



Aurora Economic Development Corporation

Board of Directors Meeting

MINUTES

Date: October 8, 2024

Time: Noon – 1:30 p.m.

Location: HYBRID: Holland Room or Virtual (Zoom)

Attendees: Marilee Harris (Chair), Mae Khamissa, Sepehr Assadian, Richard Gong, Tim Hammill, Owen Heritage, Keith Loo, Nima Khadem Mohtaram, Tracy Smith, and Sandra Ferri (Aurora Chamber of Commerce)

Regrets: Bill Hogg, and Councillor Rachel Gilliland, Mayor Tom Mrakas, and Doug Nadorozny

Staff: Lisa Hausz, 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: Nima K. M.
- Motion seconded: Tim H.
- Passed

3. Declarations of Conflict

- None



4. Approval of Previous Minutes

Recommendation(s)

- THAT the previous minutes from September 17, 2024 meeting be approved.
- Motion to approve: Mae K.
- Motion seconded: Nima K. M.
- Passed

5. Chair's Address

Marilee Harris, Chair

6. Regular Business

6.1 Communications

6.1.1 Town Updates

Marco Ramunno, Director, Planning and Development Services

- Marco provided an update on development projects/activities in Town

6.2 Advocacy

6.2.1. Aurora Chamber Update

Sandra Ferri, President & CEO, Aurora Chamber of Commerce

Stepping Down

- Sandra will be stepping down as the President and CEO of the Aurora Chamber of Commerce in early 2025

Business Engaging Youth

- October 9, 2024
- 130 youth in attendance
- Engaged with the manufacturing sector

Scholarships

- Two presented

Business Excellence Celebration

- October 23, 2024

Business Summit

- November 28, 2024

Explore Aurora Update

- New updated website in progress

7. Action Items Update

7.1 Emerging Aurora Update

Lisa Hausz, Manager, Economic Development

- The Board will receive an update regarding Streetscape Design
- Town wide Parking Strategy is under development
- Community Tourism Plan
 - Four meetings (September – December 2024)
- AEDC Board Meeting with Community Partners schedule for September
- Cybersecurity Escape Room
 - Housed in a vacant dental office (15157 Yonge Street)
- Entrepreneur Resource Alliance (October 24, 2024 | 4:00 – 6:00 p.m.)
 - Megalab, Boardroom, 150 Addison Hall Circle
- Eat, Sip & Connect (October 24, 2024 | 5:00 – 7:00 p.m.)
 - Megalab, 150 Addison Hall Circle

Film Production

- Mystic Productions filmed a behind the scenes documentary called “Silver Screammers” about a horror movie being created by senior citizens.

8. Other Business

8.1. Governance & Recruitment Update

Tim Hammill

The recruitment campaign will be active from November 4 – 29, 2024. Applicants can apply online at [//aurora.ca/committees](https://aurora.ca/committees). The campaign is also being promoted via:

1. Social - **Corporate Channels:** Twitter, Facebook, LinkedIn | **Emerging Aurora Channels:** Instagram and Linked In
 - Paid ads on Social Media to boost the reach
2. Digital signage at the Community Centres



Governance & Recruitment Update Cont'd

3. Web banner on the Town's homepage
4. Aurora Matters newsletter
5. Town Noticeboard in the Auroran

Board Member - Term

- Proposal: Add a third term

Recruits

- Board members are asked to consider candidates whose skill set would be a good addition to the Board.

AEDC Board – Bylaw Update

- Bylaws (2018) need to be reviewed and updated
 - Need to address e.g. succession planning and attendance

9. Next Meeting(s)

AEDC Board Meeting

November 13, 2024

11:30 a.m. – 1:00 p.m.

Hybrid (Holland Room & Zoom)

10. Closed Session (if required)

Marilee Harris, Chair

- Not required

11. Adjournment

Recommendation

THAT the meeting be adjourned.

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