COMMITTEE MINUTES
MEETING NO. 09-08

Committee:	Economic Development Advisory Committee
Date:	Monday, October 5, 2009
Time and Location:	7:00 p.m., Leksand Room
Committee Members:	Christopher Ballard, Chair, Councillor Evelina MacEachern, Vice-Chair, Councillor Wendy Gaertner, Bryan Black, Kent Dinning, Angelo Giannetta and Bob Ince (representing Kathy van Nostrand)
Absent:	Councillor Al Wilson, Kathy van Nostrand
Other Attendees:	Neil Garbe, Chief Administrative Officer (arrived at 7:25 p.m.), Anthony Ierullo, Program Manager, Business Support and Continuous Improvement and Elma Stevenson, Committee Secretary

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The Chair called the meeting to order at 7:04 p.m.

DECLARATIONS OF INTEREST

There were no declarations of interest under the *Municipal Conflict of Interest Act.*

APPROVAL OF AGENDA

Moved by Councillor Gaertner ***Seconded by Bryan Black***

THAT the content of the agenda as circulated by the Corporate Services Department be approved.

CARRIED

ADOPTION OF MINUTES

Moved by Councillor MacEachern ***Seconded by Kent Dinning***

THAT the Economic Development Advisory Committee Minutes No. 09-07 dated Thursday, September 10, 2009 be adopted.

CARRIED

DELEGATIONS

(a) Mr. Robert Nolan – Millier Dickinson Blais
Re: Project Update – The Town of Aurora Business Retention and Expansion Strategy (BR&E)

Mr. Robert Nolan representing Millier Dickinson Blais provided a project update on the Town of Aurora Business Retention and Expansion Strategy (BR&E), the highlights of which were as follows:

- Outline of the purpose of the strategy to identify key Town strengths and weaknesses and gauge satisfaction of Aurora's support to local businesses
- Presentation of the draft preliminary findings of the public consultation process including stakeholder interviews with select members of the Aurora business community, an online survey questionnaire and business forums for the purpose of obtaining insight into the community
- Best practice review
- Outline of next steps in the process of development of the Town of Aurora Business Retention and Expansion Strategy by presenting a draft report by the end of October, 2009 and a final report by November 13, 2009.

Moved by Angelo Giannetta ***Seconded by Kent Dinning***

THAT the delegation by Mr. Robert Nolan – Millier Dickinson Blais providing a project update regarding the Town of Aurora Business Retention and Expansion Strategy (BR&E) be received.

CARRIED

b) Mr. Eric McSweeney – McSweeney & Associates
Re: Project Update – The Town of Aurora Economic Development Website

Mr. Eric McSweeney of McSweeney & Associates Management Consultants presented a project update on the Town of Aurora Economic Development Website, which included the following:

- Outline of the design and launch plans for the new economic development website for the Town of Aurora
- Presentation of bold design of new website that will provide superior ease of use and functionality
- Site to be located at www.BusinessAurora.ca and will be linked to the Town of Aurora website and other Town links
- Tentative website launch date of November, 2009
- Description of "ED Tools", a suite of specialized economic development electronic tools, including a superior property online property tool, data report generator, mobile browsing, online event registration, payments via PayPal, online survey tool, E-Newsletter
- Suggestions for content of economic development website

Moved by Bryan Black ***Seconded by Kent Dinning***

THAT the delegation by Mr. Eric McSweeney of McSweeney & Associates Management Consultants presenting a project update on the Town of Aurora Economic Development Website be received.

CARRIED

MATTERS FOR CONSIDERATION

1. Memorandum from Anthony Ierullo, Program Manager, Business Support and Continuous Improvement
Re: Significant Planning Applications

Moved by Councillor MacEachern ***Seconded by Councillor Gaertner***

That the Economic Development Advisory Committee review and comment on all non-residential related planning applications that request an amendment to the Town of Aurora Official Plan.

CARRIED

2. Memorandum from Anthony Ierullo, Program Manager, Business Support and Continuous Improvement
Re: Monthly Report to EDAC

Moved by Kent Dinning ***Seconded by Angelo Giannetta***

THAT the Monthly Report to the Economic Development Advisory Committee (EDAC) be received for information.

CARRIED

MATTERS ARISING FROM PREVIOUS MEETING

None

INFORMATIONAL ITEMS

3. Extract from September 8, 2009 General Committee Meeting
Re: July 20, 2009 Economic Development Advisory Committee Meeting Minutes

Moved by Councillor MacEachern ***Seconded by Bryan Black***

THAT the extract from the September 8, 2009 General Committee meeting, endorsed at the September 15, 2009 Council meeting, regarding the July 20, 2009 Economic Development Advisory Committee meeting minutes be received for information.

CARRIED

4. Extract from September 15, 2009 Council Meeting
Re: September 10, 2009 Economic Development Advisory Committee Meeting Minutes

Moved by Councillor MacEachern ***Seconded by Bryan Black***

THAT the extract from the September 15, 2009 Council meeting regarding the September 10, 2009 Economic Development Advisory Committee meeting minutes be received for information.

CARRIED

5. Correspondence from Bell World

Moved by Councillor MacEachern ***Seconded by Bryan Black***

THAT the correspondence from Bell World be received for information.

CARRIED

6. Correspondence from York Region Children's Aid Society
Re: York Region Multimedia Film Festival Letter

Moved by Councillor MacEachern ***Seconded by Councillor Gaertner***

THAT a copy of the correspondence from York Region Children's Aid Society be forwarded to the Church Street School Cultural Centre.

CARRIED

NEW BUSINESS

Anthony Ierullo, Program Manager, Business Support and Continuous Improvement, advised that Councillor Wilson had requested that Committee be advised that he had been contacted by Louise Procter Maio, Chief Executive Officer of the Aurora Public Library regarding name suggestions to invite to their November Public Focus Groups. It was suggested that this request should be forwarded to the Aurora Chamber of Commerce.

ADJOURNMENT

Moved by Bryan Black

THAT the meeting be adjourned at 9:02 p.m.

CARRIED

Chris Ballard, Chair
Economic Development Advisory Committee

THE REPORT OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING 09-08 WAS RECEIVED AND THE RECOMMENDATIONS CONTAINED THEREIN WERE APPROVED BY GENERAL COMMITTEE AT ITS MEETING HELD ON TUESDAY, OCTOBER 20, 2009. SUBSEQUENTLY COUNCIL ENDORSED THE RECOMMENDATIONS AT THE OCTOBER 27, 2009 COUNCIL MEETING 09-28.