November 18, 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 M. Medeiros – Wards 3 and 4 (arrived at 1:07 p.m. - personal)
- 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)
- City Councillor P. Fortini – Wards 7 and 8

**Members Absent:**
- City Councillor G. Dhillon – Wards 9 and 10 (other municipal business)

**Staff Present:**
- **Office of the Chief Operating Officer:**
  - D. Cutajar, Chief Operating Officer
  - S. Saeed, Director, Economic Development and Tourism
  - B. Darling, Advisor
  - J. Proctor, Manager, Festivals and Special Events
  - D. McClure, Manager, Entrepreneurial Services
- **Planning and Infrastructure Services Department:**
  - L. Farrell, Manager, Environmental Engineering
- **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 1:00 p.m. and adjourned at 2:52 p.m.

A. Approval of Agenda

ED080-2015 That the agenda for the Economic Development Committee Meeting of November 18, 2015 be approved, as amended, to add the following item:

I 2. Correspondence from the Ministry of Community Safety and Correctional Services, dated November 18, 2015, re: Request for Municipal Assistance Resettling up to 25,000 Refugees from Syria Expected to be Received in Canada.

Carried

The following supplementary information was provided at the meeting:

Re. Item G 1-4 (Update on Youth Engagement) – information relating to entrepreneurial programs for youth

F 2. Presentation by L. Farrell, Manager, Environmental Engineering, Planning and Infrastructure Services, re: Downtown Etobicoke Creek Revitalization Studies – Project Update.

J 1. Discussion re: Business Signs and Promotions during Farmers and Christmas Markets

Note: The Planning and Infrastructure Services Committee, at its November 16, 2015 meeting, referred this matter to this Committee meeting for further discussion.

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**

E 1. Delegation from Toby Lennox, Interim Chief Executive Officer, GTA Region Investment Attraction, re: **New Greater Toronto Area Foreign Direct Investment Agency** (File CE.x).

Item G 1-1 and K 3 was brought forward and dealt with at this time.

Toby Lennox, Interim Chief Executive Officer, GTA Region Investment Attraction, provided information to Committee regarding the transition of the Greater Toronto Marketing Alliance (GTMA) to the new Greater Toronto Area (GTA) Foreign Direct Investment (FDI) Agency, and highlighted the benefits to participating municipalities.

Committee discussion took place with respect to the new GTA FDI Agency, as follows:
- Success of this program in other regions and how the success of this new agency will be measured
- Details regarding the marketing program for the region and clarification that this agency will be focused on FDI
- Benefits of participating
- Brampton’s financial contribution
- Role of the City of Brampton in attracting investment

The following motion was considered.

**ED081-2015**

1. That the delegation from Toby Lennox, Interim Chief Executive Officer, GTA Region Investment Attraction, to the Economic Development Committee Meeting of November 18, 2015, re: **New Greater Toronto Area Foreign Direct Investment Agency** (File CE.x) be received; and,

2. That the report from D. Cutajar, Chief Operating Officer, dated October 30, 2015, to the Economic Development Committee Meeting of November 18, 2015, re: **New Greater Toronto Area Foreign Direct Investment Agency** (File CE.x) be received; and,

3. That the new Greater Toronto Area (GTA) Foreign Direct Investment (FDI) Agency, a collaboration between GTA municipalities, senior government and the corporate sector, be endorsed; and
4. That staff be authorized to make payment of $167,135 in 2016 to a new GTA FDI Agency, subject to the following conditions being met:

   a. Approval of the 2016 Current Budget by City Council;
   b. The following documents are submitted to the City of Brampton by the new corporate entity (GTA FDI Agency):
      i. Letters Patent;
      ii. Corporate Bylaw(s);
      iii. Business Plan Overview, including Year 1 Pro-Forma Financial Statement; and
      iv. Letter of Commitment from Province of Ontario (stating term and amount)
   c. The execution of an agreement between the City of Brampton and a new corporate entity (GTA FDI Agency);

5. That the Mayor and City Clerk be authorized to execute the necessary agreement(s) between the Corporation of the City of Brampton and the new GTA FDI Agency subject to the content of such agreement(s) being satisfactory to the Chief Operating Officer (or designate), and the form of such agreement(s) being satisfactory to the City Solicitor (or designate); and

6. That Economic Development staff be requested to undertake the required activities to effect the recommendations in this report, including participation on events, programs and service activities of the new GTA FDI Agency, pursuant to corporate policies, procedures and protocols; and

7. That the City Treasurer be requested to complete a budget transfer of $167,135 from the applicable General Government account to the Economic Development Division Cost Centre (#0267), subject to Council approval of the 2016 Current and Capital Budget; and

8. That a financial contribution from the City of Brampton to the new GTA FDI Agency in 2017, and future years, be subject to the annual review of the GTA FDI Agency business plan and approval of the current year budget by City Council.

   Carried

F. Staff Presentations
F 1. Presentation by J. Proctor, Manager, Festivals and Special Events, Office of the Chief Operating Officer, re: Brampton’s New Year’s Eve Celebration – Counting Down to 2016.

J. Proctor, Manager, Festivals and Special Events, Office of the Chief Operating Officer, made a presentation on Brampton’s New Year’s Eve Celebration – Counting Down to 2016, and highlighted the following:

- Family Zone – Gage Park
- Kids Zone – City Hall Atrium and Conservatory
- Concert Zone – The Rose Theatre and Garden Square
- Operations
- Event Budget

The following motion was considered.

ED082-2015 That the presentation by J. Proctor, Manager, Festivals and Special Events, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of November 18, 2015, re: Brampton’s New Year’s Eve Celebration – Counting Down to 2016 be received.

Carried

F 2. Presentation by L. Farrell, Manager, Environmental Engineering, Planning and Infrastructure Services, re: Downtown Etobicoke Creek Revitalization Studies – Project Update.

L. Farrell, Manager, Environmental Engineering, Planning and Infrastructure Services, presented an update on the Downtown Etobicoke Creek Revitalization Studies, as follows:

- Downtown Etobicoke Creek Revitalization – Background
- Special Policy Area (SPA) Amendment
- Downtown Etobicoke Creek Revitalization Project
- Urban Flooding
- Etobicoke Creek Riverwalk
- Communication and Engagement
- Preliminary Work Plan (2015-18)
- Conclusions, Next Steps

Item K 2 was brought forward and dealt with at this time.

Committee discussion took place with respect to the following:

- The need to identify funding opportunities from senior levels of government and other funding sources
Collaboration with the Toronto Region Conservation Authority (TRCA)
Request that regular project updates be provided to Council
Impact of SPA restrictions on development in downtown
Confirmation that severe weather and climate change scenarios are being considered in this project

The following motion was considered.

ED083-2015 That the presentation by L. Farrell, Manager, Environmental Engineering, Planning and Infrastructure Services, to the Economic Development Committee Meeting of November 18, 2015, re: Downtown Etobicoke Creek Revitalization Studies – Project Update be received.

Carried

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

G 1. Economic Development

G 1-1. Report from D. Cutajar, Chief Operating Officer, dated October 30, 2015, re: New Greater Toronto Area Foreign Direct Investment Agency (File CE.x).

Dealt with under Item E 1 – Recommendation ED081-2015

G 1-2. Report from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, dated October 30, 2015, re: MakerSpace Brampton Program (File CE.x).

The following motion was considered.

ED084-2015 1. That the report from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, dated October 30, 2015, to the Economic Development Committee Meeting of November 18, 2015, re: MakerSpace Brampton Program (File CE.x) be received; and,

2. That the Director of Economic Development and Tourism be authorized to sign or execute the necessary agreements with Sheridan College, Brampton Library and the RIC Centre related to the implementation of the MakerSpace Brampton program for the period of 2015-2018, and that this agreement be in a form
satisfactory to the City Solicitor (or designate) and its content satisfactory to the Chief Operating Officer (or designate).

Carried


S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided highlights of Brampton’s First Business Milestone Event held on October 28, 2015, to recognize 28 longstanding businesses in Brampton. Mr. Saeed provided details regarding the success of the event, certificates issued and feedback from attendees.

In response to a question from Committee, Mr. Saeed advised that staff will establish a protocol for presenting certificates to businesses that are unable to attend this event.

The following motion was considered.

ED085-2015 That the verbal update from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of November 18, 2015, re: Brampton’s First Business Milestone Program Event – October 28, 2015 – City Hall Conservatory be received.

Carried

G 1-4. Verbal Update from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, re: Update on Youth Engagement.

D. McClure, Manager, Entrepreneurial Services, Office of the Chief Operating Officer, provided information on how the Economic Development Team is engaging youth in the community and details regarding the following projects:

- MakerSpace (in collaboration with Sheridan College and the Brampton Library)
- Summer Company (provincial program)
- Starter Company (provincial program)
A video was shown of a Starter Company client sharing her experience in this program.

Pedro Miguez and Camila Garcia, owners of Rebel Creative, shared their experience and opportunities as clients of the Brampton Starter Company program. Mr. Miguez and Ms. Garcia extended their gratitude to the Economic Development Team for their initiatives, support and commitment to helping Brampton grow.

A promotional video produced by Rebel Creative for the City of Brampton, was shown.

The following motion was considered.

ED086-2015 That the verbal update from D. McClure, Manager, Entrepreneurial Services, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of November 18, 2015, re: Update on Youth Engagement be received.

Carried

G 2. Office of the Central Area – nil

G 3. Festivals and Special Events – nil

H. Minutes – nil

I. Other/New Business


D. Cutajar, Chief Operating Officer, provided an overview of the subject report and recommendations outlined within.

The following motion was considered.

ED087-2015 1. That the report from D. Cutajar, Chief Operating Officer, dated October 23, 2015, to the Economic Development Committee Meeting of November 18, 2015, re: Status of Financial Accounts of the Brampton Downtown Development Corporation as at April 30, 2015 (File CE.x) be received; and,
2. That, based on the information contained in the subject report, including the Independent Auditors' Report submitted to the City of Brampton by KPMG, re: “Audited Financial Statements of the Brampton Downtown Development Corporation (“BDDC”), October 13, 2015” (appended to this report), the following be approved:

   a. the distribution of the BDDC’s remaining net financial assets of $164,394 to the Board of Management of the Downtown Brampton BIA for the purpose of fulfilling its mandate as a business improvement area pursuant to City of Brampton By-law 86-77, as amended; and

   b. the transfer of the Tangible Capital Assets identified in Schedule 3 of this report, valued at $58,460, to the Board of Management of the Downtown Brampton BIA for the purpose of fulfilling its mandate as a business improvement area pursuant to City of Brampton By-law 86-77, as amended.

3. That the City Treasurer and the Treasurer of the Board of Management of the Downtown Brampton BIA be authorized to carry out the necessary actions to effect the recommendations in the report, respectively; and

4. That the Board of Management of the Downtown Brampton BIA be requested to account for the transfer of financial and non-financial assets in their 2016 Business Plan and Budget.

   Carried

I.2. Correspondence from the Ministry of Community Safety and Correctional Services, dated November 18, 2015, re: Request for Municipal Assistance Resettling up to 25,000 Refugees from Syria Expected to be Received in Canada.

Committee discussion on this matter included the following:

- Indication that, at this time, there is no funding commitment from the federal or provincial governments
- Suggestion that a committee be formed with the Region of Peel and other partners to address this issue
- Role of the City of Brampton and Region of Peel
- Clarification that provincial assistance to the federal effort is being coordinated through the Office of the Fire Marshal and Emergency Management and the Provincial Emergency Operations Centre

The following motion was considered.
1. That the correspondence from the Ministry of Community Safety and Correctional Services, dated November 18, 2015, requesting municipal assistance resettling up to 25,000 refugees from Syria expected to be received in Canada, be received; and,

2. That the Chief Administrative Officer be requested to, in partnership with the Region of Peel, the Brampton business community and local community organizations, undertake the necessary steps to provide appropriate municipal assistance and support to federal and provincial government efforts and programs to receive, welcome and resettle refugees escaping the ongoing conflict in Syria, as part of the national commitment for Canada to accept up to 25,000 refugees; and,

3. That the Chief Administrative Officer report back to a future meeting of Council, on the status of Brampton’s partnerships and contributions to the Syrian refugee resettlement program; and,

4. That the Chief Administrative Officer be requested to report back to Council on the actions taken and planned to accommodate and assist refugees from Syria; and,

5. That a copy of this resolution be forwarded to the Region of Peel, City of Mississauga, Town of Caledon, and all Brampton MPs and MPPs, seeking their support and endorsement.

Carried

J. Referred Matters

J 1. Discussion re: Business Signs and Promotions during Farmers and Christmas Markets

C. Hammond, Manager, Sign Unit, Planning and Infrastructure Services, provided information on various initiatives undertaken to allow and assist downtown businesses to participate in the 2015 Christmas Market.

K. Deferred Matters

K 1. Discussion re: Formal Corporate Calling Program.
S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, provided an overview of the new Brampton Business Visitation Program, and requested Committee’s approval to implement this program.

Discussion on this matter included the following:
- Confirmation from staff that a monthly visitation schedule will be provided to Council Members
- Questions regarding how businesses will be selected for a visit

The following motion was considered.

ED089-2015 1. That the verbal update from S. Saeed, Director, Economic Development and Tourism, Office of the Chief Operating Officer, to the Economic Development Committee Meeting of November 18, 2015, re: Formal Corporate Calling Program be received; and,

2. That City staff implement the Brampton Business Visitation Program, as presented to the Economic Development Committee.

Carried

K 2. Discussion at the request of Regional Councillor Moore, re: Downtown Riverwalk Project.

Dealt with under Item F 2 – Recommendation ED083-2015

K 3. Discussion at the request of Regional Councillor Miles, re: International Foreign Investment.

Dealt with under Item E 1 – Recommendation ED081-2015

L. Notices of Motion – nil

M. Correspondence – nil

N. Councillors Question Period – nil
Notes:

O. **Public Question Period** – nil

P. **Closed Session** – nil

Q. **Adjournment**

ED090-2015 That the Economic Development Committee do now adjourn to meet again on Wednesday, December 2, 2015 at 1:00 p.m.

Carried

______________________________

City Councillor J. Bowman, Chair