



Aurora Economic Development Corporation (AEDC) Board of Directors Meeting

MINUTES

Date and Time:	June 13, 2023 8:30 – 10:00 a.m.
Location:	Virtual (Zoom)
Attendees:	Marilee Harris (Chair), Councillor Rachel Gilliland, Nima Khadem Mohtaram, Mae Khamissa, Craig Youdale, Doug Nadorozny, Mayor Tom Mrakas, and Sandra Ferri (Aurora Chamber of Commerce)
Regrets:	Nancy Brndiar, Richard Gong, Tim Hammill, Steve Hinder, Keith Loo, and Thai Pham
Staff:	Lisa Hausz, Angela Haynes, Marco Ramunno and Edward Terry
Presenters:	David Reilly, SGL Consultants, Nelson Costa (York Region) and Ben Robertson (York Region)

1. Call to Order and Land Acknowledgement

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: Craig Y.
- Motion seconded: Nima K. M.
- Passed

3. Declarations of Conflict

None

4. Approval of Previous Minutes

Recommendation(s)

- Approval deferred to the next meeting on September 6, 2023.

5. Chair's Address

- Thai Pham is leaving the Board. We thank him for his service.
- The Board needs to fill his role as Vice Chair
 - Mae K. has expressed an interest in the role
- Motion to approve: Nima K. M.
- Motion seconded: Mayor M.
- Passed

6. REGULAR BUSINESS

6.1 Communications

6.1.1. Town Updates

Mayor Tom Mrakas

- Deferred to Doug Nadorozny, CAO

6.1.2. Official Plan Update – Q & A

Edward Terry, Senior Policy Planner & David Reilly, Consultant, SGL Consultants

- Refer to presentation link provided to the Board via WeTransfer

Edward T., Senior Policy Planner

- This version of the Official Plan is the second draft
- Feedback is currently under review
- In the process of preparing a revised draft of the Plan
- Approval is expected in the Fall 2023

Lisa H.

Lisa H enquired, on behalf of Tim Hammill/Downtown Committee – How are building heights allocated on the Promenade?

- The Major Transit Station Area (MTSA) offers height and growth opportunity

David Reilly, SGL Consultants

- The Promenade is cited in the Secondary Plan
- The Plan establishes height limits in that area
- Height and density are the main issues
- The majority of feedback has been positive
- To establish the ideal height the Town/Consultant
- Some areas/properties can accommodate higher buildings
- Heights are relative to local residential areas

Lisa H.

- The process begins with projections related to the community's growth i.e. Where can growth be accommodated? MTSA was identified as a potential space/area.

Edward T., Senior Policy Planner

- Regional and local roads/areas e.g. Wellington and Yonge where there can be intensification but at a lower rate/scale.
- This project is scheduled to be wrapped up by the end of Summer
- Edward invited the Board members to reach out to him directly with any feedback

Marilee H.

- Requested that the link to Edward T.'s Official Plan Update presentation, which was originally sent to the Board on June 12, 2023, be resent.
 - The link was sent via WeTransfer and expires on June 19, 2023
- What level of input has been received from the Town?
- [Edward T.] There have been 3K+ Website visits and 700 downloads
- [Lisa H.] Provided a link to the Engage Aurora site

Mayor Mrakas

- Congratulated staff on the level of public engagement
- The Mayor has shared links and drafts of the Official Plan with his contacts and also has conversations in the community about the Plan
- Noted that it is important to communicate that the Plan represents the vision of how we would like to see the Town develop/grow. As such, it is important that the AEDC Board provides their input.

Councillor G.

- Could a BIA representative become a member of the Downtown Committee?
[Marilee H] Tim H. would have to review this request

6.1.3. Region's Travel Safety Plan

Nelson Costa, Manager, Corridor Control and Safety, Public Works, Regional Municipality of York

- Presentation – "Introduction to the Traveller's Safety Plan"
 - Introduced in September 2022
 - Update provided in May 2023

7. Action Items Update

7.1 2023 Economic Development Work Plan Update

Lisa Hausz, Manager, Economic Development & Policy

7.1.1. Collision Conference (June 26-29, 2023)

- There is now an extra ticket (for three say access) available as Thai Pham is no longer attending the Conference.
- Nima K. M. expressed an interest in attending (Angela H. to follow-up with him)

7.1.2. Multiview

- Running until the end of October 2023
- Will be running within and outside of Aurora i.e. Toronto, Waterloo
- The system has a real time, downloadable dashboard for tracking

7.1.3. Events

- September 6, 2023 | Ryan Smolkin Presentation
- October TBC | S&t Happens
 - An event to review the issues faced by today's businesses and how to handle them e.g. Cyber Security
- November 1, 2023 | Career Fair, Megalab

Marilee H.

- The Town needs to develop a Communications Plan in relation to Economic Development
 - [Lisa H.] Lisa is planning to meet with the Communications Department regarding the Communication Plan, Newsletter and Social Media etc.

Aurora Chamber of Commerce

Sandra Ferri, President

- Street Festival was a success
 - June 4, 2023
 - Beer Craft area was a hit
 - There was an increase in social media coverage
- Women's Summit
 - May 11, 2023
 - The panel and speakers were well received
- Grant
 - The Chamber received a grant that will allow them to train 75 mid-level Managers in the Town
 - Two business grants of \$25K were also awarded and the program launches in June 2023



8. Other Business

8.1. Governance Update

Lisa Hausz, Manager, Economic Development & Policy

- Legal team will be in attendance at the next meeting

Board Vacancy

- Board agreed to wait until January 2024 to have a full Board recruitment and application process.

9. Next Meeting

The Armoury, 89 Mosley Street

September 6, 2023

11:00 a.m. - 1:00 p.m. w/lunch

- Immediately following Ryan Smolkin's presentation (8:00 – 10:30 a.m.)

10. Closed Session

None

11. Adjournment

- Motion to adjourn: Mae K.
- Motion seconded: Nima K. M.
- Passed