Wednesday, April 06, 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 (arrived at 1:02 p.m. – personal)
Regional Councillor J. Sprovieri – Wards 9 and 10
City Councillor D. Whillans – Wards 2 and 6
(Chair, Economic Development and Enterprise Services)
City Councillor P. Fortini – Wards 7 and 8 (arrived at 1:02 p.m. – personal)
City Councillor G. Dhillon – Wards 9 and 10

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
B. Darling, Advisor
Corporate Services Department:
P. Fay, City Clerk
E. Evans, Deputy Clerk
S. Pacheco, Legislative Coordinator
The meeting was called to order at 1:01 p.m. and adjourned at 1:46 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   ED037-2016 That the agenda for the Economic Development Committee Meeting of April 6, 2016, be approved, as amended, to refer the following item to a future Community and Public Services Committee Meeting:

   9.3. Discussion at the request of Regional Councillor Palleschi, re: Motorcycle Mondays.

   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.

   (8.1, 10.1, 13.1)

4. **Announcements** – nil

5. **Delegations**

5.1. Possible Delegations, re: Update to Economic Development and Tourism Office User Fees.

   Committee Chair, City Councillor Bowman, announced that in accordance with City By-laws, public notice to consider this matter was published in the Brampton Guardian on March 31, 2016.

   In response to the Chair's inquiry, it was indicated that no one was present to address the subject matter.

   Report Item 7.1 was brought forward and dealt with at this time.
The following motion was considered.

ED038-2016
1. That the report from Jeffrey Baines, Manager, Business Information and Competitive Policy, Office of the Chief Operating Officer, dated March 8, 2016, to the Economic Development Committee Meeting of April 6, 2016, re: Update to Economic Development and Tourism Office User Fees (GD.x), be received; and,

2. That a by-law be passed to amend User Fee By-law 380-2003, as amended, to eliminate the fees for the Brampton Business Directory and replace Schedule E with the proposed changes to Schedule E as set out in Appendix 1 to the report; and,

3. That the Economic Development and Tourism Office distribute the 2016 Brampton Business Directory on a USB credit card drive and consider other options for distribution.

Carried

6. Staff Presentations

6.1. Presentation by N. Johnston, Manager, Business Development and Marketing, Office of the Chief Operating Officer, re: Brampton ICI Alliance.

Report 7.2 was brought forward and dealt with at this time.

Nancy Johnston, Manager, Business Development and Marketing, Office of the Chief Operating Officer, made a presentation regarding the Brampton ICI Alliance and provided details regarding its mandate, alignment with the 2015-2018 Economic Development Plan, participants, and program streams. In addition, Ms. Johnston highlighted the Brampton Annual Economic Report for 2015 and announced the “Swing Into Spring Event” taking place on Thursday, April 7, 2016.

Committee discussion on this matter included the following:
- Brampton ICI Alliance participants
- Promotion of this marketing initiative
- Continuing communication with ICI stakeholders
- Important role of the real estate industry in showcasing Brampton’s assets, and the need to more actively engage this industry and encourage their participation and feedback

The following motion was considered.
ED039-2016 That the presentation and report by Nancy Johnston, Manager, Business Development and Marketing, Office of the Chief Operating Officer, dated March 8, 2016, to the Economic Development Committee Meeting of April 6, 2016, re: Brampton ICI Alliance be received.

Carried

7. Economic Development and Enterprise Services

7.1. Report from J. Baines, Manager, Business Information and Competition Policy, Office of the Chief Operating Officer, re: Update to Economic Development and Tourism Office User Fees.

Deal with under Item 5.1 – Recommendation ED038-2016

7.2. Report from N. Johnston, Manager, Business Development and Marketing, Office of the Chief Operating Officer, re: Brampton ICI Alliance.

Deal with under Item 6.1 – Recommendation ED039-2016

7.3. Report from T. Plant, Director, Strategic and Enterprise Services, re: Citizen Awards.

The following motion was considered.

ED040-2016 1. That the report from Thomas Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, dated March 21, 2016, to the Economic Development Committee Meeting of April 6 2016, re: 2015 Citizens Awards, be received; and,

2. That the list of award recipients as recommended by the 2015 Citizens Awards Selection Committee, as shown in Appendix A “2015 Citizens Awards Recipients” be approved; and,

3. That the Director, Strategic and Enterprise Services, be authorized to execute, on behalf of the City, all agreements, contracts and related documentation, as may be required to deliver the Citizen Awards Event program outlined in the report, and that such agreements, contracts and related documentation shall be with a content satisfactory to the Chief Operating Officer or Manager, Festivals and Special Events and in a form satisfactory to the City Solicitor; and,
4. That staff be authorized to review this program in consultation with Members of Council, stakeholder departments and community partners in order to prepare a report on future programming directions and recommendations for 2016 and beyond.

   Carried


In response to a question from Committee, Cassandra Baccardax, Senior Advisor, Foreign Investments, Office of the Chief Operating Officer, advised that the Economic Development Office maintains contact with prospective business investors identified through business missions.

The following motion was considered.

ED041-2016 That the report from Cassandra Baccardax, Senior Advisor, Foreign Investments, dated March 9, 2016, to the Economic Development Committee Meeting of April 6, 2016, re: Post-Mission Information Report – Mobile World Congress (ICT) Mission (File CE.x) be received.

   Carried

8. Minutes


The following motion was considered.

ED042-2016 That the minutes from the Downtown Brampton Business Improvement Area (BIA) Board Meeting of January 12, 2016, to the Economic Development Committee Meeting of April 6, 2016, be received.

   Carried

9. Other/New Business

Cassandra Baccardax, Senior Advisor, Foreign Investments, Office of the Chief Operating Officer, provided an overview of the International Business Mission to Le marché international des professionnels de l'immobilier (MIPIM) event held in Cannes, France from March 15 to 18, 2016. Ms. Baccardax provided details on various metrics achieved and next steps.

In response to questions from Committee, Ms. Baccardax provided details regarding the preparation for the MIPIM and the business contacts made during this event.

The following motion was considered.

ED043-2016 That the verbal update from Cassandra Baccardax, Senior Advisor, Foreign Investments, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of April 6, 2016, re: International Business Mission – MIPIM (Le marché international des professionnels de l'immobilier) – Cannes, France – March 15-18, 2016 be received.

Carried

9.2. Verbal Update from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, re: Post-Mission Update on Brazil FDI Mission with the Greater Toronto Marketing Alliance (GTMA) – March 5-16, 2016.

Sohail Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided an overview of the business mission to Brazil with the Greater Toronto Marketing Alliance (GTMA) from March 5 to 16, 2016. Mr. Saeed provided details on the business environment in Brazil, business investments in the GTA by Brazilian companies, positive feedback and expressions of interest in the City of Brampton, metrics achieved during the mission and next steps.

In response to a question from Committee, Mr. Saeed advised that Camila Garcia, co-owner of Rebel Creative (a Brampton-based company), participated in the mission during her visit to Sao Paulo, Brazil. She helped promote Brampton by providing information in Portuguese about Brampton’s assets and her positive business experience with the Economic Development Office.
The following motion was considered.

ED044-2016 That the verbal update from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of April 6, 2016, re: Post-Mission Update on Brazil FDI Mission with the Greater Toronto Marketing Alliance (GTMA) – March 5-16, 2016 be received.

Carried

9.3. Discussion at the request of Regional Councillor Palleschi, re: Motorcycle Mondays. Dealt with under Approval of Agenda – Recommendation ED037-2016

10. Referred Matters

* 10.1. Referred Matters List – Economic Development Committee

ED045-2016 That the Referred Matters List – Economic Development Committee to the Economic Development Committee Meeting of April 6, 2016, be received.

Carried

11. Deferred Matters

12. Notices of Motion

13. Correspondence

* 13.1. Correspondence from Mayor of Patiala, India, re: Friendship City.

ED046-2016 That the correspondence from Amrinder Singh Bazaz, Mayor of Patiala, India, dated March 2, 2016, to the Economic Development Committee Meeting of April 6, 2016, re: Friendship City be received.

Carried
14. **Councillors Question Period**

1. Regional Councillor Palleschi advised Committee that promotional material for the new Peel Memorial Hospital illustrates a white building, and asked if this material could be updated to more accurately reflect the actual colour of the building.

2. In response to a question from Mayor Jeffrey, Dennis Cutajar, Chief Operating Officer, provided details on the protocol for responding to invitations from other levels of government or agencies to participate in economic development activities.

15. **Public Question Period** – nil

16. **Closed Session** – nil

17. **Adjournment**

The following motion was considered.

ED047-2016 That the Economic Development Committee do now adjourn to meet again on Wednesday, April 20, 2016 at 1:00 p.m.

Carried

City Councillor J. Bowman, Chair