



Aurora Economic Development Corporation

Board of Directors Meeting

MINUTES

Date & Time:	March 13, 2024 11:30 a.m. – 1:00 p.m.
Location:	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 January 23, 2024 meeting be approved.
- Motion to approve: Bill H.
- Motion seconded: Tim H..
- Passed

5. Chair's Address

Marilee Harris, Chair

- Welcome New Members
- 2024 Meeting Schedule – Update
 - Requested an adjustment to the monthly meetings that would shorten them.

6. Regular Business

6.1 Communications

6.1.1 Town Update (5 mins)

Doug Nadorozny, CAO

Town Square

- Soft launch in August 2024
- Full launch in September 2024

Mayor Tom Mrakas

Housing

- An increase in housing development projects in Town
- Update on delegation to Washington D.C.
 - Attended Congressional Meetings
 - Supporting Great Lakes St.Lawrence Cities Initiative (GLSLCI)
 - Concerns regarding their waterways
 - Impact of installing underground pipes is a global concern.
 - Exploring ways to protect their waterways.
 - Able to share message regarding how Canada provides direct funding to municipalities.



- U.S. representatives are likely heading to Canada to promote the importance of promoting protection of waterways.
- Was with the Mayor of Flint Michigan, Mayor Sheldon Neeley
 - Spoke about disaster mitigation
 - Mayor Sheldon Neeley may visit Canada
 - The Great Lakes AGM is upcoming.

6.2 Advocacy

6.2.1. Aurora Chamber Update (5 mins)

Sandra Ferri, President & CEO, Aurora Chamber of Commerce

Home Show

- April 20-21, 2024 | Stronach Aurora Recreation Complex

The Show features:

- Two arenas
- Design Centre
- Food Trucks

ventureLab

- Partnered on the development of a workshop for female entrepreneurs called “EmpowerHER”
- Funded by ventureLab

Women’s Business Summit

- May 9, 2024 | The Armoury

Street Festival

- June 2, 2024
- Yonge Street is closed to traffic between Wellington Street and Murray Drive
- Sales are going well

Funding Application

- No updates yet

7. Action Items Update

7.1 Marketing Update (10 mins)

Lisa Hausz, Manager, Economic Development & Policy

Action Team Updates

Marketing and Communication (Lisa H.)

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

Downtown Revitalization (Owen H.)

- Goal of making downtown a place for everyone
- Working with Engineering and Bi-Law on a Parking Strategy
- Leveraging technology – How can we use tech to get people engaged and moving throughout the downtown.

Local Business Support (Sandra F.)

- Currently researching and mapping what supports are available for businesses.

Innovation (Ehsan M.)

- Currently working on the development of a Resource Alliance
 - Leveraging local experts to develop an advisory panel for businesses.
- Mapping regional resources for businesses

8. Other Business

8.1. Governance Update (10 mins)

Lisa Hausz, Manager, Economic Development & Policy

Governance Team: Lisa H., Nima K. M. and Tim H.

- Updating the onboarding package and Terms of Reference

a) Aurora Public Library & Cultural Centre – Presentations

Marilee H.: Aurora Public Library is interested in sharing stats regarding how the can/will bring traffic into the downtown core as well as general data points that they have in their collection. Should they be invited to make a presentation to the Board?

- [Board] Agreed

Mayor M.: Suggested that the Cultural Centre should also be invited to present as they will be relocating to Town Square.

b) TechConnex?

Marilee H.: Following up on a previous email, should we also hear from TechConnex?



Lisa H.: TechConnex can be directed to engage with one of the Action Teams

c) South Lake Hospital’s Celebration

Marilee H.: How will the Town celebrate the 100th Anniversary of South Lake Hospital? Could any celebration be aligned with the opening of Town Square?

Doug N.: Yes. An introduction will be made to Phil Rose, Manager, Town Square

d) Tourism

Lisa H.:

- Tourism is a new consideration for the Economic Development Strategic Action Plan:
 - No “Tourism Action Team” yet
 - Expected to increase engagement on the Explore Aurora site
 - Leveraging the Local Business Action Team

9. Next Meeting(s)

Marilee H.: The time slots for upcoming Board meetings are too long. Timings should be revised as follows:

- Hybrid: 11:30 a.m. – 1:30 p.m.
- Virtual: Noon – 1:30 p.m.

April 10, 2024

11:30 a.m. – 1:30 p.m.

Hybrid: Zoom & Holland Room (Lunch provided)

10. Closed Session (if required)

Marilee Harris, Chair

11. Adjournment

Recommendation

THAT the meeting be adjourned.

- Motion to approve: Tim H.
 - Motion seconded: Sepehr A.
- Passed