September 9, 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 1:06 p.m.)
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

Members Absent: Regional Councillor J. Sprovieri – Wards 9 and 10 – vacation
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
A. Wong, Manager, Office of the Central Area

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 1:00 p.m. and adjourned at 2:03 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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| H 1. | ED060-2015 Brampton Downtown Business Association (BDBA) Board of Directors Meetings  
  • June 9, 2015  
  • July 8, 2015  
  • August 11, 2015 |
| H 2. | ED061-2015 Brampton Downtown Development Corporation (BDDC) Board of Directors Meeting – August 11, 2015 |
| I.   | Other/New Business |
| J.   | Referred Matters |
| J 1. | ED062-2015 International Business Development and Marketing Major Activities and Missions 2015 (File BH.c) |
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Minutes
Economic Development Committee

M. Correspondence
N. Councillors Question Period
O. Public Question Period
P. Closed Session
Q. ED063-2015 Adjournment

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

ED058-2015 That the agenda for the Economic Development Committee Meeting of September 9, 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.

(H2)

(Item H 1 was removed from consent)

D. **Announcements – nil**

E. **Delegations – nil**

F. **Staff Presentations**

F 1. Presentation by A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, re: *Interactive 3D Model – Phase One Downtown Precinct*.

A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, introduced Dr. Farzad Rayegani, Associate Dean and Professor, Sheridan College. Mr. Wong provided background information on Dr. Rayegani’s experience, and the City’s partnership with Sheridan College.

Mr. Wong and Dr. Rayegani provided a presentation regarding the Interactive 3D Model – Phase One Downtown Precinct, as follows:

- Objective
- Role of the Office of the Central Area (OCA)
- Role of Sheridan College
Committee discussion took place with respect to the Interactive 3D model, as follows:

- The City’s partnership with Sheridan College
- Suggestion to increase the scale of the proposed model
- Suggestion to expand the project boundary to include Highway 410
- Cost and portability of the model
- Various uses for this model and how it can enhance the City’s business practices
- Request for information on potential future phases

The following motion was considered.

ED059-2015 1. That the presentation by A. Wong, Manager, Office of the Central Area, Office of the Chief Operating Officer, and Dr. Farzad Rayegani, Associate Dean and Professor, Sheridan College, to the Economic Development Committee Meeting of September 9, 2015, re: Interactive 3D Model – Phase One Downtown Precinct be received; and,

2. That the Central Area Interactive 3D Model project be approved, in principle, subject to a further report back to the Economic Development Committee on options for project phases and boundaries, model scale, and associated costs and budget availability.

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

H 1. Minutes – Brampton Downtown Business Association (BDBA) Board of Directors Meetings
   • June 9, 2015
   • July 8, 2015
   • August 11, 2015

In response to a question from Committee, P. Fay, City Clerk, Corporate Services, advised that the minutes of the BDBA Board of Directors Meetings should be submitted to the City Clerk’s Office following approval of the minutes by the Board.

The following motion was considered.

ED060-2015 That the minutes from the following Brampton Downtown Business Association (BDBA) Board of Directors Meetings, to the Economic Development Committee Meeting of September 9, 2015, be received:
   • June 9, 2015
   • July 8, 2015
   • August 11, 2015.

Carried

* H 2. Minutes – Brampton Downtown Development Corporation (BDDC) Board of Directors Meeting – August 11, 2015

ED061-2015 That the minutes from the Brampton Downtown Development Corporation (BDDC) Board of Directors Meeting of August 11, 2015, to the Economic Development Committee Meeting of September 9, 2015, be received.

Carried
I. **Other/New Business** – nil

J. **Referred Matters**

J 1. The following items were referred from the August 12, 2015 Council Meeting pursuant to Resolution C256-2015:


2. Correspondence from George Startup, Brampton resident, dated August 8, 2015, re: *International Business Development and Marketing Major Activities and Missions 2015* (File BH.c).

S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, advised that the proposed 2015 International Business Development and Marketing Missions, outlined in the subject report, are in accordance with Council direction and do not include international travel.

Committee discussion took place with respect to the following:

- Request that staff inform Committee of significant economic development opportunities that would require international travel
- Explanation of costs associated with the business development missions in Boston, Chicago and St-Paul-Minneapolis
- Economic benefits of these missions to the City of Brampton and questions regarding the rate return on the City’s investment
- Information from staff regarding In-Market Lead Generation
- The Business Mission Attendance Protocol and a suggestion that the Chair and/or Vice-Chair of the Economic Development Committee attend a business mission
- Request that details on business mission activities (e.g. schedule of meetings, specific goals and objectives) be provided to Committee

The following motion was considered.

ED062-2015 1. That the report from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, dated July 15, 2015, to the Economic Development Committee Meeting of September 9, 2015, re: *International Business Development and Marketing Major Activities and Missions 2015* (File BH.c) be received; and,
2. That the proposed 2015 International Business Development and Marketing Missions, outlined in the subject report, be approved; and,

3. That Economic Development staff be authorized to execute the necessary agreements required to affect the activities and missions, subject to the Purchasing By-law and Corporate policies and standard operating procedures, including the Business Mission Attendance Protocol; and,

4. That staff be requested to report back to the Economic Development Committee on the activities and outcomes of the Business Development and Marketing Missions; and,

5. That the correspondence from George Startup, Brampton resident, dated August 8, 2015, to the Economic Development Committee Meeting of September 9, 2015, re: International Business Development and Marketing Major Activities and Missions 2015 (File BH.c) be received.

Carried

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

City Councillor Bowman, Chair, advised Committee that due to a lack of business items, the September 23, 2015 Economic Development Committee meeting would be cancelled.
The following motion was considered.

ED063-2015  That the Economic Development Committee do now adjourn to meet again on Wednesday, October 7, 2015 at 1:00 p.m.

Carried