Wednesday, June 15, 2016

Members Present:  City Councillor J. Bowman – Wards 3 and 4 (Chair)
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
   (left at 4:15 p.m. – other municipal business)
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

Members Absent:  Regional Councillor G. Gibson – Wards 1 and 5
   (other municipal business)

Staff Present:  Office of the Chief Administrative Officer:
H. Schlange, Chief Administrative Officer

Office of the Chief Operating Officer:
T. Plant, Director, Strategic and Enterprise Services
S. Saeed, Director, Economic Development and Tourism
S. Wilcox, Manager, Tourism and Film Services

Corporate Services Department:
P. Fay, City Clerk
E. Evans, Deputy Clerk
S. Pacheco, Legislative Coordinator
The meeting was called to order at 3:01 p.m. and adjourned at 4:31 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   ED075-2016 That the agenda for the Economic Development Committee Meeting of June 15, 2016 be approved, as amended, to add the following item:

   9.4. Verbal update from C. Baccardax, Senior Advisor, Foreign Investment, Office of the Chief Operating Officer, re: **Pre-Mission Update – Health and Life Sciences – San Francisco, California, USA – June 2016.**

   Carried

The following supplementary information relating to items on the published agenda was distributed at the meeting:

1. Presentation for Item 6.1 – **Economic Development Marketing Plan Update.**

2. Handout for Item 9.3 – **Central Area Development Activity Update.**

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 the Committee and were approved at one time.

   (nil)

4. **Announcements** – nil

5. **Delegations**

   5.1. Delegation from the Downtown Brampton BIA, re: **Downtown Brampton BIA Marketing and Event Update.**

   1. Suzy Godefroy, Executive Director
2. Peeyush Gupta, Board Chair
3. Fernando Russo, Marketing and Communications Chair

Ms. Suzy Godefroy, Executive Director, Downtown Brampton BIA, provided Committee with an update on various marketing activities, initiatives and events organized by the Downtown Brampton BIA.

Committee members acknowledged and thanked Ms. Godefroy and the Downtown Brampton BIA board members for their efforts.

The following motion was considered.

ED076-2016 That the delegation from Suzy Godefroy, Executive Director, Downtown Brampton BIA, to the Economic Development Committee Meeting of June 15, 2016, re: Downtown Brampton BIA Marketing and Event Update be received.

Carried

6. Staff Presentations


S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, made a presentation and provided an update on the Economic Development Marketing Plan.

Committee discussion took place with respect to the following:

- Access and strategic distribution of the promotional video regarding business sectors in Brampton and a suggestion that this video be displayed on the Garden Square LED screen
- Economic Development marketing budget
- Request for information on earned media value
- Suggestion that staff follow-up with early participants of the Starter Company Program for information on their progress
- The need to research various advertising partnerships and opportunities
- The need for a more aggressive media strategy to attract industries and promote Brampton’s brand

The following motion was considered.

ED077-2016 That the presentation by S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic
7. Economic Development and Enterprise Services


The following motion was considered.

ED078-2016 That the report from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, dated May 9, 2016, to the Economic Development Committee Meeting of June 15, 2016, re: Post-Mission Information Report – New Exporters to Border States (“NEBS”) Mission (File CE.x) be received.

Carried

8. Minutes – nil

9. Other/New Business


S. Wilcox, Manager, Tourism and Film Services, Office of the Chief Operating Officer, provided an update on the 2016-2017 Economic Development and Tourism Culinary Tourism Strategy, and provided details on the culinary business industry, outreach, and next steps.

The following motion was considered.

ED079-2016 That the verbal update from S. Wilcox, Manager, Tourism and Film Services, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of June 15, 2016, re: Economic Development and Tourism’s Culinary Tourism Strategy for 2016-2017 be received.

Carried
9.2. Verbal Update from S. Wilcox, Manager, Tourism and Film Services, Office of the Chief Operating Officer, re: Film Statistics for 2015-2016.

S. Wilcox, Manager, Tourism and Film Services, Office of the Chief Operating Officer, provided an update on 2015-2016 film statistics and information on the following:

- Promoting Brampton to the film industry
- Economic impact of the film industry
- Diverse film locations (a promotional video was shown)
- Film Office services
- Media coverage
- Increase of film inquiries

Committee discussion took place with respect to the following:

- Industry networking session at the Peel Art Gallery, Museum and Archives (PAMA)
- Positive feedback regarding Film Office services
- The need to review filming rates and fees to ensure they are competitive
- Promotional video and use of social media to promote Brampton

The following motion was considered.

ED080-2016 That the verbal update from S. Wilcox, Manager, Tourism and Film Services, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of June 15, 2016, re: Film Statistics for 2015-2016 be received.

Carried

9.3. Verbal Update from P. Aldunate, Central Area Planner, Planning and Infrastructure Services, re: Central Area Development Activity Update.

P. Aldunate, Central Area Planner, Planning and Infrastructure Services, provided an update on development activity in the Central Area and highlighted various projects underway.

Committee discussion on this matter included:

- Request that future project updates include the number of jobs during and post construction
- Indication from staff that information regarding assessment values and assessment revenue increases will be provided at a future Committee meeting
The following motion was considered.

ED081-2016 That the verbal update from P. Aldunate, Central Area Planner, Planning and Infrastructure Services, to the Economic Development Committee Meeting of June 15, 2016, re: Central Area Development Activity Update be received.

Carried


C. Baccardax, Senior Advisor, Foreign Investment, Office of the Chief Operating Officer, advised Committee that she will be attending a Health and Life Sciences business mission in San Francisco, California, USA, in June 2016. Ms. Baccardax provided an overview of the itinerary for this mission and other business opportunities in San Francisco.

The following motion was considered.

ED082-2016 That the verbal update from C. Baccardax, Senior Advisor, Foreign Investment, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of June 15, 2016, re: Pre-Mission Update – Health and Life Sciences – San Francisco, California, USA – June 2016 be received.

Carried

10. Referred Matters – nil

11. Deferred Matters – nil

12. Notices of Motion – nil

13. Correspondence – nil
14. **Councillors Question Period**

1. In response to a question from City Councillor Whillans, B. Grant, Advisor, Community Events, Office of the Chief Operating Officer, advised that Peel Pride will hold a vigil on Monday, June 20, 2016 in Gage Park, to honour the victims and families of the Orlando Florida tragedy. Mr. Grant provided information on the Minor Charitable Donation application process, which will assist the group with costs, and communication of this vigil to the public.

15. **Public Question Period** – nil

16. **Closed Session** – nil

17. **Adjournment**

The following motion was considered.

ED083-2016 That the Economic Development Committee do now adjourn to meet again on Wednesday, September 7, 2016 at 1:00 p.m.

Carried

City Councillor J. Bowman, Chair