



Aurora Economic Development Corporation

Board of Directors Meeting

MINUTES

Date: November 13, 2024

Time: Lunch: 11:30 a.m. – Noon
Board Meeting: Noon – 1:30 p.m.

Location: Hybrid: Leksand Room or Virtual (Zoom)

Attendees: Marilee Harris (Chair), Mayor Tom Mrakas, Mae Khamissa, Richard Gong, Tim Hammill, Owen Heritage, Bill Hogg, Keith Loo, Tracy Smith, Doug Nadorozny, and Alison Mumford (Aurora Chamber of Commerce)

Regrets: Sepehr Assadian, Councillor Rachel Gilliland, Nima Khadem Mohtaram, Lisa Hausz, and Sandra Ferri (Aurora Chamber of Commerce)

Staff: Angela Haynes 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: Mae K.
- Motion seconded: Tim H.
- Passed

3. Declarations of Conflict

- None

4. Approval of Previous Minutes

Recommendation(s)

- THAT the previous minutes from October 8, 2024 meeting be approved.
- Motion to approve: Owen H.
- Motion seconded: Tim H.
- Passed

5. Chair's Address

Marilee Harris, Chair

5.1 Streetscape Design Project Update (Guest)

CIMA+

- Ron Albright, Consultant
- Jenna Rowland, Consultant

Provided an update on the Streetscape Design project in downtown Aurora (refer to the PDF/PPT).

- The project will redesign the area as a destination where residents/visitors will want to go to walk around and/or socialize as is the case in Lindsay.
- The redesigned downtown will ultimately attract new businesses that appreciate the modern aesthetic and density of foot traffic

Tracy S.: Why does the project stop at Yonge and Wellington?

- **Marco R.:** The original plan identified that boundary in Phase 1.
- **Nancy Fleming:** The traffic study will extend slightly north of that area.

Bill H.: What is the AEDC Board's role in the process?

Marilee H.: The Board has an advisory role and receives project updates.

Mae K.: What benefits did Lindsay experience after their Streetscape Design?

- Nancy Fleming: To provide a follow-up regarding the economic impact of the infrastructure change/update on Lindsay.

Mayor Mrakas: Will a light canopy be installed as part of the redesign?

- The installation of a light canopy will be reviewed. There is a potential issue regarding the provision of a safe roadway for Emergency Medical Services and their e.g. ladders if/when they drive through the downtown core.

6. Regular Business

6.1 Communications

6.1.1 Town Updates

- Doug Nadorozny, CAO
 - Residential development is expected to increase
 - Town Square was successfully opened on September 24, 2024
 - Marilee H.: Commends Doug on the delivery of Town Square.
 - Budget 2025-2026 is in progress.
 - Bylaw – Changes are required, and they will be discussed with Patricia De Sario.

- Mayor Mrakas
 - Commends Doug and Robin on the delivery of Town Square.
 - Budget 2025-2026 is in progress.

6.2 Advocacy

6.2.1. Aurora Chamber Update

Alison Mumford, Director, Operations, Aurora Chamber of Commerce

- The Chamber launched an educational series in partnership with BDC for businesses looking to grow.
- Secured funding for female entrepreneurs (Spring/Fall 2025)
- Business Summit – November 28, 2025
- Sandra returning in January 2025 – Staying to cover Alison’s maternity leave

Mae K.: Will TD Mastermind program for female entrepreneurs continue?

Alison M.: The Chamber is interested in expanding the sessions to not only attract female entrepreneurs but also businesswomen.

Owen H.: Are there grants available for small businesses for upgrades?

Alison M.: Yes, through the Chamber

7. Action Items Update

7.1 Emerging Aurora Update

- Innovation Hub / Local Business Support / Communication - Angela Haynes
 - The Entrepreneur Resource Alliance (ERA) and “Eat, Sip & Connect Business Networking events were at Megalab on October 24, 2025.

Emerging Aurora Update Cont'd

- The ERA featured nine (9) Advisors from the Innovation Ecosystem e.g. Invest Ontario, TMU, YSpace, and Venturelab.
- The ERA also featured five (5) entrepreneurs e.g. Stem Minds, Codalio, Crowda, KIBO Naturals, and Skinopathy
- There were 120+ guests in attendance at the business networking event.
- They were promoted via e.g. LinkedIn and local media

8. Other Business

8.1. Governance & Recruitment Update

Tim Hammill, Governance & Recruitment Committee, Lead

Bylaws

- Board has to approve any changes to the Bylaw i.e. addition of a third term to a maximum of nine years. Council approval in 2025
 - Richard Gong is leaving the board
 - Mae Khamissa would like to stay
- The Board needs to find three recruits rather than four

Bill H.: Disagreed with the recommendation regarding the change in the length of a Board Member's Term.

MOTION: To extend Board member term from two (2) to three (3) years to a maximum of nine (9) years. (Proposal to Council in February 2025).

- Motion to approve: Keith L.
- Motion seconded: Tracy S.

Recruitment

- Encouraged the Board to share the recruitment notice with their network.

8.2. New Business

Bill Hogg raised concerns regarding the AEDC's onboarding process for new members.

9. Next Meeting(s)

AEDC Board Meeting

December 12, 2024

Meeting: 11:30 a.m. – Noon | Lunch: Noon – 1:30 p.m.

The Armoury



10. Closed Session (if required)

Marilee Harris, Chair

- Not required

11. Adjournment

Recommendation

THAT the meeting be adjourned.

- Motion to approve: Keith L.
 - Motion seconded: Owen H.
- Passed