



## Aurora Economic Development Corporation (AEDC) Board of Directors Meeting

### MINUTES

<b>Date and Time:</b>	March 14, 2023   12:00 – 2:00 p.m.
<b>Location:</b>	Holland Room, Aurora Town Hall/Virtual (Zoom)
<b>Attendees:</b>	Marilee Harris, Chair; Thai Pham, Vice Chair; Nancy Brndiar (virtual), Sandra Ferri, Chamber (virtual); Tim Hammill (virtual), Keith Loo (virtual), Councillor Rachel Gilliland, Richard Gong (virtual), and Mayor Tom Mrakas
<b>Regrets:</b>	Mae Khamissa, Vern Cunningham, Steve Hinder, Doug Nadorozny, and Craig Youdale.
<b>Staff/Guests:</b>	Lisa Hausz, Angela Haynes and Marco Ramunno

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### 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.

### Approval of the Agenda

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- Motion to approve: Thai P., Vice Chair
- Motion seconded: Tim H.
- Passed

### Declarations of Conflict

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None

### Approval of Previous Minutes

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#### Recommendation(s)

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

- Motion to approve: Thai P., Vice Chair
- Motion seconded: Councillor Rachael G.
- Passed



## **Chair's Address**

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Marilee H. welcomed Board Members and Town staff to the meeting

## **REGULAR BUSINESS**

### **Communications**

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#### **Town Updates**

##### **Mayor Tom Mrakas**

- Presented a summary of the Town's Employment Survey Results

##### **Lisa Hausz, Manager, Economic Development & Policy**

##### **Business Speaker Event**

Wednesday, September 6, 2023 | 8:00 - 10:30 a.m.

Ryan Smolkin, Founder & CEO, Smokes Poutinerie

The Armoury, 89 Mosley Street

##### **Team Sweden vs Team Switzerland**

- Women's World Championship Hockey Game (Brampton)
- Exhibition Game – April 2, 2023 | 2:00 p.m. (doors open at 12:30 p.m.) | Aurora Community Centre
  - Aurora is the only municipality hosting a team (one week)
  - Team Sweden is staying in Aurora
  - Aurora will be their practice site
  - Team activities are posted on the Town's web site

##### **Economic Development newsletter**

- Marilee H. suggested the development of an Economic Development newsletter regarding the Town's activities, outcomes and wins e.g. Employment Survey Results, Developments (impending/ongoing)
- It would be a quarterly "business newsletter."
- A Communications Plan/Strategy needs to be developed.
- The Chamber of Commerce (Sandra F.) is interested supporting the project.

##### **Linkedin (Keith L.)**

- Keith Loo suggested that the Town leverage LinkedIn to promote and highlight the Town's Economic Development and Development (Planning) activities, outcomes and wins.



## **Recommendation(s)**

THAT the development of a new, quarterly Economic Development newsletter be approved.

- Motion to approve: Thai P., Vice Chair
- Motion seconded: Councillor Rachel G.
- Passed

## **Advocacy**

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### **Aurora Chamber of Commerce Update**

Sandra F., President & CEO, Aurora Chamber of Commerce

### **Business Grant Program**

The grant program is scheduled to be launched in the Spring 2023

1. Rise Up Grant (for businesses with a revenue of \$50K and under)
2. Scale Up Grant (for businesses with a revenue of over \$50K)

### **Skill up**

- Training Program
- Subjects/Topics to be determined
- Sponsored by the Chamber
- Supported by local volunteers e.g. business owners
- Informational video available on the Chamber's site

### **Scholarship Program for the Trades**

- Two scholarships - \$5K (two available)
- Scheduled to launched in April 2023
- Funds will be paid out in August 2023
- Sports Dinner Fundraiser – Thursday, September 28, 2023
  - The Chamber is working with Andrew Jackson (Aurora)

## **Action Items Update**

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### **2023 Economic Development Work Plan update (10 mins)**

Lisa Hausz, Manager, Economic Development & Policy

- Funding opportunities
- EcD Action Plan update
- Marketing/Multiview status update
- Event updates
- Workforce Development opportunity



## **Tourism**

Lisa Hausz, Manager, Economic Development & Policy

- York Region is working on the development of a new funding program
- The funds from the York Region can be combined with those secured from Central Counties
- Increased by \$5K

## **Economic Action Plan 2030 Terms of Reference**

Lisa Hausz, Manager, Economic Development & Policy

- Update on the status of the Terms of Reference for the consultation for the Action Plan 2024-2030

## **2023 Economic Development Work Plan update**

Lisa Hausz, Manager, Economic Development & Policy

- Overview of the Implementation Matrix status and remaining items for 2023 (attached)

## **Multiview - Update**

Lisa Hausz, Manager, Economic Development & Policy

- The Multiview agreement has been approved.
- Six (6) month campaign

## **Marketing**

Lisa Hausz, Manager, Economic Development & Policy

- The Town of Aurora is working in partnership with Neighbour Media on featuring local businesses through Emerging Aurora.
- The Emerging Aurora is on LinkedIn, Twitter and Instagram

## **Events**

### **April 2, 2023**

2:00 p.m.

Team Sweden Vs Team Switzerland

Aurora Community Centre

1 Community Centre Lane

### **April 12, 2023**

10:00 – 11:00 a.m.

Emerging Aurora: Mission Fundraising/Production

### **May (date TBC)**

Emerging Aurora: Flow Water Inc.

### **June (date TBC)**

Emerging Aurora: Cookie It Up



## **September 6, 2023**

8:00 - 10:00 a.m.

Business Speaker: Ryan Smolkin, Smokes Poutinerie

The Amoury, 89 Mosley Street

## **Dates TBD (Fall 2023):**

- S@%t Happens!: Business Preparedness
- Manufacturing Incubator Meeting
- Developer's Event (Bill 23)

## **Review of priorities for rest of 2023 (attached) (15 min)**

- Committee Discussion (Marilee H.)

## **BIA Board Update**

Lisa Hausz, Manager, Economic Development & Policy

- New BIA Board approved by Council
- Councillor Rachel G. will perform as a conduit between the AEDC Board and the BIA Board.
- Marilee H. requested a contact list for the members of the BIA Board

## **Timeline?**

- Tim H. asked whether a timeline would be developed now that AEDC Board members had been assigned to the outstanding priorities of the Strategic Plan?
  - Lisa H. responded that the deadline for completion is the end of 2023
  - However, if item(s) remain incomplete it/they will be incorporated into the Plan for 2024
  - Board would then reprioritize items, if necessary, based on the best use of time and urgency.

## **Priority Groups/Items – Chairs?**

- Thai P. asked whether Chairs would be assigned for each of the outstanding priority groups. Existing Chairs: Richard G., Mae K. and Steve H.

## **Other Business**

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AEDC AGM

Council Chambers

April 25, 2023

6:00 - 7:00 p.m.



## Next Meeting(s)

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### Zoom Only (8:30 – 10:00 a.m.):

- January 10, 2023
- April 11, 2023
- May 9, 2023
- June 13, 2023
- July 11, 2023 (tentative)
- August 8, 2023 (tentative)
- October 10, 2023
- November 14, 2023

### Hybrid (Noon – 2:00 p.m. w/lunch):

- February 14, 2023
- March 14, 2023

### Annual General Meeting:

April 25, 2023

6:00 – 7:00 p.m.

Town Hall, Council Chambers | watch via Town's YouTube channel

- Chair will address Council and ask for the election to fill the vacancy.

### In-person (no hybrid option) - varying times:

September 6, 2023

The Armoury, 89 Mosley Street

11:00 a.m. – 1:00 p.m. w/lunch

- Immediately following the '*Emerging Aurora - Brand Domination with Ryan Smolkin*' event (8:00 - 10:30am)

### December 12, 2023

Location TBD

Time in the p.m. TBD

- Board Meeting followed by holiday mixer

## Closed Session

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### Board Recruitment (20 mins)

- Selection of Board Members for the interview panel
  - Marilee H, Nancy B., Steve H., and Tim H., if needed
- Application review, discussion and development of a shortlist of interviewees



- The Board decided to have a shortlist of two applicants.
- Interview to be hosted via Zoom
- Economic Development staff to follow-up with applicants who are no longer under consideration.

- Motion to approve: Thai P., Vice Chair
- Motion seconded: Mayor Tom Mrakas
- Passed

## **Adjournment**

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- Motion to adjourn: Thai P., Vice Chair
- Motion seconded: Councillor Rachel G.