



Aurora Economic Development Corporation (AEDC) Board of Directors Meeting

MINUTES

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

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

- Motion to approve: Vern
- Motion seconded: Thai
- Passed

Declarations of Conflict

None

Approval of Previous Minutes

Recommendation(s)

THAT the previous minutes from the November 1, 2022 meeting be approved.

- Motion to approve: Vern
- Motion seconded: Nancy
- Passed



THAT the previous minutes from the December 7, 2022 meeting be approved.

- Motion to approve: Vern
- Motion seconded: Nancy
- Passed

THAT the previous minutes from the January 11, 2023 meeting be approved.

- Motion to approve: Vern
- Motion seconded: Nancy
- Passed

Chair's Address

Marilee Harris welcomed:

- Councillor Rachael Gilliland to the AEDC
- Angela Haynes, Sr. Economic Development Officer and AEDC Secretary

Communications

Town Updates

Doug Nadorozny, CAO – provided updates and answered questions on town initiatives

Marco Ramunno, Director of Planning and Development Services

- Delivered an update on new and redevelopment projects and estimated timelines within the Town of Aurora.
- Answered questions specific to various projects.

Lisa Hausz, Manager, Economic Development & Policy

- Resident (86%) to Commercial Tax (14%) (2022)

Business Speaker Event

- Ryan Smolkin, Founder & CEO, Smokes Poutinerie
- September 2023 **Update: Date confirmed for September 6, 2023, 8:00 - 10:30 a.m. at The Armoury. Invites will go out soon.**

Emerging Aurora

- Mini Dragon's Den – project still on the radar, need Target Sector Committee and C-Suite committee to assist with planning.

Development of an Incubator

- Focused on serving start-ups in the manufacturing sector.
- Nancy Brndiar expressed an interest in being kept up to date on this initiative.

International Delegation

- Counsel General of Sweden
- Thursday, February 16, 2023

Hockey Canada

- Women's Hockey Game (Brampton)
- Exhibition Game (Aurora) – awaiting confirmation if awarded
- Connected to the Town's Sports Tourism strategy
- There was a bid process and package
 - Thai is interested in reviewing the bid package

Collision Conference

- June 26 – 29, 2023, Enercare Centre, Toronto
- Town to participate in the Region's "Village"

Marketing

- "Explore Aurora" campaign continues
- "Explore Aurora" print advertisement is still running
- "Fraktals" will be featured in Neighbour Magazine (February). The next business to be featured will be "Flow Water Inc." (March).

Multiview

- \$18K/year
- Captures content and pushes it out into defined market/sector

Motion to move forward: Marilee Harris, Chair

Motion seconded: Thai Pham, Vice Chair and Vernon Cunningham

Keith Loo

- Dragon's Den event (York, Schulich) update

Advocacy

Aurora Chamber of Commerce Update

Sandra Ferri, President & CEO, Aurora Chamber of Commerce

- Women's Lunch
- Home Show (Smaller than last year's)
- Street Festival
- Business Summit
- Mastermind Event



Advocacy Cont'd

- Mayor's Lunch
- Need to develop Digital Sessions re online marketing with a trainer for local business owners
- Businesses are being pressured to repay government loans

Committee Updates & Consultation on Town Projects

Downtown Committee

Committee Chair

- No update

Target Sector Committee

Committee Chair

- No update

C-Suite Committee

Committee Chair

- No update

Action Items Update

Recap of Board Member Conversations

Thai Pham, Vice Chair

- See attachment

Board Terms and Recruitment

Lisa Hausz, Manager, Economic Development & Policy

- Providing an updated version of the chart to clarify end-of-terms and recruitment in upcoming years. Recruitment for 2023 is for one vacant position.

2023 Economic Development Work Plan update

Lisa Hausz, Manager, Economic Development & Policy

- Brief overview of the Implementation Matrix status and remaining items for 2023
- See attached



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

Other Business

- AGM date TBD
- **Update:** April 25, 2023 is the Special Meeting of Council/AEDC AGM

Next Meeting

- TBC – **Update:** March 14th, 12pm, hybrid meeting.
- Angela to send out a survey to solicit a monthly meeting time going forward.

Adjournment

- Motion to adjourn: Thai Pham, Vice Chair
- Motion seconded: Richard Gong