October 21, 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
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 (arrived at 1:22 p.m. – personal)

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

**Staff Present:**
M. Ball, Acting Chief Administrative Officer
**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
Minutes
Economic Development Committee

The meeting was called to order at 1:01 p.m. and adjourned at 2:39 p.m.

A. **Approval of Agenda**

ED068-2015 That the agenda for the Economic Development Committee Meeting of October 21, 2015 be approved, as printed and circulated.

Carried

The following supplementary information was provided with respect to items listed on the published agenda:

Re. Item G 1-1 (Formal Corporate Calling Program):
- Brampton Business Visitation Program handout

Re. Item G 2-2 (Business and Economic Update of Central Area):
- Central Area Update handout and promotional material

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** – nil

E. **Delegations** – nil

F. **Staff Presentations**

F 1. Presentation by S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, re: **Brampton Economic Development and Tourism Office: Mid-Year Update**.

S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, presented the Brampton Economic Development and Tourism Office Mid-Year Update, as follows:
Committee discussion took place with respect to the following:

- The need to update the established companies list to include other major employers in the City
- Population and employment growth rates and the need to increase employment opportunities in the City
- Social media results and a request for comparison information with other municipalities
- Request that information regarding new business openings be provided to Members of Council
  - Staff advised that the occupancy permit list and new business listing documents are available to Council Members
- Database for tracking/recording information about Brampton businesses
  - The importance of making this information available to other departments (e.g. Planning and Infrastructure Services)

The following motion was considered.

**ED069-2015** That the presentation by S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of October 21, 2015, re: Brampton Economic Development and Tourism Office: Mid-Year Update be received.

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

G 1. Economic Development

G 1-1. Discussion re: Formal Corporate Calling Program.

The following motion was considered.

ED070-2015 That the discussion to the Economic Development Committee Meeting of October 21, 2015, re: Formal Corporate Calling Program, be deferred to the next Economic Development Committee Meeting.

Carried

G 2. Office of the Central Area

G 2-1. Report from D. Cutajar, Chief Operating Officer, dated September 24, 2015, re: Peel Memorial Centre for Integrated Health and Wellness (PMC) and Surrounding Precinct Market and Economic Development Opportunity Study – Ward 3 (File CE.x).

D. Cutajar, Chief Operating Officer, provided an overview of the subject report, and highlighted the following as they relate to the Peel Memorial Centre for Integrated Health and Wellness (PMC) and Surrounding Precinct Market and Economic Development Opportunity Study:

- Project Charter
- Objectives and scope of the Request for Proposal
- Project budget and schedule
- Study Advisory Committee members

Committee discussion took place with respect to the following:

- Primary study area
- Selection of Study Advisory and Technical Working Committee members
- Role of the Economic Development Committee Chair and Vice Chair in this project
- Role of the Economic Development Committee as the Project Steering Committee

The following motion was considered.
1. That the report from D. Cutajar, Chief Operating Officer, dated September 24, 2015, to the Economic Development Committee Meeting of October 21, 2015, re: Peel Memorial Centre for Integrated Health and Wellness (PMC) and Surrounding Precinct Market and Economic Development Opportunity Study – Ward 3 (File CE.x) be received; and,

2. That the Project Charter, including the governance model be approved, and serve as the basis for issuing a Request for Proposals (RFP) and carrying out the PMC and Surrounding Precinct Market and Economic Development Opportunity Study.

Carried


A. Wong, Manager, Office of the Central Area, and B. Darling, Advisor, Office of the Chief Operating Officer, provided an overview of the roles and responsibilities of the Office of the Central Area (OCA), and a business and economic update of the Central Area. Details were provided with respect to the following:

- New business openings / employment
- Corporate calls
- Construction values
- Façade and Building Improvement Program
- Service delivery standards
- OCA initiatives
  - Marketing and Communications Plan
  - Internal/External Stakeholders Engagement

Committee discussion took place with respect to the Central Area, as follows:

- Success of the Façade and Building Improvement Program and the need to promote it
  - Request that staff present design options and cost information for plaques to recognize Façade and Building Improvement projects
- Positive economic impact of high-rise residential developments
- Potential new developments
- Value of development applications
Request that an electronic version of the Central Area Update handout be provided to Council Members for distribution through social media

The following motion was considered:

ED072-2015 That the verbal update from A. Wong, Manager, Office of the Central Area, and B. Darling, Advisor, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of October 21, 2015, re: Business and Economic Update of Central Area be received.

Carried

G 3. Festivals and Special Events – nil

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 – nil

P. Closed Session – nil
Q. **Adjournment**

ED073-2015 That the Economic Development Committee do now adjourn to meet again on Wednesday, November 4, 2015 at 1:00 p.m.

Carried

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City Councillor J. Bowman, Chair