May 13, 2015

**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 (arrived at 1:08 p.m. – personal)
Regional Councillor J. Sprovieri – Wards 9 and 10
City Councillor D. Whillans – Wards 2 and 6 (Chair from 1:03 p.m. to 1:17 p.m.)
  *(Vice-Chair, Economic Development and Enterprise Services)*
City Councillor P. Fortini – Wards 7 and 8 (left at 2:00 p.m. – illness)
City Councillor G. Dhillon – Wards 9 and 10

**Members Absent:** Regional Councillor M. Medeiros – Wards 3 and 4 (other municipal business)
Regional Councillor G. Miles – Wards 7 and 8 (other municipal business)

**Staff Present:** M. Ball, Acting Chief Administrative Officer

**Office of the Chief Operating Officer:**
T. Plant, Director, Strategic and Enterprise Services
A. Wong, Manager, Office of the Central Area
B. Grant, Advisor, Community Events
B. Darling, Advisor

**Corporate Services Department:**
P. Fay, City Clerk
E. Evans, Deputy Clerk
S. Pacheco, Legislative Coordinator
The meeting was called to order at 1:03 p.m. and adjourned at 2:28 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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M. Correspondence

N. Councillors Question Period

O. Public Question Period

P. Closed Session

Q. ED041-2015 Adjournment

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

ED036-2015 That the agenda for the Economic Development Committee Meeting of May 13, 2015 be approved, as printed and circulated.

Carried

The following supplementary information regarding Item G 3-2 on the published agenda was provided at the meeting.

- Carabram Financial Statements – August 31, 2014
- City of Brampton Contributions to the Carabram Festival (2002-2014)

The following delegation relating to Item G 3-2 on the published agenda was added at the meeting:


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

City Councillor Bowman, Chair, declared a conflict of interest on Items E 1 (Carabram 2015 Request for Support) and G 3-2 (Response from Carabram Executive Board Regarding the Carabram Festival Proposal 2015) as his son provides marketing services to Carabram.

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 – nil

E. Delegations

Note: City Councillor Bowman, Chair, declared a conflict of interest on Items E 1 (Carabram 2015 Request for Support) and G 3-2 (Response from Carabram Executive Board Regarding the Carabram Festival Proposal 2015) as his son provides marketing services to Carabram.

Item G 3-2 was brought forward and dealt with at this time.

Angela Johnston, President, Carabram Multicultural Festival, addressed Committee with respect to the staff report (Item G 3-2) and highlighted the efficiencies built into the new 2015 Carabram Festival proposal and the reduced grant request to the City. Ms. Johnston added that the opportunity to host Carabram in one location, such as the Powerade Centre, would be reviewed for the 2016 festival.

Committee discussion took place with respect to the following:

- Carabram financial statements
- Marketing for Carabram and the need to communicate to the public that the 2015 festival will be taking place
- Cost and benefits of the Carabram festival and the need to identify best practices for this type of event
- Information from staff regarding the Community Grant-Making process

The following motion was introduced.

Whereas Carabram is a fun and important event that celebrates Brampton’s rich diversity;

Whereas Carabram is a non-profit organization that has organized the event for the last 32 years;

Whereas the City is developing and implementing a rationalized community grant making program which will put in place a process to ensure fairness and equity for all community events and grant requests;

Whereas under the new guidelines City staff will work with community groups to develop ensure a comprehensive application;

Therefore Be It Resolved that Clause 4 be added to the staff recommendation that the Festivals and Special Events Office be directed to assist Carabram in reviewing best practices for large scale events, including partnership opportunities, to grow and deliver a sustainable event program for 2016 onwards; and that Councillor Miles and Councillor Palleschi continue to be the City Council representatives responsible for liaison with the Carabram Executive.
The following motions were considered.

ED037-2015 That the delegation from Angela Johnston, President, Carabram Multicultural Festival, to the Economic Development Committee Meeting of May 13, 2015, re: **Carabram 2015 Request for Support** be received.

Carried

ED038-2015 1. That the report from B. Grant, Advisory, Community Events, Office of the Chief Operating Officer, dated April 21, 2015, to the Economic Development Committee Meeting of May 13, 2015, re: **Response from Carabram Executive Board Regarding the Carabram Festival Proposal 2015** (File CF.x) be received; and,

2. That the City of Brampton provide support not to exceed $70,500 for the 2015 Carabram Festival with $28,500 available as in-kind support for facility and equipment rentals, transit shuttles, and fire inspection costs, and an additional $42,000 financial grant to assist with marketing the festival, and that all future requests for support be subject to the new Community Grants Funding process; and,

3. That the Mayor and City Clerk be authorized to enter into an agreement to provide the support described in recommendation #2 above, and in a form satisfactory to the Chief Operating Officer and the City Solicitor; and,

4. That the Festivals and Special Events Office be directed to assist Carabram in reviewing best practices for large scale events, including partnership opportunities, to grow and deliver a sustainable event program for 2016 onwards; and that Councillor Miles and Councillor Palleschi continue to be the City Council representatives responsible for liaison with the Carabram Executive.

Carried

F. **Staff Presentations**

F 1. Presentation by B. Grant, Advisor, Community Events, Office of the Chief Operating Officer, re: **Presentation on Booking Neighbourhood Events in Neighbourhood Parks** (File CB.x).

Item G 3-1 was brought forward and dealt with at this time.
J. Proctor, Manager, Festivals and Special Events, and B. Grant, Advisor, Community Events, Office of the Chief Operating Officer, made a presentation on the process for booking neighbourhood events in neighbourhood parks, as follows:

- Background
- Current Process
- Insurance Requirements
- Rentals Role
- Festivals and Special Events Office Role
- Next Steps

Committee discussion took place with respect to the following:

- Concerns regarding the existing process for booking parks/facilities (874-book/311), and the need to enhance this process to improve customer service
- Insurance requirements for bookings
- Street party bookings (road closure requests)
  - Staff advised that these requests are dealt with through the Roads Maintenance and Operations Division and added that residents may call 311 or visit the City’s website for details
- The need to provide additional information on the City’s website regarding facilities/parks available for booking
- Indication from staff that:
  - options are being investigated for a seamless online booking system in the future
  - options and best practices are being explored to provide a single interface for all City systems, that would be accessible to the public and user-friendly

The following motion was considered.

ED039-2015 That the presentation and report from B. Grant, Advisor, Community Events, Office of the Chief Operating Officer, dated April 21, 2015, to the Economic Development Committee Meeting of May 13, 2015, re: Presentation on Booking Neighbourhood Events in Neighbourhood Parks – RML #2013-023 (File CB.x) be received.

Carried

F 2. Presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, re: Office of the Central Area – Economic Development Q1 Update.
T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, made a presentation on the Economic Development Q1 Update, as follows:

- Office of the Central Area Overview
- Geographic Boundaries
- Development Update
- Community Improvement Plan (CIP) Impact Analysis
- Business Update
- Next Steps

Committee discussion took place with respect to the following:

- New business openings in the downtown
- Revenue returns (page F2-17 of the presentation)
- Request for more frequent updates on the Central Area
- The need to communicate information regarding the Central Area to the public and the Brampton Downtown Business Association (BDBA)
- Indication from staff that a multi-year business plan is being developed and will be presented to Committee in June 2015
- Purpose and format of the Business Workshop on May 27, 2015
- Communications relating to the deadline for the Façade Improvement Program
- Value and purpose of a 3D physical model of the Central Area
- Initiation of the Peel Memorial District Economic Development Plan
- The need to review Central Area boundaries in consideration of LRT discussions
- Incentive options for major office/employment development
- The need for additional incentives and proactive measures to revitalize the downtown

The following motion was considered.

ED040-2015  That the presentation by T. Plant, Director, Strategic and Enterprise Services, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of May 13, 2015, re: Office of the Central Area – Economic Development Q1 Update be received.

Carried

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

G 1. Economic Development
G 2. **Office of the Central Area**

G 3. **Festivals and Special Events**

G 3-1. Report from B. Grant, Advisory, Community Events, Office of the Chief Operating Officer, dated April 21, 2015, re: **Presentation on Booking Neighbourhood Events in Neighbourhood Parks – RML #2013-023** (File CB.x).

*Dealt with under Item F 1 – Recommendation ED039-2015*

G 3-2. Report from B. Grant, Advisory, Community Events, Office of the Chief Operating Officer, dated April 21, 2015, re: **Response from Carabram Executive Board Regarding the Carabram Festival Proposal 2015** (File CF.x).

*Dealt with under Item E 1 – Recommendation ED038-2015*

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**

Mayor Jeffrey asked staff if there are currently any plans for the Lawn Bowling Club at the Century Gardens Recreation Centre, and requested that a response be provided to her directly.
O. **Public Question Period** – nil

P. **Closed Session** – nil

Q. **Adjournment**

ED041-2015 That the Economic Development Committee do now adjourn to meet again on Wednesday, May 27, 2015 at 1:00 p.m.

Carried