



Aurora Economic Development Corporation

Board of Directors Meeting

MINUTES

Date & Time:	April 10, 2024 11:30 a.m. – 1:30 p.m.
Location:	HYBRID: Holland Room or Virtual (Zoom)
Attendees:	Marilee Harris (Chair), Sepehr Assadian, Councillor Rachel Gilliland, Tim Hammill, Owen Heritage, Bill Hogg, Mayor Tom Mrakas, Tracy Smith, and Sandra Ferri (Aurora Chamber of Commerce), Ehsan Mirdamadi (Action Team Co-lead: Innovation)
Regrets:	Mae Khamissa, Nima Khadem Mohtaram (Action Team Co-lead: Innovation), Richard Gong, Keith Loo, Phil Rose (Action Team Co-Lead: Marketing & Communications), and Cindy Shaver (Action Team Lead: Marketing & Communications)
Staff:	Lisa Hausz, Angela Haynes, Doug Nadorozny, and Marco Ramunno

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: Tracy S.
- Motion seconded: Bill H.
- Passed

3. Declarations of Conflict

- None



4. Approval of Previous Minutes

Recommendation(s)

- THAT the previous minutes from February 27, 2024 meeting be approved.
- Motion to approve: Tracey S.
- Motion seconded: Owen H.
- Passed

5. Chair's Address

Marilee Harris, Chair

- None

6. Regular Business

6.1 Communications

6.1.1 Town

Doug Nadorozny, CAO

BIA

- BIA presented to Council - Council accepted their levy.
- BIA will work on, and define, boundaries and areas of responsibility by June.
- BIA requested \$20K based on their strategy and update to Council.

6.2 Advocacy

6.2.1. Aurora Chamber Update

Sandra Ferri, President & CEO, Aurora Chamber of Commerce

- None

7. Action Items Update

7.1 Action Team Update

Lisa Hausz, Manager, Economic Development & Policy

Marketing and Communication

- To share the stories of other team's plans and outcomes
- Leveraging the Town's Social Media
- Boosting LinkedIn use

Downtown Revitalization

- Goal of making downtown a place for everyone



- Working with Engineering and By-Law on a Parking Strategy
- Leveraging technology – How can we use tech to get people engaged and moving throughout the downtown.

Local Business Support

- Explore Aurora - Update
- Business Portal – Development project
- Tourism Plan

Innovation Hub (Nima K. M.)

- Resource Alliance (Q3)
 - Gathering list of eco-system partners who support innovation throughout the Region.
 - Format: A group of business owners (at any stage of development) will pitch to a panel of key eco-system partners who will provide advice and direction/next steps.
 - Will be launched in the Fall 2024 and hosted at Megalab in prior to a social business networking event.

8. Other Business

8.1. Governance Update

Lisa Hausz, Manager, Economic Development & Policy

- None

9. Next Meeting(s)

May 14, 2024

11:30 a.m. – 1:30 p.m.

Hybrid: Holland Room (Lunch provided) & Zoom

10. Closed Session (if required)

Marilee Harris, Chair

11. Adjournment

Recommendation

THAT the meeting be adjourned.

- Motion to approve: Rachel G.
 - Motion seconded: Owen H.
- Passed