



Aurora Economic Development Corporation

Board of Directors Meeting

MINUTES

Date:	April 8, 2025
Time:	Lunch: 11:30 a.m. – Noon Board Meeting: Noon – 1:30 p.m.
Format:	Holland Room
Attendees:	Nima Khadem Mohtaram (Chair), Keith Loo (Vice Chair), Sepehr Assadian, Sreyas Dasika, Bill Hogg, Matthew Johnson, Councillor Harold Kim, Mayor Tom Mrakas, Stuart Learmont, Anita Mukherjee, Tracy Smith, and Debra Wilson (Aurora Chamber of Commerce)
Regrets:	Owen Heritage
Staff:	Doug Nadorozny, Andrew Poray, Angela Haynes, and Marco Ramunno

1. Call to Order and Land Acknowledgement

The meeting was called to order at noon and the Land Acknowledgement was delivered by Nima Khadem Mohtaram (Chair).

Land Acknowledgement

We would like to start by acknowledging that the Anishinaabe (Ah-knee-she-knob-eh) lands on which we live and work are the traditional and treaty territory of the Chippewas of Georgina Island. Aurora is part of both Treaty #13 and the Williams Treaties. We acknowledge and thank them for sharing this land with us. The Town of Aurora has the important responsibility of the stewardship of this land now and into the future.

2. Approval of the Agenda

Recommendation(s)

THAT the agenda for the April 8, 2025 AEDC Board meeting be approved.

- Motion to approve: Tracy Smith
- Motion seconded: Sepehr Assadian

3. Declarations of Conflict

- No conflict of interest was declared.

4. Approval of Previous Minutes

Recommendation(s)

THAT the minutes from March 18, 2025 meeting be approved.

- Motion to approve: Tracy Smith
- Motion seconded: Sepehr Assadian
- Passed

5. Chair's Address

Nima Khadem Mohtaram, Chair

The Chair introduces and welcomes Andrew Poray the new Manager, Economic Development.

6. Regular Business

6.1 Communications

Town Updates

Mayor Tom Mrakas

Off the Cuff Podcast

- Announced the launch of the “Off the Cuff Podcast”. The Mayor is the first guest. The podcast will focus on local businesses.

U.S. Tariffs

- Mayor Mrakas plans to hold an Economic Roundtable with local business owners.

Motion before Council

- Development charge rebate for first-time home buyers
 - Town staff to create the program.

Sepehr Assadian – Will there be a buy local campaign for businesses.

Mayor Tom Mrakas – Aurora is the first municipality to enforce a buy local policy re procurement.

6.2 Advocacy

6.2.1. Aurora Chamber Update

Debra Wilson, Acting President & CEO, Aurora Chamber of Commerce

Events:

- April 26 - 27, 2025: Home Show
- May 8, 2025: Women's Summit
- June 1, 2025: Street Festival

Business Excellence Awards

- Nominations are open
- Reviewers can reach out to Sandra Watson

Explore Aurora Tourism

- New website under development
- Tentative launch date is April 2025

7. Other Business

7.1 New Strategic Plan

Bill Hogg suggested that the AEDC Board convene a working group to discuss the development of a new Strategic Plan.

- Discuss some specific things that Board could do that is adjacent to what the Town does.
- Suggested that there be at least three (3) things that the meeting delivers.
- Volunteered to work on the development of an agenda for the meeting/working group.

Stuart Learmont – Which items/outcomes in the current Action Plan are outstanding?

Anita Mukerjee – Noted that the AEDC Board should define success in reference to the meeting/working group for the development of a new Strategic Plan.

Matthew Johnson - Suggested that the focus shift from tactics during the meeting/working group. Also noted that the AEDC Board define the change it wants to see in Aurora each year. He further noted that the change may be something that cannot be achieved but it should something that the AEDC Board is always in pursuit of.

Tracy Smith - Suggested that there is no need to begin from scratch as there are strategic pillars in the current Action Plan.

Mayor Mrakas – What is the Town’s goal in reference to the AEDC Board and its work? What does the Town need to see the AEDC Board accomplish?

7.2 Current Strategic Action Plan – Action Teams

Sepher Assadian noted that communication between the Action Team Leads and AEDC Board needs to improve. They should be accountable to the AEDC Board.

Anita Mukerjee - Suggested that Action Team Leads present to the AEDC Board.

Bill Hogg – Noted that future discussions should explore whether there is an ongoing need for Action Teams and related Leads.

Recommendation

THAT the Board schedules a working group (half day) comprised of AEDC Board members regarding the development of a new Strategic Plan

- Motion to approve: Bill Hogg
- Motion seconded: Tracy Smith
- Passed

8. Board Legislation

8.1. By-Law No. 1 (attachment)

Nima Khadem Mohtaram, Chair

The AEDC Board was provided with an updated version of By-Law No. 1 in advance of the Board meeting. The AEDC Board was then invited to review it and provide feedback.

9. Next Meeting(s)

AEDC Board Meeting

May 14, 2025

8:30 a.m. – 10:00 a.m.

Virtual (Zoom)

- The next AEDC Board meeting in May to be cancelled in lieu of scheduling a working group (half day) comprised of AEDC Board members regarding the development of a Strategic Plan.

10. Closed Session

- N/A

11. Adjournment

Recommendation

THAT the AEDC Board meeting be adjourned (1:30 p.m.).

- Motion to approve: Bill Hogg
- Motion seconded: Debra Wilson
- Passed