

in Aurora. The Committee discussed various aspects of the proposed Regional Development Charges By-law update, and potential marketing strategies.

The Vice Chair expressed concern regarding correspondence that was sent from several Committee members to the Chair. The Chair advised that the correspondence would not be considered during the meeting, and could be addressed outside of the meeting. A copy of the correspondence was provided to the Council Secretariat. Don Constable requested that a meeting be called by staff to discuss the correspondence prior to the next Committee meeting.

Don Constable suggested that the Committee be dissolved, effective immediately, due to lack of cooperation among some members. Staff advised that the Economic Development Advisory Committee is a committee of Council, and that Council approval is required to dissolve the Committee.

Councillor Abel requested that the Committee be provided with an update regarding the Cultural Precinct, and that the Committee have an opportunity to provide comment.

Councillor Abel noted that he recently came across articles regarding incubators, pop-up shops, and Ontario's Investment Ready: Certified Site program that could be of value to the Committee, and requested that the articles be circulated for information. He further requested that staff investigate whether these ideas could be used within the Town.

8. Adjournment

**Moved by Marilee Harris
Seconded by Javed Khan**

That the meeting be adjourned at 7:48 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 & Building Services

Memorandum

Date: October 13, 2016
To: Economic Development Advisory Committee
From: Anthony Ierullo, Manager of Long Range and Strategic Planning
Re: **Economic Development Action Plan – Mid-Term Update Discussion**

Recommendations

1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update Discussion be received; and
2. That the Economic Development Advisory Committee provide comment.

Background

At the September 8, 2016 EDAC meeting, the Committee deferred its discussion on the Economic Development Action Plan – Mid Term Update to October. The intent was to provide Committee members an opportunity to consider potential additions/revisions to the Action Plan in advance of the strategy discussion. The attached memorandum and related attachment is attached to provide context to that discussion.

Attachments

Memorandum from Anthony Ierullo, Manager of Long Range and Strategic Planning dated September 8, 2016.

Attachment 1



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Town of Aurora
Planning & Development Services

Memorandum

DATE: September 8, 2016

TO: Economic Development Advisory Committee

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

RE: **Economic Development Action Plan – Mid-Term Update**

Recommendation

1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update be received for information.

Background

At the beginning of the current term of Council, Town staff and Economic Development Advisory Committee members worked together to update the Economic Development Action Plan that was originally developed through the Committee during the previous 2010-2014 term of Council. The Plan identified 5 priority actions that guided economic development activities in Aurora.

Additionally, an overview diagram encompassing a breadth of economic development-related activities, including but not limited to those included in the Economic Development Action Plan, was created and endorsed by the Economic Development Advisory Committee in 2015.

Comments

In a more fulsome manner than the recurring monthly report, the full diagrammed overview of economic development activities (“puzzle pieces”) and an update on the Economic Development Action Plan is presented for the Committee, as we approach the mid-term of Council.

This is done with the goal of reaffirming the Committee’s commitment to the core tenets of the Economic Development Action Plan and other economic development-related activities covered in the “puzzle pieces” overview diagram.

September 8, 2016

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Economic Development
 Action Plan Mid-Term Update

	Lead	Actions Complete	Major Actions To-Do	Anticipated completion	Proposed Funding
Activity					
Entertainment District	LRSP	Project deferred by Council and removed from Budget.	Explore opportunities to link with Cultural Precinct as planning progresses. Alternatively, can examine as part of tertiary if not addressed.	2016-2017	As part of Cultural Precinct or \$70,000 as part of Tertiary Plan
Permanent Farmers' Market	LRSP	Secured Aurora Armory, available for winter months pilot project. Reconfigured outdoor market for Wells Street Schoolhouse Lofts opening.	Cultural Precinct Plan and Repurposing Study to consider potential long term uses for Armory. Farmers Market has been included as an option.	Ongoing	TBD
Implement the BR&E Action Plan	LRSP	BR&E Action Plan approved and implemented. Limited business visitations limited due to resourcing restrictions.	Continue to implement Action Plan. Seek additional resources to expand business visitation program.	Ongoing	Additional Staff resources requested as part of 2017 Budget
Administer the Town's Business Concierge Program	LRSP	Program launched, marketing materials prepared, staff education completed.	Consider expanding program beyond only large-scale industrial & office projects in 2017	Ongoing	TBD
Bio-medical campus	LRSP	Change of preferred location subsequent to completed Planning Study completed, due to several key development sites sold, rezoned and redeveloped.	Timing of marketing efforts to coincide with landowner's progress towards servicing lands & making them available for purchase.	2017	TBD
Innovation Incubator	LRSP	Unsuccessful in efforts to partner Seneca College on Fab Lab / Makerspace concept.	Continuing to discuss alternative partnership options. Prepare and present project business case when appropriate.	Ongoing	TBD

September 8, 2016

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Economic Development
 Action Plan Mid-Term Update

	Lead	Actions Complete	Major Actions To-Do	Anticipated completion	Proposed Funding
Activity					
Post Secondary Presence	LRSP	Prepared a submission, in partnership with the Town of Newmarket, to partner with York University on their proposed York Region Campus. Campus was awarded to the City of Markham.	Continue to discuss alternative partnership options.	Ongoing	TBD

As directed by Council, staff are committed to continuing to advance the initiatives outlined in the Economic Development Action Plan. The focus of these activities has been summarized in this memorandum for both EDAC and Council. EDAC may also want to consider reviewing the Economic Development Action Plan and recommending modifications to Council if appropriate.

Attachments

Attachment 1- Economic Development Plans Diagram

Attachment 1

