Wednesday, February 17, 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 (left at 2:00 p.m.
   – personal)
Regional Councillor M. Medeiros – Wards 3 and 4
Regional Councillor G. Miles – Wards 7 and 8 (arrived at 1:01 p.m.
   – personal)
Regional Councillor J. Sprovieri – Wards 9 and 10 (arrived at 1:01 p.m.
   – personal)
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:**
Ms. M. Ball, Acting Chief Administrative Officer

**Office of the Chief Operating Officer:**
D. Cutajar, Chief Operating Officer
T. Plant, Director, Strategic and Enterprise Services
A. Wong, Manager, Office of the Central Area
B. Darling, Advisor

**Corporate Services Department:**
Mr. P. Fay, City Clerk
Mr. E. Evans, Deputy Clerk
Ms. S. Pacheco, Legislative Coordinator
The meeting was called to order at 1:00 p.m. and adjourned at 2:35 p.m.

1. **Approval of Agenda**

The following motion was considered.

ED019-2016 That the agenda for the Economic Development Committee Meeting of February 17, 2016, be approved, as amended, to add the following item:

4.4. Announcement – Nancy Johnston, Manager, Business Development and Marketing, Denise McClure, Manager, Entrepreneurial Services, Cassandra Baccardax, Senior Advisor, International Investment, Office of the Chief Operating Officer, re: **Three Marketing Awards Received by the City of Brampton at the Economic Development Council of Ontario (EDCO) President’s Dinner on February 4, 2016**

Carried

The following items were distributed at the meeting and relate to Item 13.1 (Appointment of Directors to the 2016 Board of Management of the Downtown Brampton BIA, plus the Appointment of One or More Directors from City Council) on the published agenda.

5.1. Delegation from Richard Evans, Director, CCV Insurance and Financial Services Inc.


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

3. **Consent**

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

(8.1, 8.2, 8.3)
4. **Announcements**

4.1. Announcement – Kelly Stahl, Senior Advisor, Creative Economy, Economic Development, re: **Brampton Tech Talks Overview and Milestone Achievement**

   Kelly Stahl, Senior Advisor, Creative Economy, Office of the Chief Operating Officer, provided an overview of Brampton Tech Talks, a lecture series organized to “fuel creative energies” in Brampton, and advised that in January 2016, the Tech Talks Meetup group reached a milestone when the 500th member joined the online community. Ms. Stahl highlighted the recent launch of Maker Meetups under the MakerSpace Brampton initiative, and noted that the winter 2016 schedule of events is attached to the agenda and available online. Ms. Stahl advised that the Economic Development Office continues to work with Sheridan College, the Brampton Library, the RIC Centre and other industry partners to connect creative thinkers and stimulate economic growth in Brampton.

4.2. Announcement – Anthony Wong, Manager, Office of the Central Area, and Bob Darling, Advisor, Office of the Chief Operating Officer, re: **Update on Business Development and Networking Event of February 9, 2016**

   Anthony Wong, Manager, Office of the Central Area, and Bob Darling, Advisor, Office of the Chief Operating Officer, provided an overview of the Business Development and Networking Event held on February 9, 2016, and details regarding the number of attendees, presentations delivered, the Marketplace experience and testimonies regarding this event.

   Committee members expressed their satisfaction with the event, indicated it was well received by attendees, and thanked staff for their efforts.

4.3. Announcement – Lisa Wright, Interim Manager, Downtown Brampton BIA, re: **Presentation of New Downtown Brampton BIA Logo Design**

   Lisa Wright, Interim Manager, Downtown Brampton BIA, presented the new Downtown Brampton BIA logo design. Ms. Wright provided details regarding the research undertaken and approval process for selecting the design.

   Report Item 7.1 was brought forward and dealt with at this time.

   Committee discussion on this matter included the following:
   - Questions regarding the lack of a contract with the Downtown Brampton BIA (DB BIA) to use the word “Brampton” and how this may impact the ability of future BIA organizations to use this word
• Staff recommendation that the DB BIA Board of Management register the design mark as a trademark

The following motion was considered.

ED020-2016 1. That the report from Dennis Cutajar, Chief Operating Officer, dated February 1, 2016 to the Economic Development Committee meeting of February 17, 2016, re: **Request to Approve the use by the Downtown Brampton BIA of the word “Brampton” in a Logo Design Mark** (File BB.x), be received; and

2. That the use of the word “Brampton” by the DB BIA in the Specific Design Mark be approved, provided that Recommendations 3 and 4 below are implemented; and,

3. That the Board of Management of the DB BIA be required to provide evidence to the satisfaction of the City of Brampton’s Chief Operating Officer (or designate) that the DB BIA has been reasonably diligent in determining that the Specific Design Mark does not infringe the intellectual property rights of another or others; and,

4. That the Board of Management of the DB BIA be requested to register the Specific Design Mark as a brand of the DB BIA as an official mark pursuant to the *Trade-marks Act*, and further that the Chief Operating Officer (or designate) be authorized to sign and to deliver, on behalf of the City of Brampton, any consent to such registration as required by the Canadian Intellectual Property Office.

Carried

4.4. Announcement – Nancy Johnston, Manager, Business Development and Marketing, Denise McClure, Manager, Entrepreneurial Services, Cassandra Baccardax, Senior Advisor, International Investment, Office of the Chief Operating Officer, re: **Three Marketing Awards Received by the City of Brampton at the Economic Development Council of Ontario (EDCO) President’s Dinner on February 4, 2016**.

Nancy Johnston, Manager, Business Development and Marketing, Denise McClure, Manager, Entrepreneurial Services, and Cassandra Baccardax, Senior Advisor, International Investment, Office of the Chief Operating Officer, announced that the City of Brampton was the successful recipient of the following Marketing Awards, presented at the Economic Developers Council of Ontario (EDCO) President’s Dinner on February 4, 2016:

• Brampton Investment Map – Publications (Print or Electronic) Category
• Brampton Youth Entrepreneurship Video – Technology and New Media Category
• Brampton International Business Development and Marketing Strategic Plan 2015-2018 – Strategic Plans and Initiatives Category

Ms. Johnston, Ms. McClure and Ms. Baccardax provided an overview of the initiatives for which the awards were received.

Committee Members congratulated staff on their efforts and achievements.

In response to a question from Committee, D. Cutajar, Chief Operating Officer, confirmed that a news release would be issued regarding the awards.

5. **Delegations**

5.1. Delegation from Richard Evans, Director, CCV Insurance and Financial Services Inc., re: **Appointment of Directors to the 2016 Board of Management of the Downtown Brampton BIA, plus the Appointment of One or More Directors from City Council.**

Dealt with under Item 13.1 – Recommendation ED028-2016

6. **Staff Presentations** – nil

7. **Economic Development and Enterprise Services**

7.1. Report from D. Cutajar, Chief, Office of the Chief Operating Officer, dated February 1, 2016, re: **Request to Approve the use by the Downtown Brampton BIA of the word “Brampton” in a Logo Design Mark** (File BB.x).

Dealt with under Item 4.3 – Recommendation ED020-2016

8. **Minutes**

* 8.1. Minutes – Brampton Downtown Development Corporation Board of Directors' Meeting – October 13, 2015

ED021-2016 That the minutes from the October 13, 2015 Brampton Downtown Development Corporation (BDDC) Board of Directors Meeting, to the Economic Development Committee Meeting of February 17, 2016, be received.

Carried
* 8.2. Minutes – Brampton Downtown Business Association Board Meetings
   • September 8, 2015
   • October 13, 2015

ED022-2016 That the minutes from the following Brampton Downtown Business Association (BDBA) Board Meetings, to the Economic Development Committee Meeting of February 17, 2016, be received:
   • September 8, 2015
   • October 13, 2015

Carried

* 8.3. Minutes – Downtown Brampton BIA Board Meetings
   • November 10, 2015
   • December 8, 2015

ED023-2016 That the minutes from the following Downtown Brampton BIA Board Meetings, to the Economic Development Committee Meeting of February 17, 2016, be received:
   • November 10, 2015
   • December 8, 2015

Carried

9. Other/New Business


On behalf of Sohail Saeed, Director, Economic Development and Tourism, Dennis Cutajar, Chief Operating Officer, provided an update on the Business Visitation Program. Mr. Cutajar advised that five formal corporate calls have been completed under the new program and the following corporate calls remain for the month of February:
   • NAFTA Foods – February 19, 2016
   • Mandarin Restaurants – February 26, 2016

Mr. Cutajar requested that Council Members interested in attending, contact Jessica Hale, Administrative Assistant to the Director of Economic Development and Tourism, Office of the Chief Operating Officer. The business visitation schedule for March and April will be presented at a future meeting.
In response to a question from Committee regarding previous corporate calls with Mandarin Restaurants, Mr. Cutajar advised that the Mandarin continues to invest in the City and this is the first visit under the new program.

The following motion was considered.

ED024-2016 That the verbal update from D. Cutajar, Chief Operating Officer, to the Economic Development Committee Meeting of February 17, 2016, re: Business Visitation Program be received.

Carried

10. Referred Matters – nil

11. Deferred Matters – nil

12. Notices of Motion – nil

13. Correspondence


Committee discussion took place with respect to the following:

- Confirmation from staff that the Downtown Brampton BIA (DB BIA) is a local board of the City of Brampton
- Consideration of the number of Council Members to be appointed to the DB BIA Board of Management
- Indication that there are currently four Council Members on the Board
- Term of office for the Directors appointed to the Board and a request that the Board consider term limits for persons appointed to the positions of Chair and Vice Chair

The following motion was considered.

ED025-2016 That the following persons be appointed to the Downtown Brampton BIA Board of Directors, in accordance with By-law 88-2015 and subsection 204 (3) of the Municipal Act, 2001, as follows:
Directors selected by a vote of the Members of the BIA, for a term of office expiring at the first Annual General Meeting held after the next municipal election, or until successors are appointed:

1. Grettel Comas – Baci Gifts and M. Michael's Photography;  
2. Herman Custodio – Custodio Studio Inc.;  
3. Rick Evans – CCV Insurance & Financial Services Inc.;  
4. Peeyush Gupta – The Wee Smoke Shop;  
5. Jonathan Pereira – Sul Irmaos Smokehouse;  
7. Fernando Russo – Rucareal Ltd.; and  
8. Harpreet Zingh – LAB·B.

Carried

Delegation Item 5.1 was dealt with at this time.

Mr. Richard Evans, Director, CCV Insurance and Financial Services Inc., addressed Committee with respect to the engagement of all Council Members in supporting the new Downtown Brampton BIA (DB BIA). Mr. Evans outlined his vision for a strong DB BIA, which will have the ability to organize events and activities to enhance the downtown and benefit the City overall. He outlined the need for Council’s support and guidance to assist in the success of this new organization, and suggested that in the future, Council representation on the Board should reduce and business representation increase.

Committee discussion took place with respect to the following:

- Council representation on the DB BIA Board
- Benefit of having all four downtown Councillors on the Board
- Support from the DB BIA that the four downtown Councillors continue their appointment on the Board until September 2016
- Relationship between the DB BIA and the Office of the Central Area

The following motion was introduced.

That the following persons be appointed to the Downtown Brampton BIA Board of Directors, in accordance with By-law 88-2015 and subsection 204 (3) of the Municipal Act, 2001, as follows:

Members of Council appointed directly by the municipality, for a term of office expiring September 30, 2016 or until successors are appointed:

1. City Councillor J. Bowman;  
2. Regional Councillor G. Gibson;  
3. Regional Councillor M. Medeiros; and  
4. Regional Councillor E. Moore.
Committee discussion regarding the above noted motion included:
- The term of office for Council Member appointments to the DB BIA
- Previous appointment of Council Members to the Board during the transitional period (until December 2015)

An amendment to the motion was introduced to change the term of office from September 30, 2016 to November 30, 2018.

In response to questions from Committee, P. Fay, City Clerk, Corporate Services, provided the following:
- The minutes of the DB BIA Board are received by Council, not approved
- Council may reconsider appointments to the Board without the requirement to re-open the matter
- The DB BIA may submit for Council's consideration, recommendations regarding Council Member appointments to the Board

The motion, as amended, was considered as follows:

ED026-2016 That the following persons be appointed to the Downtown Brampton BIA Board of Directors, in accordance with By-law 88-2015 and subsection 204 (3) of the Municipal Act, 2001, as follows:

Members of Council appointed directly by the municipality, for a term of office expiring November 30, 2018 or until successors are appointed:

1. City Councillor J. Bowman;
2. Regional Councillor G. Gibson;
3. Regional Councillor M. Medeiros; and
4. Regional Councillor E. Moore.

Carried

The following motions were considered as follows:

ED027-2016 That the letters of correspondence from Lisa Wright, Interim Manager, Downtown Brampton BIA, dated January 29, 2016, to the Economic Development Committee Meeting of February 17, 2016, re: Appointment of Directors to the 2016 Board of Management of the Downtown Brampton BIA, plus the Appointment of One or More Directors from City Council be received.

Carried
ED028-2016 That the delegation from Richard Evans, Director, CCV Insurance and Financial Services Inc., to the Economic Development Committee Meeting of February 17, 2016, re: Appointment of Directors to the 2016 Board of Management of the Downtown Brampton BIA, plus the Appointment of One or More Directors from City Council be received.

Carried

14. Councillors Question Period – nil

15. Public Question Period – nil

16. Closed Session – nil

17. Adjournment

The following motion was considered.

ED029-2016 That the Economic Development Committee do now adjourn to meet again on Wednesday, March 2, 2016 at 1:00 p.m.

Carried

City Councillor J. Bowman, Chair