



Aurora Economic Development Corporation (AEDC) Board of Directors Meeting

MINUTES

Date and Time:	April 11, 2023 8:30 – 10:00 a.m.
Location:	Virtual (Zoom)
Attendees:	Marilee Harris, Chair; Thai Pham (8:57 a.m.), Vice Chair; Vern Cunningham, Tim Hammill, Steve Hinder, Mae Khamissa, Councillor Rachel Gilliland, Richard Gong, Mayor Tom Mrakas, and Phil Rose
Regrets:	Nancy Brndiar, Sandra Ferri, Aurora Chamber of Commerce, Keith Loo, Doug Nadorozny, and Craig Youdale.
Staff/Guests:	Lisa Hausz and Angela Haynes

1. Call to Order and Land Acknowledgement

Called to order at 8:32 a.m.

We would like to start by acknowledging that the Anishinaabe lands on which we live and work are the traditional and treaty territory of the Chippewas of Georgina Island. Aurora is part of both Treaty #13 and the Williams Treaties. We acknowledge and thank them for sharing this land with us. The Town of Aurora has the important responsibility of the stewardship of this land now and into the future.

2. Approval of the Agenda

- Motion to approve: Richard G.
- Motion seconded: Mae K.
- Passed

3. Declarations of Conflict

None

4. Approval of Previous Minutes

Recommendation(s)

THAT the previous minutes from the March 14, 2023 meeting be approved.

- Motion to approve: Tim H.
- Motion seconded: Richard G.
- Passed

5. Chair's Address

Marilee H. welcomed Board Members and Town staff to the meeting and thanked Vern Cunningham for his commitment and dedication to the AEDC Board.

6. REGULAR BUSINESS

6.1 Communications

6.1.1. Town Updates

Mayor Tom Mrakas

- Has proposed a motion to relocate the Town Hall to the downtown Aurora, if the motion is approved, the AEDC will be consulted for input.
- IIHF game played in Aurora (April 2, 2023)
 - Mayor spoke to dignitaries from Sweden and Switzerland
 - Positive feedback from the Teams regarding their experience in Aurora
 - Great basis for future opportunities in sports tourism

Doug Nadorozny, CAO

- Regrets

Phil Rose, Manager, Town Square Update

- Offered a hard hat tour of the Town Square site
- Due to be completed by end of August - Fall 2023
- Will return to discuss plans for the grand opening
- Launched a newsletter via – www.engageaurora.ca/auroratownsquare
 - Facebook/Instagram - @auroratownsquare
 - Twitter - @aurorasquare
 - Microsite in progress (September) – www.auroratownsquare.ca
- Opportunity to have a café at ground level, near the Square (30-40 seats)
- Opportunity to have a Bar (885 sq ft) on the upper level
 - Will have a preferred caterer for the location
- \$2.5M of the \$5M target achieved (Capital Campaign)
 - Early May moving onto the community legacy campaign shortly – Minimum donation of \$10K to be listed on the donor wall

Steve Hinder:

- Asked Phil R. to review the project timeline and activities again.
- Suggested that Phil R. reach out to the Rotary Club



Phil R.:

- Hired a Communications Specialist in November 2022 (Samantha)
- Launched a newsletter
- Launched Social Media accounts (Facebook, Instagram and Twitter)
 - Building an audience via Social Media and Communications
- Attendance at local events e.g. Home Show, Street Festival, Farmer's Market to share project information with local residents
- Presented design renderings
- Hosting hard hat tours
 - Now open to community groups
 - There are also opportunities for volunteers
- Conducting downtown walks for Phil/Samantha to introduce themselves and the project to downtown businesses
- Plan to offer \$100 gift certificates to downtown businesses

Richard G.:

- Requested more information about the Café's operating hours.

Phil R.:

- The assumption is that they will be open for at least 70 hrs/week or more.
- He is flexible based on the proposals of potential vendors.
- It would be ideal if their hours covered those of the Square i.e. open and available at the same time as the Square and into the evening if/when there is an event in the Square.

Marilee H.:

- Requested a budget update.

Phil R.:

- \$51.3M - Capital Budget
- The project is currently on budget
- The project is 75% - 80% complete
- \$240K - Operating Budget (2019)
 - \$720K budget plateau
 - Unspent funds go into the Stabilization Funds
 - Staffing costs e.g. Facility Operator, Customer Service. I.T. Specialist to be hired in 2023



Marilee H.:

- Noted that reaching out to the local residents for donations was problematic as there was sensitivity around the financial investment in the project, especially in reference to the impact of Covid on the community at large.

Phil R.:

- The community campaign is scheduled to be launch in June/July

Marilee H.:

- Enquired whether the RFP for the Café (on the square) could be targeted to local businesses in Aurora?

Lisa H.:

- The RFP for the Café (on the square) cannot only/primarily target at any one audience/stakeholder as it has to be open and an available to all viable candidates.
- One approach to promoting this business opportunity is to host an event in order to showcase the project and this opportunity to e.g. senior executives.

6.2 Advocacy

6.2.1. Aurora Chamber of Commerce Update

Sandra Ferri, President & CEO, Aurora Chamber of Commerce

- Regrets

6.2.2. Town Official Plan

Lisa Hausz, Manager, Economic Development & Policy

- Edward Terry, Senior Policy Planner, is scheduled to present an update to the AEDC Board in May prior to the Town's Official Plan going before Council.

7. Action Items Update

7.1 2023 Economic Development Work Plan Update

Lisa Hausz, Manager, Economic Development & Policy

7.1.1. Funding Update

Currently, the Board does not manage any finances, and therefore each year the Board requests that Council exempt the Board from auditing and financial reporting. Any funding requests to the Town will need to have a resolution by the Board and aligns with the implementation matrix/action plan, just as was done for the Multiview marketing project. The sub-committees can discuss needs related to their assigned areas and present to the Board for a vote. Lisa H./Angela H. can then seek approval for the requests (via Doug N. CAO, Marco R. Director, Planning & Development Services and

Finance) to be managed through the Economic Development operating budget. For the upcoming update to the Economic Development Strategic Plan, funding/budget considerations should be discussed prior to the next annual budget process for 2024.

7.1.2. Multiview/Marketing Campaign Update

- Met with the Multiview team
- To provide assets e.g. Engage Aurora videos, campaign content and snap shots
- Multiview site has a diagnostic dashboard where the site's analytics can be reviewed

7.1.3. Emerging Aurora Campaign Update

- Annual Event calendar has been created
- Business Outreach Table has been created for the year (approx. 80)

7.1.4. Collision Update – Confirm Tickets

- Three-day conference
- Mayor and Angela H. will have tickets, one more available (no additional cost) or additional ticket by request (at a reduced price)
- Thai P. expressed an interest in attending
- Keith L. is already scheduled to attend

7.1.5. Talent/Workforce Initiatives Update

- The Town is partnering with YES Employment Services
 - Offers programs for 18-29 year olds
 - Provides businesses with information re funding
 - YES is attending the Chamber's Street Festival and the Ryan Smolkin event
 - Also offers training sessions for micro credentials e.g. Cybersecurity
 - National Cybersecurity Awareness Month (October 1 – 31, 2023)
 - 2023 Canadian Women in Cybersecurity conference (May 30, 2023) in Richmond Hill, Ontario
 - Mayor Mrakas in attendance
 - S\$%t Happens!: Business Preparedness (October 2023)
 - Cybersecurity for local businesses and other business impacts
 - Manufacturing Incubator - Brainstorm Meeting (November 2023)
 - Additional note: ***Confirmed*** The Town/AEDC and YES will be hosting a Target Sector Talent Fair in Aurora on Nov. 1st. More details at the May meeting. (tech, manufacturing, healthtech, food manufacturing, etc.)

7.1.6. Event Update:

- June 4, 2023 – Chamber Street Festival (Emerging Aurora Booth)



- June 26 – 29, 2023 – Collision Toronto
- September 6, 2023 – Emerging Aurora: Brand Domination w/Ryan Smolkin
- October TBD – YES/Aurora partnership Cyber Security Awareness Event
- November 1, 2023 – YES Aurora Talent Fair
- November TBD – Emerging Aurora Manufacturing Event
- December 12, 2023 – AEDC Holiday Meeting/Social

Mayor Mrakas

- Proposed to development of “How it’s made...in Aurora” videos featuring the production process of manufacturers based in Aurora.
 - Also, share how far afield these products go/have gone

8. Other Business

8.1. Governance Update

Lisa Hausz, Manager, Economic Development & Policy

- The Board’s Orientation Package is to be reviewed and updated for onboarding new members
- Documents such as the Board’s Code of Conduct will be circulated in early May
- Other documents to update records will be circulated

9. Next Meeting(s)

AEDC AGM

Council Chambers

April 25, 2023

6:00 - 7:00 p.m.

AEDC Board Meeting

Zoom (Only)

May 9, 2023

8:30 – 10:00 a.m.

10. Closed Session

Board Recruitment Interviews - Update

- Motion to approve the recommended candidate and present to Council: Vern C.
- Motion seconded: Tim H.
- Passed

Adjournment

- Motion to adjourn: Steve H.
- Motion seconded: Mayor Mrakas