

Thursday, November 19, 2015 at 5:00 PM
Cane Room

Agenda compiled on 17/11/2015 at 5:14 PM

Declarations of Pecuniary Interest

Additions & Corrections to the Agenda

Welcome and Introductions

Approval of Minutes

1. Newmarket Economic Development Advisory Committee Minutes of October 29, 2015. p. 1

Items

2. Discovering Newmarket's "Why" p. 5
 - Preparation material discussion
 - Facilitated discussion led by the Chair

Members are requested to view the following videos in preparation for the meeting and reflect on the questions raised:

Simon Sinek - Start with Why

https://www.youtube.com/watch?v=u4ZoJKF_VuA

Salim Ismail - Disruption <https://www.youtube.com/watch?v=dFHsTwprmq0>

3. Next Steps: Synchronizing Strategy with Council and the Community

New Business

Adjournment

Thursday, October 29, 2015 at 5:00 PM
Mulock Room

The meeting of the Newmarket Economic Development Advisory Committee was held on Thursday, October 29, 2015 in the Mulock Room, 395 Mulock Drive, Newmarket.

Members Present: Mayor Van Bynen
Regional Councillor Taylor
Donna Fevreau
Jim Gragtmans
Beric Farmer (5:06 to 7:01 p.m.)
Rick Henry
Peter Mertens
Paul Montador
Gary Ryan

Staff Present: R.N. Shelton, Chief Administrative Officer
I. McDougall, Commissioner of Community Services
C. Kallio, Economic Development Officer
S. Chase, Director of IT Innovations
L. Moor, Council/Committee Coordinator

The meeting convened at 5:00 p.m.

Welcome and Introductions

The Chief Administrative Officer welcomed those present and requested Members provide introductions. He advised that the Terms of Reference and Confidentiality Agreement documents have been distributed electronically and he requested that the agreements be signed and given to staff. The Chief Administrative Officer recommended election and appointment of Chair and Vice-Chair and called for nominations.

Election of Chair

Paul Montador nominated Jim Gragtmans. Jim Gragtmans advised that he would accept the role of Chair.

Moved by: Paul Montador
 Seconded by: Rick Henry

THAT Jim Gragtmans be appointed Chair of the Newmarket Economic Development Advisory Committee.

Carried

Election of Vice-Chair

Mayor Van Bynen nominated Paul Montador. Paul Montador advised that he would accept the role of Vice-Chair.

Moved by Mayor Van Bynen
 Seconded by Donna Fevreau

THAT Paul Montador be appointed Vice-Chair of the Newmarket Economic Advisory Committee.

Carried

Jim Gragtmans in the Chair.

Orientation and 2015 Organizational/Strategy Review

The Economic Development Officer provided a PowerPoint presentation with details of NEDAC orientation, future focus, drivers for change and meeting frequency.

The Director of IT Innovations addressed those in attendance with presentation slides related to broadband initiatives and advantages.

The Commissioner of Community Services addressed those in attendance with presentation slides detailing Results Based Accountability.

The Chair welcomed all those in attendance and thanked the returning and new Members to the Committee. He provided a brief review of the work the Committee had accomplished in the last two terms and advised that upcoming tasks include making connections to the community as a whole, the business community and the innovation team with efforts in attracting people and jobs to Town.

Next Steps for NEDAC: Where To From Here?

The Chair requested input with respect to the slide entitled 'A Strategy Driven by Knowledge and Convergence'. He queried those present regarding the terminology associated with the 2010 Economic Development Action Plan and sought feedback.

The Chief Administrative Officer suggested a visionary exercise could be conducted to seek out what competitive gains, specific goals and definition of activities could be accomplished. He advised that the previous exercise predated the adoption of the Town's secondary plan.

Discussion ensued regarding the key focus areas within the scope of economic development being advanced manufacturing, arts and culture, health sector, and regional centre, all founded on knowledge-based industries. Further discussion ensued regarding economic attraction and retention of businesses, cultural differences, multi-culturalism and building collaborative environments.

Discussion ensued regarding objectives and a target of the Town of Newmarket being in the top standings of the best place to live and work. Further discussion ensued regarding 'brand building' and encouragement of quality of life incorporating all aspects of the existing vision of being 'Well Beyond the Ordinary'.

The Chair proposed a strategy session 'refresh'. The Economic Development Officer advised that Council's 2014-2018 Economic Strategic Priorities should always be at the forefront of any NEDAC deliberations.

Regional Councillor Taylor advocated for a 'refresh' strategy session preferably in the not too distant future together with Council Members in conjunction with a renewed concept model.

New Business

The Chair suggested that he and the Vice-Chair convene with the Chief Administrative Officer, the Economic Development Officer and the Commissioner of Community Services to validate details of a renewed vision process and report back.

Adjournment

Moved by: Donna Fevreau

Seconded by: Rick Henry

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 7:01 p.m.

Date

Jim Gragtmans, Chair

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Auto parts makers' group proposes Stratford for self-driving vehicle tests

GREG KEENAN - AUTO INDUSTRY REPORTER
The Globe and Mail
Published Sunday, Oct. 18, 2015 6:26PM EDT
Last updated Sunday, Oct. 18, 2015 6:36PM EDT

1 Comment

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A self-driving vehicle will be tooling around the streets of Stratford, Ont., by the middle of next year if a proposal by the city's mayor and the Automotive Parts Manufacturers' Association of Canada is accepted.

The parts group hopes that it will be a Stratford city bus or public utility vehicle or a Lexus RX350 technology demonstration vehicle the APMA has put together with contributions from more than a dozen of its members.

Whether it's a bus or other vehicle, the plan is to take advantage of a rule change announced by the Ontario government last week that opens up public roads to testing of autonomous vehicles and indicates to global auto makers and parts companies that the province wants to be part of the technology revolution that is disrupting the century-old industry.


The APMA is applying to tap the province's Connected Car/Automated Vehicle fund, which provides financing of about \$3-million for projects that test self-driving vehicles and connected cars – those with wireless links, but not the truly sophisticated software, cameras, sensors and artificial intelligence necessary to drive themselves.

"We'll do this with or without partnership with the government, but we're happy that the government has provided some funds to make it easier," said Flavio Volpe, president of the APMA.

Testing on public roads in Ontario can begin as soon as Jan. 1, 2016. Several U.S. states permit testing of autonomous vehicles on their public roads. The University of Michigan has created a simulated town near its campus in Ann Arbor, Mich., where such cars and trucks are going through their paces.

The choice of Stratford as a testing area makes sense, Mayor Dan Mathieson said.

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http://www.theglobeandmail.com/report-on-business/ontario-town-drives-forward/article26865460/[17/11/2015 5:04:46 PM]

"Stratford sits in the heart of automotive manufacturing and we're an economy like many in transition," Mr. Mathieson said. "We're trying to add high-value manufacturing jobs while starting ourselves off as a digital community."

The city, famous for its annual Stratford Shakespeare Festival, has a secure, private Wi-Fi network that covers the entire city, he said.

"Stratford is probably the only community – if not in North America, definitely in Ontario – that has this type of infrastructure, which plays well for them wanting to do some testing," he added.

If testing of a Stratford municipal bus is accepted, it would travel without passengers and with a driver trained in autonomous vehicles and ready to take over if there is a problem.

"It's a great test bed," Mr. Volpe said.

It's possible the connected car developed by the APMA and its member companies could be upgraded to an autonomous vehicle and be used for testing.

Auto makers and parts companies around the world are spending billions of dollars developing technologies that will enable vehicles to travel without drivers actually driving. Technology giants such as Google Inc. are also working on self-driving vehicles.

The benefits being touted are safer roads, less congestion and reduced fuel consumption.

Follow Greg Keenan on Twitter: [@gregkeenanglobe](#)

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TOPICS: Auto | Stratford, Ontario

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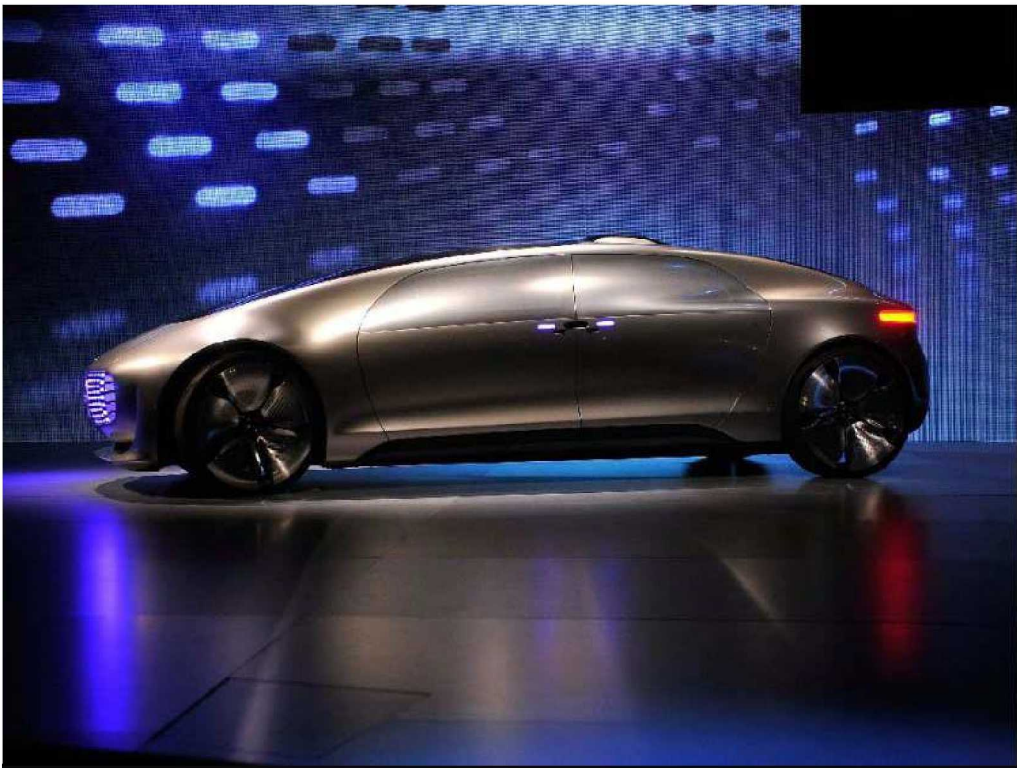


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Stratford ready to be first to test self-driving cars while Windsor waits

 GRACE MACALUSO, WINDSOR STAR
[More from Grace Macaluso, Windsor Star](#)

Published on: November 3, 2015 | Last Updated: November 3, 2015 7:58 PM EST



A Mercedes-Benz F 015 autonomous driving automobile is displayed at the International Consumer Electronics Show on Jan. 5, 2015 in Las Vegas. DAVID BECKER / GETTY IMAGES

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Stratford is racing ahead of other municipalities as it partners with the Automotive Parts Manufacturers’ Association to become Canada’s first test site for autonomous vehicles.



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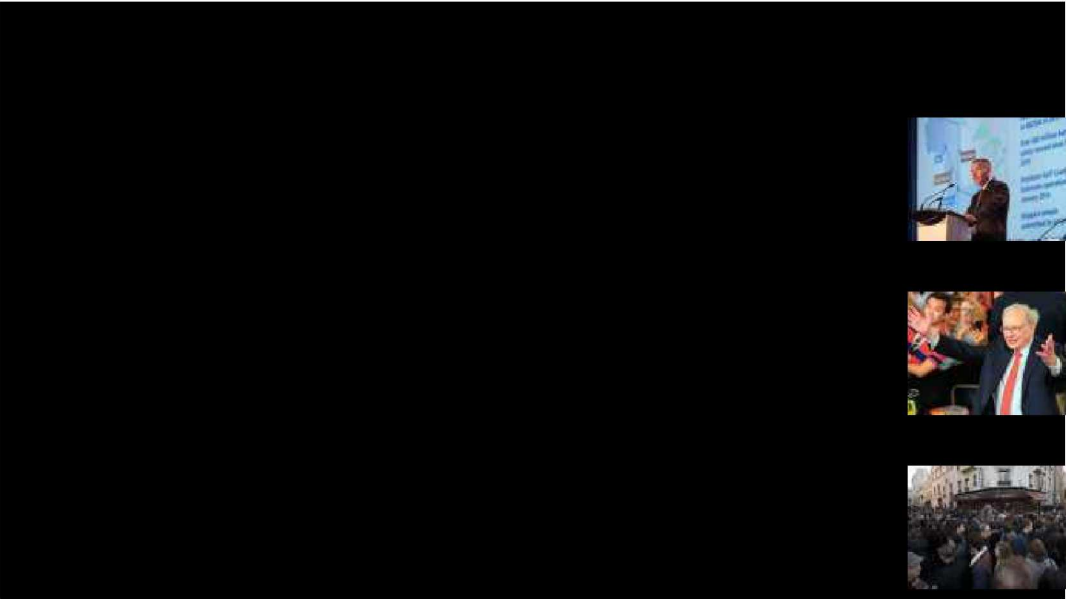


“Stratford is ideally located in the region because it has both information communication technology and automotive capabilities,” said Flavio Volpe, Automotive Parts Manufacturers’ Association president.

The Southwestern Ontario community of 32,000 residents is home to auto parts suppliers for Toyota assembly plants in nearby Woodstock and Cambridge as well as the digital media campus of the University of Waterloo, which worked with the APMA on its connected car program, Volpe said.

But the driving force behind the collaboration was Mayor Dan Mathieson, who had the foresight to turn a city best known for its internationally renowned theatre festival into one of the few municipalities in North America with citywide Wi-Fi, he stressed.

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“That was the biggest hook,” he said. “The next step in the evolution of this technology is multiple vehicles’ ability to communicate with each other and municipal infrastructure. That would have been incredibly costly for the APMA to set up.”

The partnership comes on the heels of Ontario’s plan to allow automated vehicles on any road as long as they include drivers who can override the system if necessary. The provincial government said it would begin accepting applications this month for driverless test car licences, which could be issued as early as January.

The move puts Ontario on track with such U.S. states as California where Google’s pod-like cars are cruising the streets. Michigan, meanwhile, is host of MCity, a 32-acre testing ground at the University of Michigan in Ann Arbor.

The skinny on self-driving cars

Autonomous vehicles are currently being tested in some parts of the United States, in Europe, Japan and China. Nevada, Florida and California have passed laws permitting their testing and several U.S. states are considering legislation to regulate testing on public roads.

Although fully autonomous



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More than a dozen companies, including Ford, General Motors and Nissan, each paid \$1 million US to help build the facility, where they can conduct research alongside university engineers and scientists.

Most major automakers are developing autonomous vehicles; at this week's Tokyo Motor Show Honda, Nissan and Toyota said they plan to sell cars that will allow drivers to give up the wheel by 2020.

Stratford's head start has local industry experts wondering whether Windsor has missed the boat on a technology that is developing at a rapid clip.

"Why didn't we think of it?" said Tony Faria, co-director of the Office of Automotive and Vehicle Research at the University of Windsor. "That would have been a natural initiative for Windsor even if off the bat it doesn't necessarily mean a lot of investment. Simply getting noticed as a centre and for innovative auto technology is important for a city that has the Canadian headquarters of Fiat Chrysler, the Chrysler automotive research and design centre and our automotive engineering facilities on campus."

Stratford, noted Volpe, "didn't arrive at this by accident. It's long-term planning. I'm sure Mayor Mathieson had blank faces staring at him when he started down this path in a town known for Shakespeare."

Stratford has had citywide Wi-Fi since 2010, an initiative that involved installing 400 antennas on hydro poles throughout the municipality, said Paul West, business development director at Rhizome Networks, a data infrastructure company owned by the city, but operated by a private, for-profit firm.

At 12 square kilometres, Stratford's size made citywide Internet access an economically feasible option, said Paul West, business development director at Rhizome.

"We're big enough to do it, but not so big it was hard to do," said West, who

vehicles are not available to consumers yet, semi-autonomous driver assistance systems are. These include technologies like adaptive cruise control, lane assist and self-parking. Once a fully autonomous vehicle becomes available to consumers, it will be able to be operated without driver intervention.

More than 100 companies in Ontario are involved in products and services for self-driving vehicles.

Proponents of autonomous vehicles state that, once widely available and adopted, self-driving vehicles could provide a number of benefits, including:

- Fewer traffic collisions (through improved collision avoidance);
- Reduction in traffic congestion/increase in highway capacity;
- Improved fuel efficiency;
- Reduced vehicle emissions;
- Convenience, time savings and lower stress for drivers and commuters; and
- Enhanced mobility.

Other benefits could be realized related to the economy, innovation, infrastructure, environment and land-use planning.

Source: Government of Ontario

lululemon athletica Names Gina Warren, Executive Vice President, Culture & Talent

VANCOUVER, British Columbia--(BUSINESS WIRE)--lululemon athletica inc. (NASDAQ:LULU) today announced that former Nike executive Gina Warren has been named as Executive Vice President, Culture & Talent, effective February 1, 2016. She ...

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refused to disclose the cost of the project. “We built this infrastructure to promote Stratford as a digital economy and digital destination. It allowed us to attract new investment from emerging companies and mature companies. Royal Bank, for example, set up a \$500-million data centre here in 2012.”

Rhizome Networks, which competes with other service providers, such as Bell and Rogers, offers free Wi-Fi in Stratford’s downtown. But, customers outside the core must pay for its services.

Rakesh Naidu, interim CEO at the WindsorEssex Economic Development Corporation, said it’s not too late for Windsor to stake out a claim in the field of autonomous vehicles.

“It’s early days,” Naidu said. “It’s a pilot study and it won’t be the last one. There will be opportunities for more regions, including us.”

But Naidu said he did not know whether it would be economically feasible to establish citywide Wi-Fi in Windsor. “It would come at a cost, but other cities are doing it, so I’m hoping that’s something we will look into as well.”

West said it’s an investment that Windsor should consider. “You just have to put more antennas on hydro poles. It makes sense and cents if you can find more than one use for this infrastructure.”

Windsor’s proximity to Michigan is a major advantage if it wants to establish itself as a test site for autonomous vehicles, Volpe said. “There’s no reason why there couldn’t be two centres.”

But Windsor must move quickly to forge partnerships with the university and local industry, said Ward 7 Coun. Irek Kusmierczyk, director of partnerships at WEtech Alliance. “We’re known as an auto town. Stratford is a theatre town and it’s jumping on this opportunity a lot quicker than we are. That tells you something.”



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