

December 18, 2012**Members Present:**

Rob Filkin, Treasurer, Brampton Arts Council **(Co-Chair)**
 Regional Councillor Sandra Hames **(Co-Chair)**
 Regional Councillor Elaine Moore – Wards 1 and 2
 Regional Councillor John Sanderson – Wards 3 and 4
 Regional Councillor Gael Miles – Wards 7 and 8
 Marnie Richards, Executive Director, Brampton Arts Council
 Peter VanSickle, President, Brampton Downtown Development
 Corporation
 Claire Loughheed, Manager, Peel Art Gallery, Museum and
 Archives
 Dennis Cutajar, Commissioner of Economic Development and
 Communications
 Dan Kraszewski, Acting Commissioner of Planning, Design and
 Development
 Julian Patteson, Commissioner of Buildings and Property
 Management
 Meredith Allen, Special Advisor, City Manager's Office

Members Absent:

Cathy Matyas, Chief Executive Officer, Brampton Library (regrets)
 Jamie Lowery, Commissioner of Community Services
 Michael Halls, Executive Assistant to the Mayor

Staff Present:

Sohail Saeed, Director of Economic Development, Economic
 Development and Communications
 Alex Taranu, Manager of Urban Design and Public Buildings,
 Planning, Design and Development
 Bernice Morrison, Project Manager – Special Projects,
 Community Services
 Amanda Lemon, Special Projects Coordinator, Economic
 Development and Communications
 Terri Brenton, Legislative Coordinator, Corporate Services

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Minutes

HACE Downtown Brampton Creative Economy Round Table

The meeting was called to order at 9:16 a.m. and adjourned at 10:42 a.m.

After due consideration of the matters placed before this Committee, the members beg leave to present its report as follows:

Item Recommendation

- A. HA024-2012 Approval of Agenda**
- B. Conflicts of Interest**
- C 1. Minutes – HACE Downtown Brampton Creative Economy Round Table – September 11, 2012**
- D 1. Announcement – 2012 Creative Economy Summit National Marketing Award**
- D 2. HA025-2012 Presentation – 2013 HACE™ Summit – Preliminary Event Plan (File G25HACE)**
- E 1. HA026-2012 Minutes of the November 16, 2012 HACE Round Table Workshop – Prepared by Artscape (File G25HACE)**
- E 2. HA025-2012 2013 HACE™ Summit – Preliminary Event Plan (File G25HACE)**
- F. Discussion/Business Items**
- G 1. HA027-2012 “Culture Days” and Brampton Walk of Fame**
- H. Minutes – HACE Creative Economy Teams**
- I. Information Items**
- J. Question Period**
- K. Public Question Period**
- L. HA028-2012 Adjournment**

Co-Chair – Rob Filkin, Brampton Arts Council

A. Approval of Agenda

The following motion was considered.

HA024-2012 That the agenda for the HACE Downtown Brampton Creative Economy Round Table Meeting of December 18, 2012 be approved as printed and circulated.

Carried

B. Conflicts of Interest – nil

C. Minutes

C 1. Minutes – HACE Downtown Brampton Creative Economy Round Table – September 11, 2012

The recommendations in the subject minutes were approved by Council on September 26, 2012. The minutes were provided for Committee's information.

D. Delegations/Presentations

D 1. Announcement – 2012 Creative Economy Summit National Marketing Award

Dennis Cutajar, Commissioner of Economic Development and Communications, announced that the City won a National Marketing Award from the Economic Developers Association of Canada for the 2012 Creative Economy Summit.

Mr. Cutajar congratulated and thanked everyone involved in the planning and execution of the 2012 event.

D 2. Presentation – 2013 HACE™ Summit – Preliminary Event Plan (File G25HACE)

Amanda Lemon, Special Projects Coordinator, Economic Development and Communications, provided a presentation on the 2013 Brampton Creative Economy Summit, which included the following topics:

- Theme – “Youth and Digital Media”
- Mandate
- Goals

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HACE Downtown Brampton Creative Economy Round Table

- Proposed Itinerary
- Think Tank
- Proposed Discussion Topics
- Proposed Keynote Speakers
- Proposed Panelists
- Expected Outcomes
- Next Steps

In response to questions from Committee, staff provided information on the following:

- Proposed budget
- Expected outcomes
- Measuring and communicating successes and achievements
- Involvement of youth
- Responses to 2012 survey
- Use of new survey technology

A suggestion was put forward that former Premier The Honourable William G. Davis be asked to provide opening remarks at the 2013 Summit. Dennis Cutajar, Commissioner of Economic Development and Communications, indicated that he would present the suggestion to the Summit working group.

Item E 2 was brought forward and dealt with at this time.

The following motion was considered.

- HA025-2012
1. That the presentation from Amanda Lemon, Special Projects Coordinator, Economic Development and Communications, to the HACE Downtown Brampton Creative Economy Round Table Meeting of December 18, 2012, re: **2013 HACE™ Summit – Preliminary Event Plan** (File G25HACE) be received; and,
 2. That the report from Sohail Saeed, Director of Economic Development, Economic Development and Communications, dated December 10, 2012, to the HACE Downtown Brampton Creative Economy Round Table Meeting of December 18, 2012, re: **2013 HACE™ Summit – Preliminary Event Plan** (File G25HACE) be received; and,
 3. That the Event Management Plan for the 2013 HACE™ Creative Economy Summit be endorsed; and,

4. That the Mayor and City Clerk be authorized to execute the necessary agreements related to the 2013 HACE™ Creative Economy Summit, whereby the content of such agreements is satisfactory to the Commissioner of Economic Development and Communications, and the form of such agreements is satisfactory to the City Solicitor.

Carried

E. Reports

- E 1. Report from Dennis Cutajar, Commissioner of Economic Development and Communications, dated December 13, 2012, re: **Minutes of the November 16, 2012 HACE Round Table Workshop – Prepared by Artscape** (File G25HACE).

Dennis Cutajar, Commissioner of Economic Development and Communications, distributed a handout entitled “Downtown Brampton HACE Creative Economy Strategy and Action Plan – Follow-up from Workshop of November 16, 2012”.

Mr. Cutajar provided an overview of his handout, which outlines proposed amendments to the Round Table’s Vision Statement, Goal Streams, Priorities, along with an implementation plan for action items and a new Mission Statement.

Committee reviewed the proposed amendments in the handout and provided feedback with respect to the following:

- Revised Vision
- New Mission Statement
- Modifications to the Goal Streams
- Order of Priorities
- Options for Implementing the Action Items

Discussion took place with respect to the definition and use of “livability”, and included suggestions for broadening the definition and incorporating it into the new Mission Statement and/or Goal Streams.

With respect to the Options for Implementing the Action Items, Committee indicated its preference for Option 2.

Mr. Cutajar indicated that staff will review the feedback provided by Committee, update the strategy document and provide a revised version for consideration at the HACE Round Table meeting of March 5, 2013.

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Minutes

HACE Downtown Brampton Creative Economy Round Table

The following motion was considered.

- HA026-2012
1. That the report from Dennis Cutajar, Commissioner of Economic Development and Communications, dated December 13, 2012, to the HACE Downtown Brampton Creative Economy Round Table Meeting of December 18, 2012, re: **Minutes of the November 16, 2012 HACE Round Table Workshop – Prepared by Artscape** (File G25HACE) be received; and,
 2. That the minutes prepared by the non-profit organization Artscape, appended to the subject report, be received.

Carried

- E 2. Report from Sohail Saeed, Director of Economic Development, Economic Development and Communications, dated December 10, 2012, re: **2013 HACE™ Summit – Preliminary Event Plan** (File G25HACE).

Dealt with under Item D 2 – Recommendation HA025-2012

F. Discussion/Business Items – nil

G. Correspondence

- G 1. E-mail correspondence from Bob Posliff, Brampton Resident, dated October 29, 2012, re: **“Culture Days” and Brampton Walk of Fame.**

Staff advised that:

- The subject correspondence has also been listed on the agenda for consideration at the Flower City Committee Meeting of December 18, 2012
- City staff is working on the development of a Brampton Walk of Fame, as such, only the “Culture Days” item is to be considered by the HACE Round Table
- Staff will request a report on the status of a Brampton Walk of Fame for consideration at a future Flower City Committee meeting, with a copy being provided to the HACE Round Table for information

Committee consideration of “Culture Days” included:

- Overview of the “Culture Days” initiative
- Dates for 2013 Culture Days (September 27, 28 and 29)
- City Council Proclamation

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HACE Downtown Brampton Creative Economy Round Table

- Potential festivals and events that could be incorporated, i.e. Brampton Farmers' Market, Art in the Open, events at the Peel Art Gallery, Museum and Archives, multicultural festivals and events, etc.
- Registration of 2013 festivals and events as Culture Days activities

The following motion was considered.

- HA027-2012
1. That the e-mail correspondence from Bob Posliff, Brampton Resident, dated October 29, 2012, to the HACE Downtown Brampton Creative Economy Round Table Meeting of December 18, 2012, re: "**Culture Days**" and **Brampton Walk of Fame** be received; and,
 2. That staff from the Economic Development Office, Economic Development and Communications, and the Brampton Arts Council, coordinate a City Council proclamation, and the development and registration of festivals and events as Culture Days activities.

Carried

H. Minutes – HACE Creative Economy Teams – nil

I. Information Items – nil

J. Question Period – nil

K. Public Question Period – nil

L. Adjournment

The following motion was considered.

- HA028-2012
- That the HACE Downtown Brampton Creative Economy Round Table do now adjourn to meet again on Tuesday, March 5, 2013 at 9:00 a.m. or at the call of the Chair.

Carried