Wednesday, June 01, 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
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

**Members Absent:**
Regional Councillor G. Miles – Wards 7 and 8 (illness)
Regional Councillor J. Sprovieri – Wards 9 and 10 (personal)

**Staff Present:**
**Office of the Chief Administrative Officer:**
H. Schlange, 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 1:00 p.m. and adjourned at 2:43 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   ED067-2016 That the agenda for the Economic Development Committee Meeting of June 1, 2016 be approved, as amended, to add the following item:

   13.2. Correspondence from Peeyush Gupta, Chair, and Suzy Godefroy, Executive Director, Downtown Brampton BIA, dated May 25, 2016, re: Downtown Brampton BIA and City of Brampton Partnership.

   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** – nil

6. **Staff Presentations**


   S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, made a presentation regarding Global Relationship Opportunities.

   Committee discussion took place with respect to the following:
• Benefits of building relationships (e.g. creating business development opportunities)
• How to quantify the success/benefits of these relationships and a request that the results of existing relationships be provided
• Strategy in regard to developing relationships with trade offices
• Economic activity in the Great Lakes Region
• Relationships with the local business community
• How to build on the initiatives of large community partners (e.g. William Osler Health System Foundation)
• Recognition of the City’s efforts in building global relationships

The following motion was considered.

ED068-2016 That the presentation by S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of June 1, 2016, re: Global Relationship Opportunities (RM 11/2016) be received.

Carried

7. **Economic Development and Enterprise Services**


The following motion was considered.

ED069-2016 That the report from C. Baccardax, Senior Advisor, International Investment, Office of the Chief Operating Officer, dated May 4, 2016, to the Economic Development Committee Meeting of June 1, 2016, re: *Post-Mission Information Report – Atlanta Human Health and Sciences Mission – April 24-28, 2016* be received.

Carried

8. **Minutes – nil**

9. **Other/New Business**

S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided an update on the Provincial Health and Human Sciences Mission to Tel Aviv and Jerusalem, Israel, which he attended with Mayor Jeffrey from May 15-19, 2016. Mr. Saeed advised that the purpose of the mission was to connect with the technology corridor in Israel, which is well known for the information and communications technology (ICT) and life sciences sector. Mr. Saeed highlighted the needs of businesses in Israel (e.g. commercialization) and explained how Brampton could address those needs and assist businesses set up in Brampton. He indicated that the mission was well attended by a number of life sciences companies, educational institutions and other agencies, and included visits to various cities, labs and innovation areas. Mr. Saeed further advised that business-to-business networking opportunities were organized in each city and numerous businesses expressed an interest in Brampton. Mr. Saeed added that the Province of Ontario has established a provincial in-market office in Tel Aviv and provided details on the focus of this office as it relates to research and technology.

Mayor Jeffrey provided details on the mission’s schedule of events, and advised that this mission created many opportunities for Brampton. She indicated that representatives from many Ontario municipalities and businesses attended the mission and were unaware of Brampton’s rapid growth. Mayor Jeffrey provided further information with respect to the following:

- Diversification occurring in Israel, and an indication that businesses view Ontario’s economy as safe and stable
- Type of technology being sought by the William Osler Health System Foundation
- Medical research and technology developments in Israel
- Various meetings held with educational institutions, businesses, and other agencies
- Medical research and technology developed by Medtronic (e.g. the “pill cam”)  
- The need to follow up with businesses that expressed an interest in investing in Brampton

Mayor Jeffrey thanked Mr. Saeed for his efforts during the mission.

Committee discussion took place with respect to the following:

- Benefits of attending business missions
- Suggestion that more Council Members and staff attend FCM conferences to learn from endeavours in other municipalities
- Clarification regarding the City’s focus on the life sciences sector, which builds on the recent investments in the City
• Consideration that other municipalities are focused on the life sciences sector
• The need to establish an identity for Brampton and create more jobs for Brampton’s young workforce
• The importance for Economic Development staff to comment on reports relating to employment land conversions
• Positive impact of the Mayor’s attendance during business missions
• Indication that the City is focused on a few business sectors, including high-tech, creative and life sciences, and that business trips are planned to target specific industries

The following motion was considered.

ED070-2016  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 June 1, 2016, re: Provincial Health and Human Sciences Mission to Tel Aviv and Jerusalem, Israel – May 15-19, 2016 be received.

Carried

9.2. Verbal update from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, re: 2016 Corporate Business Visitation Program

S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided an update on the 2016 Corporate Business Visitation Program. Mr. Saeed provided information on the business visitations that have taken place to date, and provided information on the businesses scheduled for visitation in June 2016. He requested that Members of Council notify staff of businesses they would like to add to the 2016 Corporate Business Visitation Program.

Committee discussion on this matter included the following:
• Positive impact of Zgemi in Brampton and a suggestion that Members of Council visit the Zgemi office and meet with the owner
• Request that the Corporate Business Visitation schedule be provided three months in advance to provide Members of Council with an opportunity to attend
  o Mr. Saeed explained the challenges in providing the schedule so far in advance
• Indication that the Office of the Central Area also conducts informal visits to businesses in the central area
• The need to engage with property owners on Queen Street, between downtown and Highway 410, to provide information regarding property values and to assist with attracting investors to their properties
• Thanks to staff for their assistance in various business developments in Brampton

The following motion was considered.

ED071-2016    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 June 1, 2016, re: 2016 Corporate Business Visitation Program be received.

Carried

10. Referred Matters – nil

11. Deferred Matters – nil

12. Notices of Motion – nil

13. Correspondence


The following motion was considered.

ED072-2016    That the correspondence from George Hanus, President and CEO, The Greater Toronto Marketing Alliance, dated March 31, 2016, to the Economic Development Committee Meeting of June 1, 2016, re: 2015 Greater Toronto Marketing Alliance Annual Report: Building On Success be received.

Carried

13.2. Correspondence from Peeyush Gupta, Chair, and Suzy Godefroy, Executive Director, Downtown Brampton BIA, dated May 25, 2016, re: Downtown Brampton BIA and City of Brampton Partnership.
In response to the request in the subject correspondence, staff was encouraged to participate and partner with the Downtown Brampton Business Improvement Area (BIA). Committee Members thanked staff for working with the BIA, and maintaining a cooperative relationship.

The following motion was considered.

ED073-2016

1. That the correspondence from Peeyush Gupta, Chair, and Suzy Godefroy, Executive Director, Downtown Brampton BIA, dated May 25, 2016, to the Economic Development Committee Meeting of June 1, 2016, re: Downtown Brampton BIA and City of Brampton Partnership be received.

2. That Bob Darling, Advisor, Office of the Chief Operating Officer, or designate, be named as a liaison between City staff (Office of the Central Area) and the Downtown Brampton Business Improvement Area (BIA), to assist in partnerships that are mutually beneficial to both organizations.

    Carried

14. Councillors Question Period – nil

15. Public Question Period – nil

16. Closed Session – nil

17. Adjournment

    The following motion was considered.

ED074-2016 That the Economic Development Committee do now adjourn to meet again on Wednesday, June 15, 2016 at 1:00 p.m.

    Carried

City Councillor J. Bowman, Chair