



Town of Aurora
Economic Development Advisory Committee
Meeting Minutes

Date: Thursday, December 8, 2016

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

Committee Members: Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair) (departed 7:21 p.m.), Richard Farmer (Aurora Chamber of Commerce representative), Rosalyn Gonsalves, Marilee Harris, and Bruce Walkinshaw

Member(s) Absent: Don Constable

Other Attendees: Councillor Wendy Gaertner, 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 Planning, and Linda Bottos, Council/Committee Secretary

The Chair called the meeting to order at 7 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 Rosalyn Gonsalves
Seconded by Bruce Walkinshaw

That the agenda as circulated by Legislative Services be approved.

Carried

3. Receipt of the Minutes

Economic Development Advisory Committee Meeting Minutes of October 13, 2016

Moved by Marilee Harris

Seconded by Bruce Walkinshaw

That the Economic Development Advisory Committee meeting minutes of October 13, 2016, be received for information.

Carried

4. Delegations

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

(a) Brent Kopperson, Executive Director, Windfall Ecology Centre Re: ClimateWise Business Network – Windfall Presentation

Mr. Kopperson presented background to the Windfall Ecology Centre and presented an overview of the ClimateWise Business Network, a local network of businesses and institutions with a focus on reducing carbon emissions and increasing profitability. He noted that the ClimateWise Business Network can assist organizations with: creation of emissions inventories using their measurement tool; development of a business case for sustainability; advice on risk mitigation and regulatory risk; and green branding.

Moved by Marilee Harris

Seconded by Bruce Walkinshaw

That the comments of the delegation be received for information.

Carried

5. Matters for Consideration

None

6. Informational Items

1. 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.

**Moved by Marilee Harris
Seconded by Rosalyn Gonsalves**

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

Carried

2. Extract from Council Meeting of November 22, 2016 Re: General Committee Report No. CAO16-006 – Economic Development Model Review and Comparison

Staff provided an overview of the staff report and advised that Council has endorsed the hybrid model to deliver economic development services in Aurora, which would be provided through an expanded Office of Economic Development. Committee members expressed support of the proposal in principle, as well as concerns regarding the proposed implementation of staffing and funding resources. Staff indicated that the next steps are to develop an implementation plan for Council's consideration in early 2017 and report back to the Committee at a future meeting.

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

1. That the Extract from Council Meeting of November 22, 2016, regarding General Committee Report No. CAO16-006 – Economic Development Model Review and Comparison, and report be received for information.

Carried

**3. Extract from Council Meeting of November 8, 2016
Re: Economic Development Advisory Committee Meeting Minutes of
October 13, 2016**

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

1. That the Extract from Council Meeting of November 8, 2016, regarding the Economic Development Advisory Committee meeting minutes of October 13, 2016, be received for information.

Carried

7. New Business

Councillor Pirri noted that he recently met with members of the Economic Development Advisory Committees of Newmarket and East Gwillimbury to provide updates on their respective Committees.

Ms. Harris inquired about the status of the hotel attraction strategy in Aurora. Staff advised that the Town would not be proceeding with a survey at this time.

Ms. Harris inquired about how the Town was capitalizing on the decision by Magna International Inc. to maintain its presence in Aurora. Staff indicated that the benefits to Aurora had been discussed privately.

Ms. Harris inquired about the strategy for communicating with users of the former library respecting the future direction of the building. Staff indicated that meetings will be held to engage the user organizations in relocation planning, and it was noted that the decision to demolish the former library was contingent on relocating its users.

Mr. Walkinshaw inquired about the status of the Bell Canada small cell technology pilot project in Aurora. Staff advised that locations are being considered, including Town facilities and gaps on Yonge Street, and that promotion has been done through local media, Bell Canada, Aurora Chamber of Commerce, and communication with local municipalities.

Mr. Walkinshaw inquired about the status of the Business Ambassadors Program. Staff indicated that the recruitment phase had ended in October 2016 and a report would be brought forward for Council's consideration early in 2017.

Mr. Walkinshaw inquired about the status of the potential Business Improvement Area (BIA) in Aurora, and staff advised that a group of downtown business merchants meet regularly to discuss this initiative.

Mr. Walkinshaw inquired about the status of the broadband strategy, and staff agreed to contact York Region for an update.

Ms. Gonsalves inquired about the former Canadian Tire location on Yonge Street. Staff noted that the lands are still owned by Canadian Tire Corporation and a zoning amendment application has been submitted to the Town proposing more flexible zoning.

Ms. Harris suggested that a public relations blitz is needed to promote the many benefits of living and working in Aurora. It was noted that a new Manager of Corporate Communications was recently hired and the Town's communications and marketing activities would be enhanced.

8. Adjournment

Moved by Bruce Walkinshaw
Seconded by Rosalyn Gonsalves

That the meeting be adjourned at 8:57 p.m.

Carried

Committee recommendations are not binding on the Town unless adopted by Council at a later meeting.