



**TOWN OF AURORA  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MEETING MINUTES**

**Date:** Thursday, January 14, 2016

**Time and Location:** 7 p.m., Leksand Room, Aurora Town Hall

**Committee Members:** Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair), Don Constable, Rosalyn Gonsalves, Marilee Harris, Paul Smith, Bruce Walkinshaw, and Mayor Geoffrey Dawe (ex-officio)

**Member(s) Absent:** None

**Other Attendees:** Councillor Tom Mrakas, Councillor Michael Thompson, Doug Nadorozny, Chief Administrative Officer, Anthony Ierullo, Manager of Long Range and Strategic Planning, Michael Logue, Program Manager, Economic Development, and Linda Bottos, Council/Committee Secretary

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The Chair called the meeting to order at 7 p.m.

**1. DECLARATION OF PECUNIARY INTEREST**

There were no declarations of pecuniary interest under *the Municipal Conflict of Interest Act*.

**2. APPROVAL OF THE AGENDA**

**Moved by Bruce Walkinshaw  
Seconded by Councillor Abel**

THAT the agenda as circulated by Legal and Legislative Services, with the following additions, be approved:

- Item 4 – Memorandum from Mayor Geoffrey Dawe; Re: A Short History of a New Hotel in Aurora

- Item 5 – Memorandum from Acting Manager of Corporate Communications; Re: 2016 Community Recognition Awards

**CARRIED**

### **3. RECEIPT OF THE MINUTES**

**Economic Development Advisory Committee Meeting Minutes of December 10, 2015**

**Moved by Marilee Harris  
Seconded by Bruce Walkinshaw**

THAT the Economic Development Advisory Committee meeting minutes of December 10, 2015, be received for information.

**CARRIED**

### **4. DELEGATIONS**

**(a) Mayor Geoffrey Dawe  
Re: Hotel Development Update**

The Committee consented on a two-thirds vote that the requirements of section 3.8(c) of the Procedural By-law be waived to permit the delegation to speak for more than five minutes.

Mayor Dawe provided an overview of the information detailed in Item 4 (added item) regarding the history and future potential of hotel development, and Development Charges, in Aurora.

**Moved by Marilee Harris  
Seconded by Bruce Walkinshaw**

THAT the delegation by Mayor Geoffrey Dawe be received for information.

**CARRIED**

### **5. MATTERS FOR CONSIDERATION**

None

### **6. INFORMATIONAL ITEMS**

**1. Memorandum from Director of Building & Bylaw Services  
Re: Proposed Sign By-law**

Staff gave a brief overview and background of the memorandum. Staff provided clarification to the cost analysis and noted that further analysis was needed. The Committee expressed opposition to the proposed permit fee increases.

**Moved by Paul Smith  
Seconded by Rosalyn Gonsalves**

THAT the memorandum regarding Proposed By-law be received for information.  
**CARRIED**

**2. Memorandum from Manager of Long Range and Strategic Planning  
Re: Vacant Employment Land Inventory**

Staff gave a brief overview of the memorandum and attachment. The Committee inquired about the Inventory criteria, frequency of updates, and vacant buildings, and staff provided clarification.

**Moved by Councillor Abel  
Seconded by Marilee Harris**

THAT the memorandum regarding Vacant Employment Land Inventory be received for information.

**CARRIED**

**3. Memorandum from Manager of Long Range and Strategic Planning  
Re: Activity Report**

Staff gave a brief overview of the memorandum regarding business inquiries, openings, and upcoming events, and noted that business closings would be included in the annual update.

**Moved by Councillor Abel  
Seconded by Rosalyn Gonsalves**

THAT the memorandum regarding Activity Report be received for information.

**CARRIED**

- 4. Memorandum from Mayor Geoffrey Dawe**  
**Re: A Short History of a New Hotel in Aurora**  
(Added Item)

**Moved by Councillor Abel**  
**Seconded by Bruce Walkinshaw**

THAT the memorandum regarding A Short History of a New Hotel in Aurora be received for information.

**CARRIED**

- 5. Memorandum from Acting Manager of Corporate Communications**  
**Re: 2016 Community Recognition Awards**  
(Added Item)

Staff gave a brief overview of the background to the memorandum and noted that the Committee was being asked to help promote the 2016 Community Recognition Awards and encourage nominations for the Good Business Award.

The Committee provided comments regarding the Good Business Award in relation to the Aurora Chamber of Commerce, communications, and business feedback. Staff clarified that the Good Business Award is a corporate social responsibility award, and it was indicated that the Committee's comments would be shared with the Community Recognition Review Advisory Committee.

**Moved by Don Constable**  
**Seconded by Bruce Walkinshaw**

THAT the memorandum regarding 2016 Community Recognition Awards be received for information.

**CARRIED**

**7. NEW BUSINESS**

The Committee requested clarification on the current role of the Economic Development Advisory Committee. Mayor Dawe advised that the new Chief Administrative Officer is in the process of an organizational review and more information would be forthcoming.

The Committee inquired about the status of a potential medical campus in Town. Staff responded regarding the marketing strategy and communication plans for this project.

The Committee inquired about the status of high speed broadband in Aurora. Mayor Dawe advised that a Regional task force would be meeting in February 2016 to discuss strategy.

The Committee suggested that there is a need for increased efforts in relation to business retention and communications in Town.

**8. ADJOURNMENT**

**Moved by Councillor Abel**  
**Seconded by Marilee Harris**

THAT the meeting be adjourned at 8:14 p.m.

**CARRIED**

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS  
ADOPTED BY COUNCIL AT A LATER MEETING.