Wednesday, February 3, 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
Regional Councillor M. Medeiros – Wards 3 and 4
Regional Councillor G. Miles – Wards 7 and 8
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 (arrived at 1:04 p.m. – personal)
City Councillor G. Dhillon – Wards 9 and 10

Staff Present:
J. Patteson, Chief Public Services Officer, and Acting Chief Administrative Officer
D. Cutajar, Chief Operating Officer
T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer
S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer
A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer
B. Darling, Advisor, Office of the Chief Operating Officer
P. Fay, City Clerk, Corporate Services
E. Evans, Deputy City Clerk, Corporate Services
T. Brenton, Legislative Coordinator, Corporate Services
The meeting was called to order at 1:00 p.m. and adjourned at 2:07 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   ED011-2016 That the agenda for the Economic Development Committee Meeting of February 3, 2016 be approved as printed and circulated.

   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 Marketing Plan Update**.

   Anthony Wong, Manager, Office of the Central Area, and Bob Darling, Advisor, Office of the Chief Operating Officer, provided a presentation entitled “Office of the Central Area – Marketing Plan Update”.

   Committee consideration of this matter included:
   - challenges in attracting investment in the downtown, including parking costs, parking locations relative to business locations, safety concerns
   - benefits of having a 10 year history of commercial and office vacancies, and changes in inventory in the central area
   - suggestion that a future Economic Development Committee meeting be a walking tour of the downtown
In response to questions from Committee, staff provided information on business attraction challenges (e.g. quality of inventory, parking costs) and vacancy trends.

The following motions were considered.

ED012-2016  That the presentation by A. Wong, Manager, Office of the Central Area, and B. Darling, Advisor, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of February 3, 2016, re: Office of the Central Area Marketing Plan Update, be received.

Carried

ED013-2016  That a future Economic Development Committee meeting be a walking tour of the Downtown highlighting the New Building Façade Program, existing and new businesses, and future opportunities for development.

Carried

In response to questions from Committee about providing direction to staff for a report on the 10 year history of vacancies and changes in inventory, Peter Fay, City Clerk, Corporate Services, confirmed the provisions of the Procedure By-law relating to providing direction to staff, i.e. to be encapsulated in a motion. Additionally, the City Clerk advised that since this matter has been dealt with, a two-thirds majority vote is required to reopen the subject to provide direction to staff.

A procedural motion was introduced to reopen Item 6.1. The motion was voted on and carried with the required two-thirds majority vote.

The following motion was considered.

ED014-2016  That staff report back on the 10 year history of commercial and office vacancies, as well as the change in inventory in the Central Area, including residential changes.

Carried

7. **Economic Development and Enterprise Services**

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

- promotion of the program to community groups
- impact of the new Community Grant Program on the number of applications and total expenditures
- outreach to specific community organizations identified by Committee Members to provide information on financial and in-kind grants
- costs to community groups for park rentals, etc.
- application process for the Community Grant Program

The following motion was considered.

ED015-2016 That the report from D. Cutajar, Chief Operating Officer, to the Economic Development Committee Meeting of February 3, 2016, re: Year-End Report: Minor Charitable Donations Program 2015, (File CD.x), be received.

Carried


The following motion was considered.

ED016-2016 1. That the report from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of February 3, 2016, re: Amending Starter Company Agreement with the Province of Ontario, be received; and,

2. That the Mayor and City Clerk be authorized to execute this amending agreement in a form satisfactory to the City Solicitor (or designate) and with content to the satisfaction of the Chief Operating Officer (or designate); and,

3. That the Mayor and City Clerk be authorized to execute such future agreements for the Starter Company Program from the Province of Ontario in a form satisfactory to the City Solicitor (or designate) and with content to the satisfaction of the Chief Operating Officer (or designate).

Carried
7.3. Report from A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, re: Central Area 3D Interactive Marketing Model.

Anthony Wong, Manager, Office of the Central Area, provided a presentation entitled “Office of the Central Area – Interactive 3D Marketing Model”, circulated a model built by Sheridan College students, and provided an overview of the recommendations in the subject report.

Committee consideration of this matter included:
- concern about the cost of the recommended model
- proposed referral of the subject report to staff for further investigation of modelling options, and to provide time for Committee Members to discuss options with Central Area staff
- suggestions for other models for use in attracting investment to the downtown

The following motion was considered.

ED017-2016 That the report from A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of February 3, 2016, re: Central Area 3D Interactive Marketing Model, be referred back to staff for further consideration of modelling options, and to give Members of Council time to discuss options for consideration with Office of the Central Area staff.

Carried

8. Minutes – nil

9. Other/New Business – nil

10. Referred Matters – nil

11. Deferred Matters – nil

12. Notices of Motion – nil
13. **Correspondence** – nil

14. **Councillors’ Question Period**

   In response to a question from Committee, staff provided an update on the status of the staff positions requested during the 2016 Budget deliberations for the Office of Community Engagement and Economic Development.

15. **Public Question Period** – nil

16. **Closed Session** – nil

17. **Adjournment**

   The following motion was considered.

   **ED018-2016** That the Economic Development Committee do now adjourn to meet again on Wednesday, February 17, 2016 at 1:00 p.m. or at the call of the Chair.

   Carried

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   City Councillor J. Bowman, Chair