



# Aurora Economic Development Corporation

## Board of Directors Meeting

### MINUTES

<b>Date &amp; Time:</b>	November 14, 2023   8:30 – 10:00 a.m.
<b>Location:</b>	Zoom (Virtual)
<b>Attendees:</b>	Marilee Harris (Chair), Tim Hammill, Steve Hinder, Nima Khadem Mohtaram, Mae Khamissa, Richard Gong, Mayor Tom Mrakas, Doug Nadorozny, and Sandra Ferri (Aurora Chamber of Commerce)
<b>Regrets:</b>	Nancy Brndiar, Councillor Rachel Gilliland and Keith Loo
<b>Staff:</b>	Lisa Hausz and Angela Haynes

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#### 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

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- Motion to approve: Tim H.
- Motion seconded: Mae K.
- Passed

#### 3. Declarations of Conflict

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None

#### 4. Approval of Previous Minutes

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##### Recommendation(s)

- THAT the previous minutes from October 10, 2023 meeting be approved.
- Motion to approve: Nima K. M.
- Motion seconded: Mae K.
- Passed



## 5. Chair's Address

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Marilee Harris, Chair

- Frank Stronach was recently interviewed about entrepreneurship by The Auran.
  - Marilee H. suggests having Frank Stronach present to the AEDC Board
  - Steve H. will initiate discussion with Mr. Stronach regarding a presentation

## 6. Regular Business

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### 6.1 Communications

#### 6.1.1 Town Update (5 mins)

Doug Nadorozny, CAO

#### Budget

- Budget process for the Town
- Three-year budget to be approved by December 2023
- Increase of funds for:
  - Streetscape and downtown
  - New funding for Economic Development and AEDC Board

#### Town Square

- Delay in development of the courtyard due to contractor but work continues.
  - Completion is expected to be closer to March 2024

#### BIA

- Will not be reporting
- Hoping to help BIA get on former footing
- Waiting for direction from Council

**Tim H.:** Will be BIA's budget be increased with inflation?

**Doug N.:** Yes, it is being increased

### 6.2 Advocacy

#### 6.2.1. Aurora Chamber Update (5 mins)

Sandra Ferri, President & CEO, Aurora Chamber of Commerce

#### Business Awards

- Presented seven (7) awards and business grants (\$2,500)
- Twenty (20) applicants for each

### **Marketing**

- Hands on Marketing session – Inviting local experts to make a presentation

### **Home Show**

- April 20-21, 2024
- New features e.g. outdoor design

### **Holiday Party**

- December 6, 2023

## **7. Action Items Update**

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### **7.1 Marketing Update (10 mins)**

Lisa Hausz, Manager, Economic Development & Policy

#### **Emerging Aurora 2023**

- Ends December 2023
- New videos to be posted

#### **Multiview**

- Campaign has been running since July 2023
- Advertisements have been effective
- Targeted e.g. entrepreneurs, Innovation Centers and areas outside the GTA
- Featured robots and people

#### **Keyword Targeting**

- Economic Development, Commercial Space and Business Park
- \$18,000/yr
- Interested in keeping the visitor views

**Tim H.:** Any evidence of ROI?

**Lisa H.:** Yes, in terms of Business Enquiries

- Business Outreach with Angela H.
- A home décor business has relocated from Markham to Aurora

**Marilee H.:** Requested an update regarding business enquiries e.g. amount, themes

#### **Board Gathering for the holidays**

- Conflict on December 12, 2023
- Canvas Board members for an alternate date and time

## 8. Other Business

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### 8.1. Governance Update (10 mins)

Lisa Hausz, Manager, Economic Development & Policy

#### **Board Member Recruitment**

AGM to be held earlier for Board recruitment

- February 27, 2024
- Special Meeting of Council
- Hybrid Format

#### **Ec. D. Update**

- During AGM

#### **Recruitment**

- Review Applications
- Board member – Volunteer Recruiters
  1. Nima K-M
  2. Tim H.
  3. Steve H.
- Lisa H. will reach out with and update regarding the recruitment process

**Marilee H.:** Requests that the Application form/package be shared for more insight  
Invites Board to suggest applicants.

- Lisa H. needs any new names by January 31, 2024
  - Cut-off in December
  - Recruitment advertisement will be sent out late November
    - Running up to December 15, 2023
    - Interviews will be held during the week of January 8 & 15, 2024

#### **Board – Current Appointments**

- If eligible for appointment the Town will assume that all current AEDC Board members are keeping their post

## 9. Next Meeting

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### **AEDC Board Meeting & Holiday Mixer**

Proposed date changed from December 12, 2023 (5:00 – 8:00 p.m.). New date TBD.



## **10. Closed Session (if required)**

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Marilee Harris, Chair

## **11. Adjournment**

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### *Recommendation*

THAT the meeting be adjourned.

- Motion to approve: Steve H.
  - Motion seconded: Tim H.
- Passed