



**Economic Development
Advisory Committee
Meeting Agenda**

**Monday, June 26, 2017
7 p.m.**

**Holland Room
Aurora Town Hall**



**Town of Aurora
Economic Development Advisory Committee
Meeting Agenda**

Date: Thursday, June 26, 2017

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

1. Approval of the Agenda

Recommended:

That the agenda as circulated by Legislative Services be approved.

2. Declaration of Pecuniary Interest and General Nature Thereof

3. Receipt of the Minutes

Economic Development Advisory Committee Meeting Minutes of March 9, 2017

Recommended:

That the Economic Development Advisory Committee meeting minutes of March 9, 2017, be received for information.

4. Delegations

5. Matters for Consideration

6. Informational Items

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

Recommended:

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

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

Recommended:

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

3. Extract from Council Meeting of May 9, 2017 Re: Economic Development advisory Committee Meeting Minutes of March 9, 2017

Recommended:

1. That the extract from Council Meeting of May 9, 2017, regarding the Economic Development Advisory Committee Meeting Minutes of March 9, 2017, be received for information.

7. New Business

8. Adjournment



**Town of Aurora
Economic Development Advisory Committee
Meeting Minutes**

Date:	Thursday, March 9, 2017
Time and Location:	7 p.m., Holland Room, Aurora Town Hall
Committee Members:	Councillor John Abel (Chair), Councillor Paul Pirri (Vice Chair), Don Constable, Richard Farmer (Aurora Chamber of Commerce representative)
Members Absent:	Rosalyn Gonsalves, Marilee Harris, and Bruce Walkinshaw
Other Attendees:	Councillor Tom Mrakas, Anthony Ierullo, Manager of Long Range and Strategic Planning, and Linda Bottos, Council/Committee Secretary

The Chair called the meeting to order at 7:21 p.m.

1. Approval of the Agenda

**Moved by Councillor Pirri
Seconded by Richard Farmer**

That the agenda as circulated by Legislative Services be approved.

Carried

2. Declarations of Pecuniary Interest and General Nature Thereof

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

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3. Receipt of the Minutes

Economic Development Advisory Committee Meeting Minutes of December 8, 2016

**Moved by Richard Farmer
Seconded by Councillor Pirri**

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

Carried

4. Delegations

None

5. Matters for Consideration

- 1. Extract from Council Meeting of February 14, 2017
Re: General Committee Report No. CAO17-001 – Economic
Development Board – Terms of Reference**

Staff provided background and a brief overview of the report. The Committee inquired about whether the Committee's concerns had been addressed, and about Community Improvement Plan (CIP) funding. Staff advised that the concerns of the Committee had been taken into consideration, and provided details regarding the allocated and available funding for CIP projects.

**Moved by Don Constable
Seconded by Richard Farmer**

1. That the Extract from Council Meeting of February 14, 2017, regarding General Committee Report No. CAO17-001 – Economic Development Board – Terms of Reference, and report be received; and
2. That the Economic Development Advisory Committee endorse the Terms of Reference for the proposed Economic Development Board.

Carried

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6. Informational Items

2. Extract from Council Meeting of January 31, 2017

**Re: Economic Development Advisory Committee Meeting Minutes of
December 8, 2016**

Moved by Don Constable

Seconded by Richard Farmer

1. That the Extract from Council Meeting of January 31, 2017, regarding the Economic Development Advisory Committee meeting minutes of December 8, 2016, be received for information.

Carried

7. New Business

None

8. Adjournment

Moved by Councillor Pirri

Seconded by Don Constable

That the meeting be adjourned at 7:31 p.m.

Carried

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



100 John West Way
Box 1000
Aurora, Ontario
L4G 6J1
Phone: 905-727-3123 ext. 4742
Email: Alerullo@aurora.ca
www.aurora.ca

**Town of Aurora
Planning & Development Services**

MEMORANDUM

DATE: June 26, 2017
TO: Economic Development Advisory Committee Members
FROM: Anthony Ierullo, Manager of Long Range and Strategic Planning
RE: **Activity Report**

RECOMMENDATIONS

That the memorandum be received for information.

BACKGROUND

Inquiries

The Economic Development Office received 36 investor inquiries between December 1, 2016 and June 15, 2017. The nature of these inquiries were related to:

- Hotel uses
- Commercial uses
- Retail uses
- Office uses
- Industrial uses
- Institutional uses

Business Openings

The Town of Aurora's Economic Development Office was advised of 30 new business openings between November 15, 2016 and June 15, 2017. Please join me in welcoming the following businesses to Aurora:

- Ren's Pets Depot
239 Earl Stewart Dr, Units 5-9
(866) 736-7738
- Aurora Bayview Dentist
15620 Bayview Ave, Unit 5
(905) 751-1888

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Activity Report

- GRCO GRILL
233 Earl Stewart Dr, Unit 12
(905) 841-5000
- Subway
233 Earl Stewart Dr
(905) 503-5700
- Gingers Cupcakes and Desserts
14 Wellington St E.
(905) 841-4004
- Essence Dental
233 Earl Stewart Dr, Unit 6
(905) 503-8686
- The Wingery
15480 Bayview Avenue
(905) 503-2700
- Optical 38
239 Earl Stewart Dr, Unit 1
(905) 841-3833
- Hasty Market Convenience Store
233 Earl Stewart Drive
(905) 503-6497
- Mastermind Montessori School
233 Earl Stewart Dr, Unit 1
(905) 841-1888
- 9 Round 30 Min Kickbox Fitness
233 Earl Stewart Dr, Unit 13
(905) 251-4729
- Aurora Pharmacy
25 William Graham Dr
(289) 648-1690
- Munro's Funishings
14981 Yonge St
(905) 900-0733
- St. John's Family Dentistry
7 William Graham Dr
(905) 727-1717

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- Aurora Neighbourhood Pet Clinic
239 Earl Stewart Dr, Unit B-4
(905) 727-2753
- Wow Dry Cleaners
25 William Graham Dr
(905) 503-6333
- Urban Park Playland
212 Earl Stewart Dr, Units 1-2
(905) 727-8088
- Freshii Aurora
239 Earl Stewart Dr
(289) 317-1133
- Swan Medi Spa Inc.
4 Vata Crt, Unit 6
(647) 800-8748
- Great Canadian Dollar Store
15620 Bayview Ave
(905) 713-2020
- Aurora Dental Studio
1 Henderson Dr, Unit 6
(905) 503-8999
- Scholars Education Centre
15440 Bayview Ave
(905) 503-9003
- Chocolats Favoris
15955 Bayview Ave, Unit 1
(905) 713-2323
- Duggan Law Office
16 Industrial Pkwy S, Box V-312
(647) 923-8062
- Lavish Hair and Beauty Salon
150 Hollidge Blvd
(905) 503-4003
- Aurora Cabinetry & Floor Centre
15208 Yonge St
(905) 766-1200

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Activity Report

- Flow Water
155 Industrial Pkwy S
(844) 356-9426
- MSB Mechanical
212 Earl Stewart Dr, Unit 4
(905) 726-3997
- Artgrid Studios Aurora
233 Earl Stewart Dr, Unit 1
(416) 525-3455
- Yunhong Art Studio
235 Industrial Pkwy S, Unit 5 Upper
(905) 713-3650

Upcoming Events

- YRSBEC – How To Start a Small Business – Newmarket, June 27, 2017
- RNC Aurora, Define Your Career Goal, June 29, 2017
- Town of Aurora Party in the Park, Aurora Town Park, June 30, 2017
- Canada Day Parade & Festivities, Yonge St & Lambert Wilson Park, July 1, 2017
- YRSBEC – How To Start a Small Business – Newmarket, August 2, 2017
- Aurora Chamber of Commerce, LEARN Seminar Series – Target Acquired: Converting the Sale – NewMakelt, September 14, 2017



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Box 1000
Aurora, Ontario
L4G 6J1
Phone: 905-727-3123 ext. 4742
Email: Alerullo@aurora.ca
www.aurora.ca

Town of Aurora
Planning & Building Services

MEMORANDUM

DATE: June 26, 2016

TO: Economic Development Advisory Committee Members

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

RE: **Economic Development Action Plan Update**

RECOMMENDATIONS

That the memorandum regarding Economic Development Action Plan 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 2010-2014 term of Council. The Plan identifies 5 priority actions that guide 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 and again in 2016.

COMMENTS

Staff have prepared the following chart to update EDAC on the progress made towards the goals of the Economic Development Action Plan.

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Economic Development
Action Plan 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 plan.	TBD	As part of Cultural Precinct or approx. \$70,000 as part of Tertiary Plan
Permanent Farmers' Market	LRSP	Secured Aurora Armory, available for winter months for temporary pilot project. Reconfigured outdoor market.	Discussions ongoing with the Aurora Farmers market.	Ongoing	TBD
Implement the BR&E Action Plan	LRSP	BR&E Action Plan approved and implemented. Limited business visitations limited due to resourcing restrictions.	As recommended by EDAC, BR&E program is on hold subject to further direction from the Economic Development Board. Business visitation program ongoing.	Ongoing	N/A
Administer the Town's Business Concierge Program	LRSP	Program launched, marketing materials prepared, staff education completed. Economic Development staff have been processing non-residential development applications since January 2017. Program is beginning to be recognized as industry best practice.	Continue to implement expanded program.	Ongoing	N/A

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Economic Development
Action Plan Update

	Lead	Actions Complete	Major Actions To-Do	Anticipated completion	Proposed Funding
Activity					
Bio-medical campus	LRSP	Change of preferred location subsequent to completed Planning Study completed, due to several key development sites sold, rezoned and redeveloped. Engaged with Emery Investments and related Realtor to coordinate marketing.	Timing of marketing efforts to coincide with landowner's progress towards servicing lands & making them available for purchase.	2017	TBD
Innovation Incubator	LRSP	Discussions with post-secondary partners are progressing. Details are subject to confidentiality.	Continue to advance partnership with a potential fall 2017 announcement.	TBD	TBD
Post-Secondary Presence	LRSP	Discussions with post-secondary partners are progressing. Details are subject to confidentiality.	Continue to advance partnership with a potential fall 2017 announcement.	TBD	TBD

As directed by Council, staff are committed to continuing to advance the initiatives outlined in the Economic Development Action Plan. In addition, staff have made significant progress in attracting at least two new hotels to the Leslie and Wellington Street area and have taken responsibility for supporting the BIA Steering Committee. This committee has developed a conceptual framework for the parameters of a new BIA and begun to promote the benefits of a BIA in the proposed BIA area. The Town has initiated a survey of property owners within the BIA boundary to assist in determining the level of interest in establishing a new BIA.



**Extract from
Council Meeting of
Tuesday, May 9, 2017**

5. Consent Agenda

**Moved by Councillor Thom
Seconded by Councillor Kim**

That the following Consent Agenda items, C1 (with the exception of sub-items R6 and R7) to C4 inclusive, be approved:

C1. General Committee Meeting Report of May 2, 2017

1. That the General Committee meeting report of May 2, 2017, be received and the following recommendations carried by the Committee approved:

(C4) Economic Development Advisory Committee Meeting Minutes of March 9, 2017

1. That the Economic Development Advisory Committee meeting minutes of March 9, 2017, be received for information.

Carried