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:  
Mr. A. Wong, Manager, Office of the Central Area  
Mr. B. Darling, Advisor, Office of the Chief Operating Officer  
Mr. S. Saeed, Director, Economic Development and Tourism  
Mr. T. Plant, Director, Strategic & Enterprise Services, Office of the Chief Operating Officer  
Mr. D. Cutajar, Chief Operating Officer  
Mr. P. Fay, City Clerk, Corporate Services  
Mr. E. Evans, Deputy Clerk, Corporate Services  
Ms. T. Jackson, Legislative Coordinator, Corporate Services
The meeting was called to order at 3:01 p.m. and adjourned at 3:31 p.m.

After due consideration of the matters placed before this Committee, the members beg leave to present its report as follows:

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Minutes
Economic Development Committee

O. Public Question Period

P. Closed Session

Q. ED006-2015 Adjournment

City Councillor J. Bowman, Chair
A. **Approval of Agenda**

ED001-2015 That the agenda for the Economic Development Committee Meeting of January 21, 2015 be approved, as printed and circulated.

Carried

B. **Declarations of Interest under the Municipal Conflict of Interest Act** – nil

C. **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.

(J1)

D. **Announcements** – nil

E. **Delegations** – nil

F. **Staff Presentations**

F 1. Presentation by D. Cutajar, Chief Operating Officer, re: **Review of Economic Development Committee Terms of Reference**.

Mr. Dennis Cutajar, Chief Operating Officer, provided a brief overview of the Committee Terms of Reference and introduced staff that will be involved with the Committee.

The following motion was considered.

ED002-2015 That the presentation by D. Cutajar, Chief Operating Officer, to the Economic Development Committee Meeting of January 21, 2015, re: **Review of Economic Development Committee Terms of Reference** be received.

Carried
G. **Economic Development and Enterprise Services** – nil  
   *(Vice-Chair, City Councillor D. Whillans)*

H. **Minutes** – nil

I. **Other/New Business**

I 1. Discussion re: **Regular “Standing Items” on the Economic Development Committee Agenda**
   a. **Economic Development**
   b. **Office of the Central Area**
   c. **Festivals and Special Events**

   Councillor Bowman suggested that the above standing items be added to the agenda for all future meetings. Reports will be completed for each of the standing items.

   The following motion was considered.

   **ED003-2015** That the following “standing items” be included on future Economic Development Committee meeting agendas to organize and focus Committee business during meetings:

   a. Economic Development,
   b. Office of the Central Area, and
   c. Festivals and Special Events.

   Carried

I 2. Discussion re: **Economic Development Committee Priorities for the 2014-2018 Term of Council**

   Councillor Whillans gave a brief overview of the following key priorities for the 2014-2018 Term of Council:

   1. Downtown and Queen Street Corridor Business Growth Initiatives,
   2. Business Engagement (BR&E) – Grow Businesses from Within (Economic Gardening),
3. Support Advocacy for Infrastructure Expansion (Economic Research & Policy),
4. Innovation and Entrepreneurship ,
5. International and Domestic Business Investment/Attraction,
6. Business Climate and City Image,
7. Festivals and Special Events

Committee discussion included the following:

- The need to improve the corporate strategy when looking for sponsorships and partners
- Committee members visit local businesses (Corporate Calling)
- Suggestion to invite local businesses to make presentations to the Committee
- Suggestion to incorporate both corporate calling and invite the real-estate board (industrial/commercial)

In response to questions from Committee, staff provided the following information:

- Clarification regarding the new Standing Committee structure. Staff advised that the standing Committees are structured to align job functions
- Note that strategic Communications matters will be considered by the Corporate Services Committee
- Committee Members will be provided with a business plan and Key Performance Indicators (KPIs) for review that monitors business growth. The business plan will provide an understanding of the type of business activity taking place in Brampton

The following motion was considered.

ED004-2015 1. That the Economic Development Committee affirm the following strategic economic development themes/priorities, as presented by the Chair and Vice-Chair of Economic Development Committee at the Economic Development Committee meeting of January 21, 2015:
   a. Downtown and Queen Street Corridor Business Growth Initiatives,
   b. Business Engagement (BR&E) – Grow Businesses from Within (Economic Gardening),
   c. Support Advocacy for Infrastructure Expansion (Economic Research & Policy),
   d. Innovation and Entrepreneurship ,
   e. International and Domestic Business Investment/Attraction,
   f. Business Climate and City Image,
   g. Festivals and Special Events; and,
2. That these strategic economic development themes/priorities guide the City of Brampton Economic Development and Tourism Division, the Office of the Central Area and the Festivals and Special Events Office in their respective service planning, budgeting and activity-based performance planning process from 2015 to 2018; and,

3. That staff be requested to prepare a report in the first quarter of 2015, that includes intended outcomes, actions and key performance measures for each of the affirmed strategic economic development themes/priorities; and in the preparation of this report that the Chair and the Vice-Chair of Economic Development Committee, and staff, inform and consult with key stakeholders; and,

4. That the Economic Development Committee request staff to include in this report a recommended method for Council to annually evaluate and align the City’s strategic economic development themes/priorities with prevailing economic conditions, emerging economic development trends, opportunities and Council priorities.

Carried

J. Referred Matters

* J 1. Referred Matters List – Economic Development Committee

The following motion was considered.

ED005-2015 That the Referred Matters List – Economic Development Committee to the Economic Development Committee Meeting of January 21, 2015, be received.

Carried

K. Deferred Matters – nil

L. Notices of Motion – nil
M. **Correspondence** – nil

N. **Councillors Question Period**

N 1. Councillor Gibson asked a question regarding a report listed on the Referred Matters List, specifically regarding A frame signage.

Mr. Anthony Wong, Manager, Office of the Central Area Office advised the Committee that staff currently working on collecting information from other municipalities with similar requests to determine a benchmark to properly evaluate the matter. He advised that a report will be brought back to the Committee for further review.

N 2. Councillor Gibson asked if a meeting could be set up with the three councillors from the Brampton Downtown Development Corporation and Peter Fay, City Clerk to discuss the possibility of forming an ad-hoc committee.

Mr. Wong advised that a meeting will be arranged for further discussion.

O. **Public Question Period** – nil

P. **Closed Session** – nil

Q. **Adjournment**

ED006-2015 That the Economic Development Committee do now adjourn to meet again on Wednesday, February 4, 2015 at 3:00 p.m.

Carried