Wednesday, March 02, 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 2:21 p.m. – other municipal business)*
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
City Councillor G. Dhillon – Wards 9 and 10 *(other municipal business)*

**Staff Present:**
**Office of the Chief Administrative Officer:**
P. Simmons, Acting Chief Administrative Officer

**Office of the Chief Operating Officer:**
D. Cutajar, Chief Operating Officer
T. Plant, Director, Strategic and Enterprise Services
S. Saeed, Director, Economic Development and Tourism

**Corporate Services Department:**
P. Fay, City Clerk
E. Evans, Deputy Clerk
S. Pacheco, Legislative Coordinator
The meeting was called to order at 1:30 p.m. and adjourned at 2:29 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   ED030-2016 That the agenda for the Economic Development Committee Meeting of March 2, 2016, be approved as amended to add the following items:

   5.1. Delegation from Diana Abel, Secretary, Perpetual Bazaar, re: **Perpetual Bazaar**.

   9.1. Discussion at the request of Regional Councillor Medeiros, re: **Perpetual Bazaar**.

   9.2. Verbal Update from Sohail Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, re: **Trade Mission to Brazil – March 2016**.

      Carried

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.

      (nil)

4. **Announcements** – nil

5. **Delegations**

   5.1. Delegation from Diana Abel, Secretary, Perpetual Bazaar, re: **Perpetual Bazaar**.

      Item 9.1 was brought forward and dealt with at this time.

      Diana Abel, Secretary, Perpetual Bazaar, provided information on the operation/services of the Perpetual Bazaar, a non-profit organization, which has operated in Brampton for over 40 years. Ms. Abel advised Committee of
the financial challenges facing this organization, noting that without financial assistance, it may cease its operations within 2-3 months. She explained that the Perpetual Bazaar has operated with the assistance of donations and grants, which helped to cover operating expenses, and indicated that this organization does not meet the eligibility criteria for funding under the City’s new Community Grant Program.

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

- The Community Grant Program includes a number of program streams, and is focused on providing grants for community projects, not for operating expenditures
- Opportunity for the Perpetual Bazaar to apply for funding under the Minor Charitable Donations Program

Peter Fay, City Clerk, Corporate Services, advised Committee with respect to the following provision in the Procedure By-law:

Section 4.5(6)(d) No delegation shall be permitted to make a request for financial assistance from the Corporation and shall be advised that any such request must be submitted in writing to the Chief Operating Officer and will be administered within the context of existing policies and procedures.

Committee discussions took place with respect to the following:

- Policy relating to surplus funds from the Community Grant program
- Other community groups in need of financial assistance
- Existence of organizations similar to the Perpetual Bazaar
- Suggestion that the Perpetual Bazaar submit a letter requesting assistance
- The need to review options to assist this group and identify a long-term solution (e.g. a more affordable location)

The following motion was considered.

ED031-2016 1. That the delegation from Diana Abel, Secretary, Perpetual Bazaar, to the Economic Development Committee Meeting of March 2, 2016, re: Perpetual Bazaar, be received; and,

2. That the request from Diana Abel, Secretary, Perpetual Bazaar, be referred to staff for further consideration and a report back to a future Committee meeting, and that staff review the City’s inventory of space for options to accommodate the Perpetual Bazaar at a more affordable location.

Carried
6. **Staff Presentations**

6.1. Presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, re: **Canada Day 2016**.

Kristen Kiernander, Acting Supervisor, Festivals and Special Events, Office of the Chief Operating Officer, made a presentation regarding the 2016 Canada Day Celebration provided details on the proposed event plan.

Committee discussion on this matter included the following:
- Role of Members of Council and other government officials at the 2015 event, and a request the role of Members of Council be enhanced in this year’s event
- Suggestion that a Beer Garden be included in the event plans and that consideration be given to using the ski chalet and/or the curling club as an alternative to erecting a tent
- The need to enhance communications regarding changes to the event
- Indication that the citizenship ceremony in 2015 was lengthy
- Concerns relating to parking for this event

The following motion was considered.

**ED032-2016**

That the presentation by Kristen Kiernander, Acting Supervisor, Festivals and Special Events, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of March 2, 2016, re: **Canada Day 2016** be received.

Carried

7. **Economic Development and Enterprise Services**


In response to questions from Committee, Dennis Cutajar, Chief Operating Officer, explained the meaning of “active” and “inactive” as it relates to the status of Sister City relationships.

Committee discussion took place with respect to the following:
- Benefits of the Sister City relationship with Plano, Texas and the possibility of re-establishing this relationship
- Benefits of Sister City relationships in building business alliances and economic development
• Expression of interest from various municipalities worldwide to form a relationship with Brampton
• The need to identify and target “forward-thinking” cities to form a relationship/strategic alliance with

The following motion was considered.

ED033-2016 1. That the report from Dennis Cutajar, Chief Operating Officer, dated February 4, 2016, to the Economic Development Committee Meeting of March 2, 2016, re: Brampton Sister Cities Protocol (File CE.x) be received; and,

2. That staff be requested to align our municipal cooperation relationships with the Council-approved International Business Development Strategy and report back to Committee on possible relationships and business development opportunities.

Carried

7.2. Report from Dennis Cutajar, Chief Operating Officer, dated February 3, 2016, re: Approval of a Corporate Policy Regarding In-bound Sponsorship.

The following motion was considered.

ED034-2016 1. That the report from Dennis Cutajar, Chief Operating Officer, dated February 3, 2016, to the Economic Development Committee Meeting of March 2, 2016, re: Approval of a Corporate Policy Regarding In-bound Sponsorship, be received; and,

2. That the draft Sponsorship Policy, as substantially presented in the subject report, be approved, and further, that staff be authorized to effect the implementation and maintenance of this corporate policy; and,

3. That a by-law be passed to delegate the authority of Council to enter sponsorship agreements as set out in the draft Sponsorship Policy, and to further amend the Delegation of Authority By-law 191-2011, as amended, as set out in Appendix 2 of the report.

Carried

8. Minutes – nil

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9. **Other/New Business**

9.1. Discussion at the request of Regional Councillor Medeiros, re: *Perpetual Bazaar*.

**Dealt with under Item 5.1 – Recommendation ED031-2016**


Sohail Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided an overview of the Greater Toronto Marketing Alliance (GTMA) Foreign Direct Investment (FDI) Initiative to Rio de Janeiro, Sao Paulo and Recife, Brazil in March 2016. Mr. Saeed provided information regarding the Brazilian market, the itinerary for this mission, and the success of previous missions to Brazil, which resulted in investments in the Greater Toronto Area (GTA). Mr. Saeed added that staff will report back to Committee with the results of this business mission.

The following motion was considered.

**ED035-2016**

That the verbal report from Sohail Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of March 2, 2016, re: *Trade Mission to Brazil – March 2016* be received.

Carried

10. **Referred Matters** – nil

11. **Deferred Matters** – nil

12. **Notices of Motion** – nil

13. **Correspondence** – nil

14. **Councillors Question Period** – nil

15. **Public Question Period** – nil
16. **Closed Session** – nil

17. **Adjournment**

The following motion was considered.

ED036-2016  That the Economic Development Committee do now adjourn to meet again on Wednesday, April 6, 2016 at 1:00 p.m.

**Carried**

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City Councillor J. Bowman, Chair