February 18, 2015

**Members Present:**
- Mayor L. Jeffrey
- 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
- 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 J. Sprovieri – Wards 9 and 10 (vacation)

**Staff Present:**
- Mr. D. Cutajar, Chief Operating Officer
- Mr. T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer
- Mr. S. Saeed, Director, Economic Development and Tourism
- Mr. B. Grant, Advisor, Community Events, Strategic and Enterprise Services, Office of the Chief Operating Officer
- Mr. R. Sandhu, Special Events, Strategic and Enterprise Services, Office of the Chief Operating Officer
- Mr. B. Darling, Advisor, Strategic and Enterprise Services, Office of the 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 3:00 p.m. and adjourned at 4:05 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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City Councillor J. Bowman, Chair
Minutes
Economic Development Committee

A. Approval of Agenda

ED011-2015 That the agenda for the Economic Development Committee Meeting of February 18, 2015 be approved, as printed and circulated.

Carried

B. Declarations of Interest under the Municipal Conflict of Interest Act - nil

C. Consent - nil

D. Announcements - nil

E. Delegations - nil

F. Staff Presentations

F 1. Presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, re: Festivals and Special Events Office.

Dennis Cutajar, Chief Operating Officer, introduced Thomas Plant and the Festivals and Special Events Office presentation and advised the Committee that the presentation would provide background information on the recent realignment and the departmental key initiatives.

Thomas Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, provided the following overview:

- In June 2013, City Council approved the decision to centralize festivals and special events management into a new Festivals and Special Events Office (FSEO) within the Office of the Chief Operating Officer
- Previously, the responsibility of events was spread among different city departments
- The purpose of the realignment was to ensure that major City-managed and City-supported events were addressed strategically with common policies and guidelines in support of the City's goals
- Berkeley Consulting Group was retained to complete a strategic review of FSEO. The Executive Leadership Team approved the review on March 27, 2014
Berkeley worked closely with the steering committee and consulted frequently with special events management staff

The focus of the review:
- Determine which types of events should be centrally managed
- Identify what central management would entail, and what role FSEO should play
- Outline how FSEO should be organized, and how it should function
- Develop an implementation strategy to guide the setup of FSEO

Explained the FSEO organizational structure implemented in July 2014

Outlined the 2015 major events highlights for: City funded and managed, community owned and City-supported, and other corporate events

Described the 2015 key FSEO initiatives which included:
- Implementation of a centralized event calendar
- On-line special events permitting
- Development and implementation of a rationalized grant process including on-line application process
- Collaboration on the development of a Corporate sponsorship strategy
- Review of a multi-year events strategy

Suggestion to develop a citizen committee to gather feedback on current calendar and identification of future opportunities (including opportunities to engage youth). The Committee would be chaired by an FSEO representative, with the Mayor and Councillors selecting participants.

Proposed that the Committee be implemented in 2015

A cross functional team has been formed to help determine how the city is building its assets in terms of events and sponsors.

Noted the next steps are as follows:
- A report to be presented to the Budget Committee in March, outlining a consolidated FSEO budget.
- Collaboration with community groups on new initiatives
- Identification of new opportunities to strategically align FSEO with Corporate goals

Committee discussion included the following:

- Importance of communication amongst city stakeholders was highlighted. eg: Recent Sheridan College event that was not communicated to all of Council
- Noted a need to clarify the criteria that determines which events receive City grants
- Expressed a need to attract new tourism events
• Clarification regarding which events are City-funded, City-managed and the reasons
• Consensus to have an event calendar
• Suggestion to organize signature sports events, such as soccer and basketball tournaments
• Suggestion to establish an events registry to help event holders determine which events they want to compete with. This would allow event holders a chance to see what other events are being held within the city on the days they are looking to hold their own event
• Question relating to the date of the last economic impact study
• Suggestion to direct the Inclusive and Equity Committee to assist with a strategy to promote community engagement
• Suggestion to organize an Amazing Child Festival
• Noted the east side neighborhoods in Brampton feel isolated and excluded from the downtown core. Suggestion to incorporate sporting events, picnics, unity/diversity cup tournaments to help create unity
• Recreation Division responsible for events held in the Rose Theatre Square
• Expressed the opinion that Rose Theatre events be managed by FSEO
• Clarified that the sponsorship strategy involves reviewing the assets within the City and marketing them. Through the sponsorship, events would be bundled strategically. Next, sponsors would be requested to select the events they wish to sponsor

The following motion was considered.

ED012-2015 That the presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of February 4, 2015, re: Festivals and Special Events Office be received.

Carried

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

   G 1. Economic Development - nil
   G 2. Office of the Central Area - nil
   G 3. Festivals and Special Events - nil
H. **Minutes** - nil

I. **Other/New Business** - nil

J. **Referred Matters**

   Note: In accordance with the Procedure By-law, the Referred Matters List will be published quarterly on a meeting agenda for Committee’s reference and consideration. A copy of the current [Referred Matters List](#) for this Committee is publicly available on the City’s website.

K. **Deferred Matters** - nil

L. **Notices of Motion** - nil

M. **Correspondence** - nil

N. **Councillors Question Period** - nil

O. **Public Question Period** - nil

P. **Closed Session** - nil

Q. **Adjournment**

ED013-2015 That the Economic Development Committee do now adjourn to meet again on Wednesday, March 4, 2015 at 3:00 p.m.

Carried