Wednesday, April 20, 2016

**Members Present:**
- 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
- 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
Minutes  
Economic Development Committee

The meeting was called to order at 1:00 p.m. and adjourned at 2:21 p.m.

1. **Approval of Agenda**

The following motion was considered.

<table>
<thead>
<tr>
<th>ED048-2016</th>
<th>That the agenda for the Economic Development Committee Meeting of April 20, 2016 be approved as amended to add the following items:</th>
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<tr>
<td></td>
<td>9.2. Discussion at the request of Mayor L. Jeffrey, re: Invitation to Join The Premier of Ontario on a Trade Mission to Israel and the West Bank.</td>
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Carried

Note: A revised presentation for Item 6.1 (2016 Farmers’ Market) was distributed at the meeting to correct the times outlined for the Mount Pleasant Village Market on pages 6.1-1 and 6.1-7.

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** – nil

6. **Staff Presentations**

6.1. Presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, re: 2016 Farmers’ Market
Item 7.1 was brought forward and dealt with at this time.

Meagan Guerra, Event Specialist, Office of the Chief Operating Officer, provided a presentation regarding the 2016 Farmers’ Market.

Committee discussion on this matter included:
- Success of the Farmers’ Market
- Request that consideration be given to establishing a Farmers’ Market in Chinguacousy Park and other areas of the City
- Changes to the downtown Farmers’ Market
- Participation of downtown businesses
- Indication from staff that a report will be provided at a future meeting regarding a winter market
- Opinion that the market does not reflect Brampton’s cultural diversity
- Initiatives to maintain the integrity of the Farmers’ Market and opportunities to expand it

The following motion was considered.

ED049-2016 1. That the presentation from M. Guerra, Events Specialist, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of April 20, 2016, re: Farmers’ Market Annual Report be received; and,

2. That the report from T. Plant, Director, Strategic and Enterprise Services, dated March 23, 2016, to the Economic Development Committee Meeting of April 20, 2016, re: 2016 Brampton Farmers’ Market (CB.x), be received; and,

3. That the Festival and Special Events Office be authorized to expand the Mount Pleasant Village Farmers’ Market to a 16 week season with seasonal hours; and,

4. That the Brampton Farmers’ Market event plan and budget breakdown outlined in the subject report be approved; and,

5. That the Festivals and Special Events Office facilitate and present a new plan in Q2 2017; and,

6. That staff explore the feasibility of opening a Farmers’ Market in Chinguacousy Park that offers the opportunity for vendors representing diversity of food, etc., and report back to Committee on this matter.

Carried
6.2. Presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, re: **Year Round Farmers' Market**

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

Dennis Cutajar, Chief Operating Officer, and Alex Taranu, Manager, Architectural Design Services, Planning and Infrastructure Services, provided a presentation regarding year-round farmers’ markets and the proposed project plan to establish one in Brampton.

Committee discussion on this matter included:

- Year-round farmers’ markets in other municipalities
  - Success of the St. Lawrence Market in Toronto
- Possibility of accelerating the process to establish a year-round farmers’ market
  - Options for a temporary location (i.e. the City Hall Conservatory / Daily Times Square, “bubble” dome structure)
- Rebuild of St. Jacobs Farmers’ Market and a suggestion that staff contact St. Jacobs’ staff for information on their experience in the rebuild process

The following motion was considered.

ED050-2016 1. That the presentation by D. Cutajar, Chief Operating Officer, and A. Taranu, Manager, Architectural Design Services, Planning and Infrastructure Services, to the Economic Development Committee Meeting of April 20, 2016, re: **Year Round Farmers’ Market**, be received; and,

2. That the report from D. Cutajar, Chief Operating Officer, dated March 31, 2016, to the Economic Development Committee Meeting of April 20, 2016, re: **Potential for a Year-Round Farmers’ Market in the Downtown and/or Central Area**, be received; and,

3. That the Year-Round Market project plan, including the governance structure be approved; and,

4. That the following three (3) Members of Council be appointed as the Council liaison on the Steering Committee, as defined in the governance structure:
   i. City Councillor J. Bowman, Chair, Economic Development Committee
   ii. City Councillor D. Whillans, Vice-Chair, Economic Development Committee
   iii. Regional Councillor G. Miles; and,
5. That the Central Area of Brampton, defined generally as the Queen Street commercial corridor from McLaughlin Road to Bramalea Road, be the study area for the purposes of evaluating/assessing the location of a year-round market.

Carried

7. Economic Development and Enterprise Services


Dealt with under Item 6.1 – Recommendation ED049-2016

7.2. Report from D. Cutajar, Chief Operating Officer, dated March 31, 2016, re: Potential for a Year-Round Farmers’ Market in the Downtown and/or Central Area

Dealt with under Item 6.2 – Recommendation ED050-2016

8. Minutes – nil

9. Other/New Business


Cassandra Baccardax, Senior Advisor, Foreign Investment, Office of the Chief Operating Officer, advised Committee that she will be attending the Health & Life Sciences business mission in Atlanta, GA, USA, on April 25-28, 2016. Ms. Baccardax provided an overview of the itinerary for this mission and other business opportunities in Atlanta.

In addition, Ms. Baccardax provided information of the New Exporters to Border States (NEBS) Mission to Buffalo, which provides an introduction to the basics of exporting to the United States.

Ms. Baccardax responded to questions from Committee regarding how companies were identified and selected for visitation during the mission to Atlanta.

The following motion was considered.
ED01-2016 That the verbal update from C. Baccardax, Senior Advisor, Foreign Investment, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of April 20, 2016, re: **Pre-Mission Update – Health & Life Sciences – Atlanta, GA, USA – April 25-28, 2016** be received.

Carried

9.2. Discussion at the request of Mayor L. Jeffrey, re: **Invitation to Join The Premier of Ontario on a Trade Mission to Israel and the West Bank.**

Item 13.1 was brought forward and distributed at this time.

Mayor Jeffrey informed Committee with respect to a letter she received from the Premier of Ontario regarding an Ontario business delegation trade mission to Israel and the West Bank. She advised that this mission will focus on the life sciences sector and provided information on a company in Israel working to prevent diabetes. Mayor Jeffrey provided statistical information regarding the prevalence of diabetes in Peel residents and indicated that this business mission would be beneficial to Brampton, and aligns with Brampton’s strategic priorities.

Committee discussion on this matter included:

- Budget impact of attending this trade mission
- Confirmation that Sohail Saeed, Director, Economic Development and Tourism, will attend this trade mission

The following motion was considered.

ED02-2016 Whereas foreign investment has been identified as one of three goals under the Smart Growth priority of the City of Brampton’s 2016-2018 Strategic Plan; and,

Whereas one of the Mayor’s priorities as Head of Council is to encourage and facilitate two-way foreign direct investment to grow Brampton’s business base and increase employment numbers; and,

Whereas the Premier of Ontario will be leading an Ontario business delegation on a trade mission to Israel and the West Bank in May 2016; and,

Whereas a significant portion of this trade mission will focus on developing and strengthening relationships and investments in the Health and Life Sciences (HLS) sector; and,
Whereas this trade mission leverages the City of Brampton’s recent investment in TO Health;

Therefore Be It Resolved That Council approve Mayor Jeffrey’s participation in the Ontario Trade mission to Israel and the West Bank in May 2016; and,

Further That Council endorse this trade mission which will adhere to the City of Brampton’s Business Mission Attendance Protocol whereby the Mayor and one (1) Senior Staff Member will participate; and,

Further that the Director of Economic Development (or designate) be authorized to attend the Health and Life Sciences Business Mission to Israel and the West Bank in May 2016, with funding provided from the 2016 International Business Development and Marketing Program Budget; and that staff be requested to prepare a post-mission report to the Economic Development Committee; and,

Further That the estimated cost of this trade mission be in accordance with the City’s directive; and,

Further That the correspondence (email) from Mayor L. Jeffrey, dated April 19, 2016, to the Economic Development Committee Meeting of April 20, 2016, re: Invitation to Join The Premier of Ontario on a Trade Mission to Israel and the West Bank be received.  

Carried

10. **Referred Matters** – nil

11. **Deferred Matters** – nil

12. **Notices of Motion** – nil

13. **Correspondence**


**Dealt with under Item 9.2 – Recommendation ED052-2016**
14. **Councillors Question Period**

1. In response to questions from City Councillor Fortini regarding indoor farmers’ markets, staff provided the following information:
   - The St. Lawrence temporary indoor Farmers’ Market is approximately 15,000 square feet
   - The downtown/central area is the study area for an indoor farmers’ market in Brampton
   - Various locations, including the Heritage Theatre block, will be considered for an indoor market
   - Staff will review the impacts of expanding the farmers’ market to other areas of the City, on the Downtown Farmers’ Market

2. Mayor Jeffrey asked staff about the activities taking place to seek economic development opportunities for Brampton, and expressed concern that the City has been reactive to some opportunities. Mayor Jeffrey highlighted the importance for staff to be more proactive in seeking opportunities that will benefit Brampton.

   D. Cutajar, Chief Operating Officer, advised that staff will provide an update to Committee regarding the economic development plan and strategy approved by Council, and information on economic development activities/outreach.

3. In response to a question from Regional Councillor Medeiros, D. Cutajar, Chief Operating Officer, advised that an update on the economic activity of the Office of the Central Area will be provided at the next Economic Development Committee meeting on May 4, 2016.

4. Regional Councillor Medeiros asked if staff is looking into economic development opportunities at the intersection of Main Street and Steeles Avenue, in light of the LRT project. D. Cutajar, Chief Operating Officer, advised that Economic Development staff is part of the LRT project team and will be undertaking an economic impact analysis. Mr. Cutajar added that potential investors should be directed to staff for information.

15. **Public Question Period** – nil

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

The following motion was considered.

**ED053-2016** That the Economic Development Committee do now adjourn to meet again on Wednesday, May 4, 2016 at 1:00 p.m.

Carried

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City Councillor J. Bowman, Chair