



Tuesday, June 21, 2016 at 5:00 PM  
Cane Room

Agenda compiled on 20/06/2016 at 9:42 AM

## **Additions & Corrections to the Agenda**

### **Declarations of Interest**

### **Approval of Minutes**

1. Newmarket Economic Development Advisory Committee Minutes of December 16, 2015 and Receipt of the Newmarket Economic Development Advisory Committee Minutes of January 26, 2016. p. 1

### **Items**

2. Council/NEDAC Workshop Follow-Up: NEDAC Strategy Discussion
3. Marketing Davis Drive Update
4. Residential Development in Downtown Newmarket: NEDAC Perspective

### **New Business**

### **Adjournment**



Wednesday, December 16, 2015 at 5:00 PM  
Cane A & B

The meeting of the Newmarket Economic Development Advisory Committee was held on Wednesday, December 16, 2015 in Cane A & B, 395 Mulock Drive, Newmarket.

Members Present: Mayor Van Bynen  
Regional Councillor Taylor (5:03 to 6:36 p.m.)  
Carin Binder  
Donna Fevreau  
Jim Gragtmans, Chair  
Beric Farmer  
Peter Mertens  
Paul Montador  
Gary Ryan

Absent: Rick Henry

Staff Present: R.N. Shelton, Chief Administrative Officer  
I. McDougall, Commissioner of Community Services (5:27 to 6:40 p.m.)  
C. Kallio, Economic Development Officer  
S. Chase, Director of IT Innovations  
L. Moor, Council/Committee Coordinator

The meeting was called to order at 5:03 p.m.

J. Gragtmans in the Chair.

### **Additions & Corrections to the Agenda**

None.

### **Declarations of Pecuniary Interest**

None.

### **Approval of Minutes**

1. Newmarket Economic Development Advisory Committee Minutes of November 19, 2015.

The Chair advised of an amendment to the November 19, 2015 Minutes under the Item 2 heading Discovering Newmarket's 'Why'. He advised that staff would amend the minutes accordingly and they would be re-circulated with the next scheduled meeting agenda for approval.

## Items

### 2. Uncovering Newmarket's 'Why'

B. Farmer addressed those present with a PowerPoint presentation with respect to 'why does NEDAC do what it does?'

The following tagline was proposed by the subcommittee:

'To accelerate the growth of our community environment where business and people thrive'.

Discussion ensued regarding different terminology, suggestions of the words businesses, enterprise, organizations etc.

### 3. Next Steps – Joint Council and NEDAC Workshop: 'The How'

Discussion ensued with respect to 'The How' and next steps associated with achievement of such. Questions arose surrounding 'where will we be in 5 years or 10 years'? A suggestion was made to have a fluid long term plan, flexible guideposts and strategic planning opportunities.

The Economic Development Officer suggested that a framework be established for a facilitated session to contemplate five or seven guiding directions.

The Chair advocated that the essence of the framework was captured with the 'Uncovering Newmarket's Why' exercise and that a goal for change and strategic investment decisions should be top of mind and that the 'how's and what's' could be drilled deeper at the facilitated session.

The Chair further suggested that three core areas be the focus of the facilitated session being:

- Innovation
- Collaboration
- Urbanization

P. Montador suggested that the Committee take guidance from the facilitator and that perhaps preliminary information related to the three core areas could be provided to Members of Council.

Regional Councillor Taylor left the meeting at 6:36 p.m.

The Chief Administrative Officer thanked the Chair and provided best wishes to one and all for the upcoming holiday season.

**New Business**

None.

**Adjournment**

Moved by: Paul Montador  
Seconded by: Carin Binder

THAT the meeting adjourn.

**Carried**

There being no further business, the meeting adjourned at 6:40 p.m.

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Date

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J. Gragtmans, Chair

The meeting of the Joint NEDAC & Council Workshop was held on Tuesday, January 26, 2016 in the Training Room, Operations Centre - 1275 Maple Hill Court, Newmarket.

Members of Council: Councillor Bisanz (6:08 to 8:15 p.m.)  
Councillor Kerwin (5:32 to 7:25 p.m.)  
Councillor Sponga  
Councillor Twinney  
Councillor Vegh

Members Present: Mayor Van Bynen  
Regional Councillor Taylor  
Jim Gragtmans, Chair  
Paul Montador – Vice-Chair  
Carin Binder  
Beric Farmer  
Donna Fevreau  
Rick Henry  
Peter Mertens  
Gary Ryan

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

Facilitator: Mr. Glenn Pothier, GLPI

### **Declarations of Pecuniary Interest**

None.

1. Welcome and Session Overview; Introductions

Mr. Pothier welcomed those present and announced the commencement of the workshop at 5:32 p.m. He provided a brief overview of the agenda topics, advised that the focus should align with Council priorities within the realm of the Economic Development category and requested Mayor Van Bynen offer opening remarks.

## Notice

Mayor Van Bynen advised that in accordance with the Town's Procedure By-law, no decisions are to be made but rather this meeting is an opportunity for Council to have informal discussion regarding various matters.

2. Mayor Van Bynen provided a brief account of the direct linkage of Council's Strategic Priorities as they relate to the Newmarket Economic Development Advisory Committee's mission statement and work plan.

Mr. Gragtmans, Chair provided an overview of the Newmarket Economic Development Advisory Committee's accomplished works since its inception as well as the Committee's plan refresh beginning with today's workshop. He advised that anticipated outcomes for this term include: more jobs, a globally connected Newmarket, being the regional hub, economic drivers and making Newmarket a better place to be – always.

### Overview of 'Why?'

Mr. Farmer provided a synopsis of the intended distinctions behind the words in the recently created tagline:

'To accelerate the growth of a community environment where business and people thrive.'

### Overview of Areas of Focus – Innovation, Collaboration, Urbanization

Regional Councillor Taylor provided an outline of the three areas of focus being Innovation, Collaboration and Urbanization.

Mr. Pothier queried those present of their level of comfort with the statements and concepts.

Discussion ensued with respect to a vision of prosperity within the community, the potential to recruit young, talented individuals to live and work; the need for affordable housing and the challenge associated with the current accommodations scenario.

Further discussion ensued involving creation of an environment that fosters and retains individuals to the community as well as a sustainable formula for the future.

Members of Council in attendance formed a consensus of comfort with the vision statement, the areas of focus and the projected future actions.

The workshop recessed at 6:26 p.m.

The workshop reconvened at 6:40 p.m.

Mr. Pothier engaged those present with a strategy identification exercise using index cards to note possible strategies in support of the areas of focus. During the exercise, participants would pair-up with another group, share their findings and arrive at a 'Top 3' list.

The following catchphrases were recited in a broad scope related to the three focus areas:

- Broadband strategy for specific corridors along Harry Walker Parkway/Davis Drive
- Municipal energy plan/district energy area
- Eco-sphere such as the CreateIT program for businesses along with health care
- Post-secondary partnerships/technology based
- Establish Town/Region led dialogue/sharing ideas
- Inclusion of public art
- Reward system for innovative designs particularly along Davis Drive
- Accommodation units/social space
- Being approachable to new housing designs
- Outdoor art performances/night life/walking/cycling
- Incentives associated with development of more affordable housing units
- Partnering with more private sector businesses for public benefit
- Engagement opportunities for new Canadians
- Collaboration with post-secondary institutions
- Digital communication engagement strategy
- Holistic view of economic development
- Incubator – company landing zone for business to proceed and succeed

3. Discussion ensued regarding some overarching themes within each focus area.

4. What's Next?

Mr. Gragtmans, Chair sought feedback related to possible continuation of these workshop settings with Members of Council or strictly with the NEDAC membership in an effort to fine tune details of proposed actions.

The Commissioner of Community Services suggested a larger stakeholder connections format and that perhaps the workshop notes could be compiled with an accompanying presentation and report to Council, after which a performance matrix could be utilized to track the achievement of NEDAC'S success.

Mayor Van Bynen thanked everyone for their enthusiastic participation in the workshop.

Mr. Gragtmans, Chair also expressed appreciation to those in attendance for a productive workshop and acknowledged Mr. Pothier's efforts and his facilitation talents.

There being no further business, the Workshop adjourned at 8:15 p.m.

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Date

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J. Gragtmans, Chair, NEDAC

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Tony Van Bynen, Mayor