March 4, 2015

**Members Present:** City Councillor J. Bowman – Wards 3 and 4 (Chair)
Regional Councillor G. Gibson – Wards 1 and 5
Regional Councillor M. Palleschi – Wards 2 and 6
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)*

**Members Absent:** Regional Councillor E. Moore – Wards 1 and 5 (other municipal business)
Regional Councillor M. Medeiros – Wards 3 and 4 (personal)
City Councillor P. Fortini – Wards 7 and 8 (personal)
City Councillor G. Dhillon – Wards 9 and 10 (other municipal business)

**Staff Present:**
- 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, Corporate Services
  - E. Evans, Deputy Clerk, Corporate Services
  - S. Pacheco, Legislative Coordinator, Corporate Services
The meeting was called to order at 3:25 p.m. and adjourned at 4:47 p.m.

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

Item   Recommendation

A.    ED014-2015     Approval of Agenda

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

C.                Consent

D.                Announcements

E.                Delegations

E 1.    ED015-2015     Technology Based Business Testimonial and Status Report of Research Innovation Centre (RIC) at Brampton – Innovation Hub

F.                Staff Presentations

F 1.    ED016-2015     Office of the Central Area Strategic and Operational Review

F 1.    ED017-2015     Strategic Economic Development Themes/Priorities – Stakeholder Update and Next Steps

G.                Economic Development and Enterprise Services

H.                Minutes

I.                Other/New Business

J.                Referred Matters

K.                Deferred Matters

L.                Notices of Motion

M.                Correspondence

N.                Councillors Question Period

O.                Public Question Period
Minutes
Economic Development Committee

P. Closed Session
Q. ED018-2015 Adjournment

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

ED014-2015 That the agenda for the Economic Development Committee Meeting of March 4, 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.

(nil)

D. **Announcements**

E. **Delegations**

E 1. Delegation from Pam Banks, Executive Director, Research Innovation Centre (RIC) and Guest(s), re: Technology Based Business Testimonial and Status Report of Research Innovation Centre (RIC) at Brampton – Innovation Hub.

Pam Banks, Executive Director, Research Innovation Centre (RIC), provided a presentation regarding a Research Innovation Centre (RIC) at Brampton – Innovation Hub, as follows:

- RIC @ Brampton
- Deliverables
- Grassroots Development
- Observations
- Why It Matters – Economic Prosperity
- Perspective
  - Sam Seo, Physicalitics, shared his experience as a young entrepreneur and highlighted the importance of the services provided by an innovation hub
- Innovation
- Key to Innovation Hub – Leadership
- Partner Alignment
Community Partners
Corporate Engagement
Economic Development
Shared Vision
Innovation Hub
Next Steps
  o Strategic Partnership Agreement
  o $250,000 funding request to Council for the Innovation Hub
  o Leverage matching contributions from the community and government
Request to Council
  o Funding request to Council for 2015 Budget with a full business case
New Vision for Brampton

In response to questions from Committee regarding the budget request in the subject presentation, D. Cutajar, Chief Operating Officer, advised that a staff report would be presented to Budget Committee, outlining a business case and funding sources. Mr. Cutajar added that the funding would be requested through the Economic Development Office budget.

Committee discussion took place with respect to the following:
  ● Opportunities and support provided by RIC to the business community
  ● Importance of investing in an Innovation Hub in Brampton to engage and provide sufficient resources to young entrepreneurs, and enable them to stay and build their business in Brampton

The following motion was considered.

ED015-2015  That the delegation and presentation by Pam Banks, Executive Director, Research Innovation Centre (RIC) and Guest(s), to the Economic Development Committee Meeting of March 4, 2015, re: Technology Based Business Testimonial and Status Report of Research Innovation Centre (RIC) at Brampton – Innovation Hub be referred to staff for consideration.

Carried

F.  Staff Presentations

F 1.  Presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, re: Office of the Central Area Strategic and Operational Review.
T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, provided a presentation on the Office of the Central Area Review, as follows:

- Office of the Central Area Rationale and Benefits
- Central Area Economic Growth Impact (2016-2041)
- Proposed Mandate
- Proposed Vision
- Recommended Organizational Model
- 2015 Requests
  - Economic Development Officer
  - Hospital District Economic Development Strategy
  - Phase 1 of the development of an integrated physical model of the Downtown and Central Area
- Recommendations
- Testimonials:
  - Bob Darling, Advisor, Office of the Chief Operating Officer, provided information on the services requested by the business community, the need to manage service expectations, the importance of providing timely service, and how the Office of the Central Area has assisted businesses achieve success.
  - David Kapil, Downtown Brampton property owner, shared his positive experiences with City staff in relation to his participation in the Façade Improvement Program. Mr. Kapil highlighted the importance of the services provided by the Office of the Central Area to the business community, and the need for additional resources.

Committee discussion took place with respect to the following:

- Suggestion that Downtown Brampton is the future economic hub of the City
- The need for additional resources in the Office of the Central Area, specifically in the area of design
- Clarification regarding Brampton’s vision for the Downtown and Central Area
  - The need for the vision to reflect the HACE strategy, to excite and engage the business community, and to attract investment
  - The need to enhance communication of this vision
- Suggestion to add a third statement to the mandate of the Office of the Central Area, as follows:
  “To create an opportunity for businesses to locate within the Central Area”
- Clarification regarding the role and responsibilities of the proposed new position of Economic Development Officer
D. Cutajar, Chief Operating Officer, advised that a staff report outlining the business plan, vision and initiatives of the Office of the Central Area will be presented to Committee in Q2 2015.

A motion was introduced to accept the recommendations outlined in the staff presentation.

An amendment was introduced to add a third statement to the mandate of the Office of the Central Area, as follows:

(iii) To create an opportunity for businesses to locate within the Central Area

The amendment was voted on and carried.

The motion, as amended, carried as follows.

ED016-2015 1. That the presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of March 4, 2015, re: Office of the Central Area Strategic and Operational Review be received; and,

2. That the following mandate and vision of the Office of the Central Area be endorsed:

   (a) Mandate: (i) Coordination of service delivery in Central Area
       (ii) One Stop for business in the Central Area
       (iii) To create an opportunity for businesses to locate within the Central Area

   (b) Vision: Through the delivery of service excellence, be a leader in helping the City achieve its vision for the Downtown and Central Area.

and that the service delivery model presented to Committee be endorsed; and,

3. That staff be requested to develop a multi-year business plan for the Office of the Central Area, to be presented to the Economic Development Committee during Q2 of 2015.

Carried
F 2. Presentation by S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, re: Strategic Economic Development Themes/Priorities – Stakeholder Update and Next Steps.

The subject presentation was distributed at the meeting.

S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided a presentation on the Strategic Economic Development Themes/Priorities, as follows:

- Objectives for the Economic Development Committee
- Status of Focus Groups
- Themes
  - Theme 1: Business Engagement (BR&E) – Grow Business from Within
  - Theme 2: Support Advocacy for Infrastructure Expansion
  - Theme 3: Innovation and Entrepreneurship
  - Theme 4: International and Domestic Business Investment (Attraction)
  - Theme 5: Business Climate and City Image
  - Theme 6: Downtown and Queen Street Corridor Economic Growth Initiatives

The following motion was considered.

ED017-2015 That the presentation by S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of March 4, 2015, re: Strategic Economic Development Themes/Priorities – Stakeholder Update and Next Steps be received.

Carried

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

G 1. Economic Development

G 2. Office of the Central Area

G 3. Festivals and Special Events

H. Minutes – nil
I. **Other/New Business** – nil

J. **Referred Matters** – nil

K. **Deferred Matters** – nil

L. **Notices of Motion** – nil

M. **Correspondence** – nil

N. **Councillors Question Period** – nil

O. **Public Question Period**

1. In response to questions from Mr. George Startup, Brampton resident, information was provided with respect to:
   - the Central Area boundaries, as shown on the City’s website
   - the progress of the Downtown and Central Area

2. Victoria Kaye, Editor-in-Chief, Enrich Magazine, and Brampton resident, asked that a component be added to the mandate of the Office of the Central Area to revitalize the spirit of the Brampton community and to engage the business community, in order to encourage investment in the downtown area.

P. **Closed Session** – nil

Q. **Adjournment**

ED018-2015 That the Economic Development Committee do now adjourn to meet again on Wednesday, March 4, 2015 at 3:00 p.m.

Carried