Wednesday, May 04, 2016

Members:  
City Councillor D. Whillans – Wards 2 and 6 (Acting Chair)  
(Vice-Chair, Economic Development and Enterprise Services)  
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 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  
B. Grant, Advisor, Community Events  
C. Baccardax, Senior Advisor, Foreign Investment  
Corporate Services Department:  
P. Fay, City Clerk  
E. Evans, Deputy Clerk  
S. Pacheco, Legislative Coordinator
The meeting was called to order at 1:00 p.m. and adjourned at 2:44 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   ED054-2016 That the agenda for the Economic Development Committee Meeting of May 4, 2016 be approved, as amended, as follows:

   To withdraw the following item:

   5.1. Delegation from Diana Abel, Secretary, and Pat Harding, President, Perpetual Bazaar, re: Perpetual Bazaar Update.

   To add the following items:


   13.1. Correspondence from Diana Abel, Secretary, Perpetual Bazaar, dated May 4, 2016, re: Perpetual Bazaar Update.

   Carried

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

   City Councillor Bowman declared a conflict of interest with respect to Report Item 7.1 (Community Grant Program Committee Recommendations for Funding 2016) as his son does graphic work for Carabram.

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)

     (Item 7.1 was removed from consent)
4. **Announcements** – nil

5. **Delegations**

5.1. Delegation from Diana Abel, Secretary, and Pat Harding, President, Perpetual Bazaar, re: **Perpetual Bazaar Update**.

*Withdrawn under Approval of Agenda – Recommendation ED054-2016*

See Item 6.1

6. **Staff Presentations**

6.1. Presentation by B. Darling, Advisor, Office of the Chief Operating Officer, re: **Perpetual Bazaar Request for Assistance – RM 10/2016**.

Correspondence Item 13.1 was brought forward and dealt with at this time.

B. Darling, Advisor, Office of the Chief Operating Officer, provided an update on the Perpetual Bazaar, and highlighted the support they have received through fundraising events, legal and accounting services and external donations, including a $35,000 donation from an anonymous donor. He added that on June 4, 2016, Sharon Bonello, Recreation Supervisor, Public Services, and Brampton resident, will be walking 50 kilometres to raise funds for the Perpetual Bazaar. A barbecue is also scheduled to take place as part of this event. Mr. Darling advised Committee that the Perpetual Bazaar is in the process of establishing a business plan and will be moving to a new location in downtown Brampton. On behalf of Diana Abel, Secretary, and Pat Harding, President, Perpetual Bazaar, Mr. Darling extended thanks to all who have contributed and provided support to the Perpetual Bazaar.

The following motion was considered.

ED055-2016 1. That the presentation by B. Darling, Advisor, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of May 4, 2016, re: **Perpetual Bazaar Request for Assistance – RM 10/2016** be received; and,

2. That the correspondence from Diana Abel, Secretary, Perpetual Bazaar, dated May 4, 2016, to the Economic Development Committee Meeting of May 4, 2016, re: **Perpetual Bazaar Update** be received.

Carried
Economic Development and Enterprise Services

7.1. Report from B. Grant, Advisor, Community Events, Office of the Chief Operating Officer, re: Community Grant Program Committee Recommendations for Funding 2016.

Note: City Councillor Bowman declared a conflict of interest with respect to Report Item 7.1 (Community Grant Program Committee Recommendations for Funding 2016) as his son does graphic work for Carabram. Councillor Bowman left the room during consideration of this item.

Regional Councillor Palleschi expressed thanks to the Grant Review Committee for their efforts in implementing the Community Grant Program. Councillor Palleschi addressed Committee with respect to the Carabram organization and highlighted its 30-year history in Brampton of providing entertainment that supports diversity and celebrates Brampton residents. Councillor Palleschi outlined the economic benefits of this festival and expressed his opinion that the City should increase its support to this organization.

The following motion was introduced.

Whereas the City of Brampton benefits from the richness of its diverse multicultural population representing more than 209 distinct ethnic backgrounds and over 89 different languages that adds to the quality of life in Brampton and is a significant part of our national and international reputation; and

Whereas our residents are justifiably proud of their heritage and contribute to our community by learning and sharing the diversity that is truly Brampton’s strength, an asset we have celebrated since 1982, through Carabram; an award-winning festival committed to the preservation, development and promotion of Brampton’s cultural diversity; and

Whereas Carabram provides family-friendly events encouraging positive cultural exchange and will generate a positive economic impact of more than $440,000 this year, its future success is dependent upon the continued support of the City of Brampton which has reduced its grant to Carabram by more than $60,000 in two years while doubling facility rental costs by; and

Whereas other municipalities are increasing their participation and expanding their partnerships with volunteer multi-cultural festivals within their community; therefore, be it resolved
That the City of Brampton adds $15,000.00 ‘in-kind’ support to the 2016 Carabram Festival in addition to the $49,440.00 recommended in the Community Grant Program Committee Recommendations for Funding 2016; and further

That the City of Brampton commit to exploring opportunities to support a strong and successful future for Carabram, a festival that unambiguously falls within the City’s approved “Strong Communities” strategic objective by (i) supporting diversity and (ii) celebrating our citizens and creating partnerships through arts, culture and social interaction.

Committee discussion took place with respect to the following:

- Questions regarding how the impact of these grants will be measured (e.g. economic impact, impact on the community)
- Balance of funds in the Community Grant Program and confirmation from staff that a second round of applications for the remainder of 2016 will not be undertaken
- High number of grant applications received
- Indication that the Minor Community Donation Program will remain open for the remainder of 2016 until the budget is spent
- Confirmation that the balance of funds will be deposited into a reserve account at the end of the year for future grants
- Timelines for the 2017 Community Grant Program
- Possibility of accepting late grant applications and extending the 2016 deadline for “unique” applications
  - Staff recommended that the 2016 program proceed as planned and that exceptions be reviewed for the 2017 program
- Possibility of amending the eligibility criteria for the Community Grant Program to permit applications by religious organizations for cultural events
- Indication that Carabram is undertaking changes to its business model and is working to find efficiencies and reduce costs for long term financial sustainability
- Questions regarding the economic impact of the Carabram festival and the request for an additional $15,000 of in-kind City support
- Indication that grants are being issued for other multicultural festivals and a suggestion that these groups work together
- Eligible expenses in the Community Grant Program and an indication that Carabram applied for the maximum eligible amount
- City facility rates and the need to ensure all community groups are given equal opportunity for potential discounts
- Assessment of grant applications and concern that providing additional funding to a specific group may set a precedent for other similar requests
• Clarification of the grant request from Carabram, specifically as it relates to City facility rates
• Suggestion that cash requests remain separate from in kind requests
• Caution with respect to lost revenue to the City resulting from the provision of in-kind support and how this may impact the City’s overall budget
• Intent of the grant program to help groups build capacity in the community by using grants as a tool

A subsequent motion to refer the above-noted motion to staff for further review of the Community Grant Program was introduced.

A minor amendment was made to clause 5 of the above-noted motion to add the words “City services” after the words “in-kind”.

The following motion was also introduced for consideration:

That staff be requested to investigate possible amendments to the Community Grant Policy, and report back to Committee to permit applications by religious organizations for cultural events, to be eligible for community grant funding.

The motions were considered as follows.

ED056-2016 1. That the report from B. Grant, Advisor, Community Events, Office of the Chief Operating Officer, dated April 12, 2016, to the Economic Development Committee Meeting of May 4, 2016, re: Community Grant Program Committee Recommendations for Funding 2016 (CB.x), be received; and,

2. That the 47 grant recommendations listed in Appendix “A” of the subject report be approved for funding under the 2016 City of Brampton Community Grant Program; and,

3. That staff be authorized to manage and administer minor capital grants, and minor and major project grants for the following municipal priorities: Arts and Culture; Sports, Parks and Recreation; and Festivals and Special Events, pursuant to Council Policy and related administrative procedures; and,

4. That the base operating budget of $1,003,000 for the 2016 Community Grant Program be the source of funding for those groups receiving a cash grant; and,
5. That the in-kind awards be approved and understood to be forgone revenue for those operating departments providing services to those groups receiving in-kind grants; and,

6. That the City Clerk and Mayor be authorized to execute the necessary agreement(s) to effect the recommendations in this report, subject to the content of such agreements being satisfactory to the Chief Operating Officer (or designee) and the form of such agreements being satisfactory to the City Solicitor (or designee); and,

7. That sincere thanks and appreciation be expressed to the volunteers that dedicated many hours of their time and their expertise to the Citizen Grant Review Panel; and,

8. That staff be requested to investigate possible amendments to the Community Grant Policy, and report back to Committee to permit applications by religious organizations for cultural events, to be eligible for community grant funding.

   Carried

ED057-2016   That the following motion be referred to staff for further review of the Community Grant Program in-kind eligibility provisions to identify opportunities to consistently clarify and standardize in-kind funding by the City as part of the application process, in addition to cash-based funding, with best efforts to report back to Council on May 11, 2016 on this matter, including the implications of the following motion:

   Whereas the City of Brampton benefits from the richness of its diverse multicultural population representing more than 209 distinct ethnic backgrounds and over 89 different languages that adds to the quality of life in Brampton and is a significant part of our national and international reputation; and

   Whereas our residents are justifiably proud of their heritage and contribute to our community by learning and sharing the diversity that is truly Brampton’s strength, an asset we have celebrated since 1982, through Carabram; an award-winning festival committed to the preservation, development and promotion of Brampton’s cultural diversity; and

   Whereas Carabram provides family-friendly events encouraging positive cultural exchange and will generate a positive economic impact of more than $440,000 this year, its future success is
dependent upon the continued support of the City of Brampton which has reduced its grant to Carabram by more than $60,000 in two years while doubling facility rental costs by; and

Whereas other municipalities are increasing their participation and expanding their partnerships with volunteer multi-cultural festivals within their community; therefore, be it resolved

That the City of Brampton adds $15,000.00 'in-kind' City services support to the 2016 Carabram Festival in addition to the $49,440.00 recommended in the Community Grant Program Committee Recommendations for Funding 2016; and further

That the City of Brampton commit to exploring opportunities to support a strong and successful future for Carabram, a festival that unambiguously falls within the City’s approved “Strong Communities” strategic objective by (i) supporting diversity and (ii) celebrating our citizens and creating partnerships through arts, culture and social interaction.

Carried


The following motion was considered.

ED058-2016 That the report from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, dated March 30, 2016, to the Economic Development Committee Meeting of May 4, 2016, re: Greater Toronto Marketing Alliance Trade Mission to Brazil – March 6-16, 2016 (File CE.x), be received.

Carried


The following motion was considered.
ED059-2016 That the report from C. Baccardax, Senior Advisor, International Investment, Office of the Chief Operating Officer, dated April 7, 2016, to the Economic Development Committee Meeting of May 4, 2016, re: Post-Mission Information Report – Le Marche International de Professionnal de l’Immobilier (MIPIM) Mission (File CE.x), be received.

Carried

7.4. Report from D. Cutajar, Chief Operating Officer, re: Ten Year History of Commercial and Office Vacancies and Inventory Changes (including residential) in the Central Area – RM 7/2016.

The following motion was considered.

ED060-2016 1. That the report from D. Cutajar, Chief Operating Officer, dated March 23, 2016, to the Economic Development Committee Meeting of May 4, 2016, re: Ten Year History of Commercial and Office Vacancies and Inventory Changes (including residential) in the Central Area (CE.x), be received; and

2. That staff continues to monitor business, economic and market activity in the Queen Street corridor.

Carried

8. Minutes

* 8.1. Minutes – Downtown Brampton Business Improvement Area (BIA) Board Meetings:
  - February 16, 2016
  - March 8, 2016

ED061-2016 That the following minutes Downtown Brampton Business Improvement Area (BIA) Board Meetings to the Economic Development Committee Meeting of May 4, 2016 be received:
  - February 16, 2016
  - March 8, 2016

Carried

9. Other/New Business
Cassandra Baccardax, Senior Advisor, Foreign Investment, Office of the Chief Operating Officer, provided an overview of the Health & Life Sciences business mission in Atlanta, GA, USA, on April 25-28, 2016. Ms. Baccardax advised Committee that Atlanta is a growing hub for the human health and sciences sector and indicated that she promoted Brampton as the ideal Canadian location for American health and life science businesses. She met with nine pre-qualified companies and provided details on the outcomes of these meetings, noting that she will maintain contact in accordance with existing practices. In addition, Ms. Baccardax provided details on further opportunities in Atlanta, including two partner/association meetings with Canada International and the Atlanta Chamber of Commerce. Ms. Baccardax indicated that a report regarding this mission will be provided at a future meeting.

The following motion was considered.

ED062-2016 That the verbal update from C. Baccardax, Senior Advisor, Foreign Investment, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of May 4, 2016, re: Post-Mission Update – Health & Life Sciences – Atlanta, GA, USA – April 25-28, 2016 be received.

Carried

10. Referred Matters – nil

11. Deferred Matters – nil

12. Notices of Motion – nil

13. Correspondence

13.1. Correspondence from Diana Abel, Secretary, Perpetual Bazaar, dated May 4, 2016, re: Perpetual Bazaar Update.

Dealt with under Item 6.1 – Recommendation ED055-2016
14. **Councillors Question Period**

1. In response to a question from Regional Councillor Medeiros regarding competition for business in the Health and Life Sciences sector, D. Cutajar, Chief Operating Officer, provided details with respect to Brampton’s strategy to attract business through a regional approach.

2. In response to a question from Regional Councillor Gibson as to whether staff has met with the Downtown Brampton BIA to provide information on the City’s downtown activities, D. Cutajar, Chief Operating Officer, advised that staff will coordinate a meeting with Suzy Godefroy, Executive Director, Downtown Brampton BIA, to provide this information and review how services may be shared.

15. **Public Question Period** – nil

16. **Closed Session** – nil

17. **Adjournment**

City Councillor Whillans, Vice-Chair, advised Committee that the start time for the May 18, 2016 meeting has changed to 3:00 p.m.

The following motion was considered.

ED063-2016 That the Economic Development Committee do now adjourn to meet again on Wednesday, May 4, 2016 at 3:00 p.m.

Carried

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City Councillor D. Whillans, Vice-Chair