Wednesday, January 20, 2016

Members:

City Councillor J. Bowman – Wards 3 and 4 (Chair)
Regional Councillor G. Gibson – Wards 1 and 5
Regional Councillor E. Moore – Wards 1 and 5
Regional Councillor M. Palleschi – Wards 2 and 6 (arrived at 1:03 p.m. – personal)
Regional Councillor M. Medeiros – Wards 3 and 4
Regional Councillor G. Miles – Wards 7 and 8 (arrived at 1:08 p.m. – personal)
Regional Councillor J. Sprovieri – Wards 9 and 10
City Councillor D. Whillans – Wards 2 and 6
(Vice-Chair, Economic Development and Enterprise Services)
City Councillor P. Fortini – Wards 7 and 8
City Councillor G. Dhillon – Wards 9 and 10

Staff Present:

Office of the Chief Operating Officer:
D. Cutajar, Chief Operating Officer
S. Saeed, Director, Economic Development and Tourism
B. Darling, Advisor
A. Wong, Manager, Office of the Central Area

Corporate Services Department:
P. Fay, City Clerk, Corporate Services
E. Evans, Deputy Clerk, Corporate Services
S. Pacheco, Legislative Coordinator, Corporate Services
The meeting was called to order at 1:00 p.m. and adjourned at 2:45 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   ED001-2016 That the agenda for the Economic Development Committee Meeting of January 20, 2016, be approved, as amended, to add the following items:

   9.1. **Corporate Visitation Program Itinerary – January and February 2016**
   
   9.2. **2016 Brampton Business Directory**

   Carried

2. ** Declarations of Interest under the Municipal Conflict of Interest Act** – nil

3. **Consent**

   The following item listed with an asterisk (*) was considered to be routine and non-controversial by Committee and was approved at this time.

   (nil)

4. **Announcements** – nil

5. **Delegations** – nil

6. **Staff Presentations**

   6.1. Presentation by A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, re: **Office of the Central Area Business Plan Update**.

   A. Wong, Manager, Office of the Central Area, and B. Darling, Advisor, Office of the Chief Operating Officer, provided a presentation on the Office of the Central Area Business Plan Update.

   Committee discussion took place with respect to the following:
- Central Area boundary
- Potential economic impact of Peel Memorial Hospital on the Central Area
- The Peel Memorial Hospital District Economic Development Plan
- Request for more comparisons with other municipalities of similar size
- Suggestion to provide comparisons of various sectors across the city
- Business closures at Bramalea City Centre (e.g. Joe Fresh, Target)
- Extension of downtown parking hours
- Business attraction / public relations campaign
- Opportunities for a year-round Farmers’ Market and the current status of this initiative

The following motion was considered.

ED002-2016 1. That the presentation by A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of January 20, 2016, re: Office of the Central Area Business Plan Update be received; and,

2. That in conjunction with the upcoming staff report on the Spring / Summer Farmers’ Market, staff be requested to also provide a complementary report on the potential for a year-round Farmers’ Market in the downtown and/or central area.

Carried

7. Economic Development and Enterprise Services


The following motion was considered.

ED003-2016 1. That the report from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, dated December 21, 2015, to the Economic Development Committee Meeting of January 20, 2016, re: Budget Committee 2016 Follow-up: Business Representative Position in the Economic Development and Tourism Division (File CE.x) be received; and,

2. That the conversion of the Business Representative position from contract status to a permanent full time status, as proposed by the Economic Development and Tourism Division, be approved.

Carried

S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided an overview of the 2015 International Business Missions and 2016 Work Plan.

Discussions took place with respect to the following:
- Positive results of the 2015 business missions by the Greater Toronto and Marketing Alliance (GTMA)
- Financial implications of the 2015 International Business Missions and 2016 Work Plan
- The City’s position in emerging markets (e.g. China, India, Brazil)
- Manufacturing opportunities due to the low Canadian dollar
- Request for information on the Sister City Agreement program
- Request for more timely reporting on business missions
- Invitation for the Mayor to attend a trade mission to India
- Clarification regarding the budget for various business missions
- Economic development opportunities through the New Regional FDI Agency

The following motions were considered.

**ED004-2016**

1. That the report from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, dated December 22, 2015, to the Economic Development Committee Meeting of January 20, 2016, re: *2015 International Business Missions Report and 2016 Work Plan* (File CE.x) be received; and,

2. That the proposed International Business Development and Marketing Work Plan 2016 be approved, as outlined in the subject report; and,

3. That the amended Business Mission Attendance Protocol (BC022-2015) be further amended as follows: (a) Where referenced, the following paragraph be deleted “Travel outside the Province of Ontario by Economic Development Staff, not be permitted without the prior approval of City Council”; and (b) where referenced, replaced with “Travel outside of Canada by Economic Development Staff, not be permitted without the prior approval of City Council”; and,
4. That the Mayor and City Clerk be authorized to execute the necessary agreements required to effect the International Business Development and Marketing 2016 Work Plan, subject to the form of such agreements being to the satisfaction of the City Solicitor (or designate) and the contents of such agreements to the satisfaction of the Chief Operating Officer (or designate).

Carried

ED005-2016 That staff be requested to report back to Committee on the City’s Sister City Agreement program, including its history and current status.

Carried

8. Minutes – nil

9. Other/New Business


S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided an overview of the new Corporate Visitation Program, and advised that Council Members are welcome to join staff on these visits.

Committee discussion took place with respect to the following:

- Varying opinions regarding the attendance of Brampton Board of Trade (BBOT) members at corporate visits
- The City’s relationship with the BBOT
- Rationale for BBOT attendance at corporate visits over other business associations
- Clarification from staff that businesses are informed with respect to the attendance for corporate visits

The following motion was considered.

ED006-2016 That the Corporate Visitation Program Itinerary – January and February 2016 to the Economic Development Committee Meeting of January 20, 2016, be received.

Carried
9.2. **2016 Brampton Business Directory**

S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, presented the 2016 Brampton Business Directory to Committee, and advised that this directory will be used as a marketing tool and incentive for foreign investment.

Committee discussion took place with respect to the following:
- Suggestion that the $75.00 fee is a disincentive to businesses and should be eliminated
- The need to broadly distribute this directory
- Suggestion that other distribution means be considered (e.g. jump drive)
- Details regarding the collection of information and confirmation from staff that the directory was established in accordance with privacy legislation

The following motion was considered.

ED007-2016 1. That the 2016 Brampton Business Directory to the Economic Development Committee Meeting of January 20, 2016, be received; and,

2. That the $75.00 fee for the 2016 Brampton Business Directory be eliminated, and that staff be requested to investigate other distribution means other than optical disc (e.g. jump drive).

Carried

10. **Referred Matters**

10.1. **Referred Matters List – Economic Development Committee**

The following motion was considered.

ED008-2016 That the Referred Matters List – Economic Development Committee to the Economic Development Committee Meeting of January 20, 2016, be received.

Carried

11. **Deferred Matters – nil**
12. **Notices of Motion** – nil

13. **Correspondence**

13.1. Correspondence from Chandra Sharma, Director, Watershed Strategies Division, Toronto and Region Conservation Authority, dated December 17, 2015, re: *City of Brampton Appointment to Partners in Project Green: The Pearson Eco-Business Zone, Executive Management Committee* (File BB.x).

The following motion was considered.

ED009-2016 1. That the correspondence from Chandra Sharma, Director, Watershed Strategies Division, Toronto and Region Conservation Authority, dated December 17, 2015, to the Economic Development Committee Meeting of January 20, 2016, re: *City of Brampton Appointment to Partners in Project Green: The Pearson Eco-Business Zone, Executive Management Committee* (File BB.x) be received; and,

2. That the following Councillors be re-appointed as City of Brampton representatives to the Partners in Project Green: The Pearson Eco-Business Zone, Executive Management Committee, as well as sit as Vice-Chair on one of the performance committees, for a term ending November 30, 2018, or until successors are appointed:
   1. City Councillor Bowman
   2. City Councillor Whillans.

   Carried

14. **Councillors Question Period**

1. Regional Councillor Miles asked Committee Members if they would like to receive a business card for The Brew Centre, a new business located on Williams Parkway in Brampton.

15. **Public Question Period** – nil

16. **Closed Session** – nil
17. **Adjournment**

The following motion was considered.

**ED010-2016** That the Economic Development Committee do now adjourn to meet again on Wednesday, February 3, 2016 at 1:00 p.m.

Carried

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City Councillor J. Bowman, Chair