Minutes

Economic Development Committee
Committee of the Council of
The Corporation of the City of Brampton

Wednesday, September 07, 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
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
  (arrived at 1:05 p.m. – personal)
City Councillor G. Dhillon – Wards 9 and 10

Staff Present:

Office of the Chief Administrative Officer:
H. Schlange, Chief Administrative Officer
B. Darling, Director, Economic Development
N. Johnston, Manager, Business Development and Marketing
B. Grant, Advisor, Community Events

Planning and Development Services Department:
P. Aldunate, Central Area Planner
A. Taranu, Advisor, Architectural Design Services

City Clerk’s Office:
P. Fay, City Clerk
E. Evans, Deputy City Clerk
S. Pacheco, Legislative Coordinator
The meeting was called to order at 1:01 p.m. and adjourned at 2:06 p.m.

1. **Approval of Agenda**

   J. Bowman, Chair, requested that the order of Items 5.1 and 6.1 be changed to allow Committee to view the Human Health and Sciences video (Item 6.1) prior to receiving the delegation from MDB Insight (Item 5.1). The video will provide a City-wide overview of the sector and the delegation will highlight one project in the Human Health and Sciences sector.

   The following motion was considered.

   **ED084-2016** That the agenda for the Economic Development Committee Meeting of September 7, 2016 be approved, as amended, as follows:

   **To change** the order of items to provide that Item 6.1 be dealt with prior to Item 5.1

   **To delete** the following item:


   **To add** the following item:

   9.3. Verbal Update from City Councillor Whillans, re: **Councillors’ Golf Tournament for the Peel Memorial Centre for Integrated Health and Wellness**.

   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 the Committee and were approved at one time.

   (nil)

   (Items 7.2 and 13.1 were removed from consent)
4. **Announcements** – nil

5. **Delegations**

5.1. Delegation from Brock Dickinson, CEO, and Lyndon Ashton, Senior Consultant, MDB Insight, re: **Peel Memorial Centre and Surrounding Precinct Market and Economic Development Opportunity Study**.

P. Aldunate, Central Area Planner, Planning and Development Services, provided background information on the Project Charter and governance model for the Peel Memorial Centre (PMC) and Surrounding Precinct Market and Economic Development Opportunity Study. He advised that the purpose of this presentation was to introduce the consultant team, led by MDB Insight.

Brock Dickinson, CEO, and Lyndon Ashton, Senior Consultant, MDB Insight, provided a presentation on the PMC and Surrounding Precinct Market and Economic Development Opportunity Study project, and highlighted the following:

- About MDB Insight
- Project Team
- Similar Projects
- Project Understanding (Purpose and Objectives)
- Project Overview (Our Approach)
- 2016 Timeline
- Next Steps

In response to a question from Committee as to whether “green” initiatives will be contemplated, Mr. Dickinson advised that consideration will be given to preserving green lands in the project area.

The following motion was considered.

ED085-2016 That the delegation from Brock Dickinson, CEO, and Lyndon Ashton, Senior Consultant, MDB Insight, to the Economic Development Committee Meeting of September 7, 2016, re: **Peel Memorial Centre and Surrounding Precinct Market and Economic Development Opportunity Study** be received.

Carried

6. **Staff Presentations**
6.1. Presentation by N. Johnston, Manager, Business Development and Marketing, Office of the Chief Operating Officer, and A. Taranu, Manager, Architectural Design Services, Planning and Infrastructure Services, re: Human Health and Sciences Video.

N. Johnston, Manager, Business Development and Marketing, Economic Development, Office of the Chief Administrative Officer, and A. Taranu, Advisor, Architectural Design Services, Planning and Development Services, provided an overview and presented the Human Health and Sciences video.

Committee discussion took place with respect to the following:
- How the Human Health and Sciences sector is connected to the Economic Development Master Plan
- How Brampton is being promoted as an ideal location for the Human Health and Sciences sector (Brampton’s strengths and assets were highlighted)
- Effectiveness of the Human Health and Sciences video to promote Brampton

The following motion was considered.

ED086-2016 That the presentation by N. Johnston, Manager, Business Development and Marketing, Economic Development, Office of the Chief Administrative Officer, and A. Taranu, Advisor, Architectural Design Services, Planning and Development Services, to the Economic Development Committee Meeting of September 7, 2016, re: Human Health and Sciences Video be received.

Carried

7. Economic Development and Enterprise Services

7.1. Report from B. Grant, Acting Manager, Festivals and Special Events, Office of the Chief Operating Officer, dated August 10, 2016, re: Community Grant Program Updates 2017 (RM 24/2016).

Committee discussion took place with respect to the following:
- 2017 Community Grant Program launch
- Flexibility of the established program timelines and the approval process for applications submitted outside of the established program timelines
- Goal to work with community groups and help them become more self-sustainable
- Annual funding for “legacy” events and how the City can assist these groups to enhance their events and deliver them more efficiently
• Indication from staff that some community groups are reviewing their operations to identify efficiencies and enhance their effectiveness

The following motion was considered.

ED087-2016

1. That the report from B. Grant, Acting Manager, Festivals and Special Events, Office of the Chief Operating Officer, dated August 10, 2016, to the Economic Development Committee Meeting of September 7, 2016, re: Community Grant Program Updates 2017 (RM 24/2016) be received; and,

2. That the amendments to the Community Grant Guidelines, as presented in Appendix A of this report, be approved; 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, Festivals and Special Events, and the Minor General Community Donation fund, which will remain open from January to the exhaustion of the 2017 funds available, pursuant to Council policy and related administrative procedures; and,

4. That the 2017 Community Grant Budget remain the same as 2016 ($967,300) for community groups receiving a cash grant, subject to Council approval of the 2017 Current and Capital Budgets; and,

5. That the base operating budget of $967,300 for the 2017 Community Grant Program be the source of funding for those groups receiving a cash grant; and,

6. That the in-kind services are understood to be at no charge and is a forgone revenue for those operating departments providing services, as defined in the Community Grant Policy 14.1.1, to groups receiving in-kind grants; and,

7. That staff be authorized to administer the citizen-based grant review panels to assess and evaluate applications and make recommendations to Council for granting awards commencing in 2017.

Carried

Mayor Jeffrey thanked staff for their efforts and outlined the financial challenges of the Lorne Scots Regiment to organize this event. She encouraged Members of Council to support the Lorne Scots through seeking sponsorships, and attending and/or promoting the event. In addition, Mayor Jeffrey distributed an information handout to Members of Council, and highlighted the contributions, service and sacrifice of this Regiment to Canada.

The following motion was considered.

ED088-2016 1. That the report from B. Grant, Acting Manager, Festivals and Special Events, Office of the Chief Operating Officer, dated August 10, 2016, to the Economic Development Committee Meeting of September 7, 2016, re: Support for the Lorne Scots 150th Anniversary – Colour Parade Community Event – September 24, 2016, be received; and,

2. That the City of Brampton provide in-kind support for the Lorne Scots Anniversary Celebration “Trooping of the Colours” event scheduled for September 24, 2016 in the amount of $6,500.00; and,

3. That the organizers of future Lorne Scots events be required to submit a request for consideration of in-kind, financial or regulatory approval in future years; and,

4. 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 designate) and the form of such agreements being satisfactory to the City Solicitor (or designate).

Carried


The following motion was considered.


Carried
8. **Minutes** – nil

9. **Other/New Business**


Deleting under Approval of Agenda – Recommendation ED084-2016

9.2. Discussion at the request of Mayor L. Jeffrey, re: Support for the Auto Industry.

Mayor Jeffrey expressed her support and highlighted the importance of the automotive sector to the local economy, the Brampton community and the communities of Oshawa, Windsor and Oakville.

The following motion was considered.

ED090-2016 Whereas Automobile manufacturing in Ontario contributes to economic development and generates revenues to help fund valuable community services and infrastructure projects in local communities across Canada;

Whereas Premier Wynne and Michigan Governor Rick Snyder signed a Memorandum of Understanding (MOU) in August 2016 that will promote auto industry innovation and regional competitiveness;

Whereas the City of Brampton understands the importance of the automotive sector, and is proud of the contributions made to the local economy and community in Brampton;

Whereas every single job at an auto assembly plant is estimated to spin-off an additional five to nine jobs in the regional economy;

Whereas FCA Canada Inc. (FIAT Chrysler Automobiles), along with the various suppliers, distributors and aftermarket business operators, are long-time valued members and significant contributors to the Brampton community, producing around 250,000 vehicles annually at the Brampton assembly plant;

Whereas the FCA Brampton Assembly Plant is one of the largest manufacturing centres in the GTA, providing skilled, well-paying jobs to approximately 3,400 employees, and has a regional impact of an additional 17,000-30,000 jobs. In total, the auto industry represents more than 10,000 jobs in Brampton, and more than 190 businesses are directly involved in the automotive sector;
Whereas the City of Brampton actively supports corporate investment and the global production mandate of FCA Canada Inc., and our automotive sector;

Whereas the automotive industry supports employees and families who live in Brampton and the Region of Peel and its contributions to the local economy;

Therefore be it resolved that the City of Brampton reaffirm its strong support for the Ontario auto industry and recognize the jobs, investment and tax revenue that flow each year into auto communities like Brampton, Oshawa, Windsor, Oakville;

Therefore be it further resolved that the City of Brampton write to both Prime Minister Trudeau and Premier Wynne emphasizing the importance of these industries in our communities and request their assistance in helping maintain and expand the automotive industry's footprint in Ontario.

Carried

9.3. Verbal Update from City Councillor Whillans, re: Golf Tournament for Peel Memorial Centre for Integrated Health and Wellness.

City Councillor Whillans presented an update on the Councillors' Golf Tournament for the Peel Memorial Centre for Integrated Health and Wellness, and provided details on donations and contributions received to date. He advised that space for this tournament is limited, and requested that Council Members interested in attending contact him as soon as possible.

The following motion was considered.

ED091-2016 That the verbal update from City Councillor Whillans, to the Economic Development Committee Meeting of September 7, 2016, re: Councillors’ Golf Tournament for the Peel Memorial Centre for Integrated Health and Wellness be received.

Carried

10. Referred Matters – nil

11. Deferred Matters – nil
12. Notices of Motion – nil

13. Correspondence


Regional Councillor Moore extended thanks to staff and Councillors Bowman, Whillans and Fortini, for their efforts and assistance provided to the Perpetual Bazaar in Brampton. Councillor Moore advised that their relocation to Main Street was successful and business has improved.

City Councillor Whillans added that the Perpetual Bazaar was appreciative to all Council Members and staff for the actions taken to assist them.

The following motion was considered.

ED092-2016 That the correspondence from Pat Harding, President, Perpetual Bazaar, dated June 23, 2016, to the Economic Development Committee Meeting of September 7, 2016, re: Thank You to City Council be received.

Carried

14. Councillors Question Period – nil

15. Public Question Period

1. George Startup, Brampton resident, asked staff if further details could be provided on the “hot prospects” noted in report item 7.3 (Post-Mission Information Report – San Francisco Human Health and Sciences Mission – June 20-24, 2016).

B. Darling, Director, Economic Development, Office of the Chief Administrative Officer, advised that the International Business Mission program is currently under review and indicated that he would meet with Mr. Startup upon its completion.

In addition, Members of Council advised Mr. Startup of the importance of attending business missions to further develop the Human Health and Sciences sector in Brampton.
16. **Closed Session** – nil

17. **Adjournment**

The following motion was considered.

ED093-2016 That the Economic Development Committee do now adjourn to meet again on Wednesday, September 21, 2016 at 1:00 p.m.

Carried

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City Councillor J. Bowman, Chair