

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

The meeting of the Newmarket Economic Development Advisory Committee was held on Tuesday, June 21, 2016 in the Cane Room, 395 Mulock Drive, Newmarket.

Members Present: Mayor Van Bynen
Regional Councillor Taylor
Jim Gragtmans, Chair
Carin Binder
Beric Farmer (5:07 to 7:16 p.m.)
Donna Fevreau
Peter Mertens

Absent: Paul Montador, Vice-Chair
Rick Henry
Gary Ryan

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

The meeting was called to order at 5:00 p.m.

J. Gragtmans in the Chair.

[Additions & Corrections to the Agenda](#)

None.

[Declarations of Interest](#)

None.

[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.](#)

Moved by: Peter Mertens
Seconded by: Carin Binder

THAT the Newmarket Economic Development Advisory Committee Minutes of December 16, 2015 be approved.

Carried

Moved by: Mayor Van Bynen
Seconded by: Donna Fevreau

THAT the Newmarket Economic Development Advisory Committee Minutes of January 26, 2016, as amended, be received.

Carried

Items

2. [Council/NEDAC Workshop Follow-Up: NEDAC Strategy Discussion](#)

The Commissioner of Community Services provided a verbal update on the development of the NEDAC strategy and associated strategy document, including the format, audience, purpose and content of the document. In addition, he provided a definition and overview of the intent and purpose of Results Based Accountability (RBA). The Economic Development Officer provided an overview of the performance measurements and current baseline metrics that can be used to measure success over the next several years.

Discussion ensued regarding intelligent communities, NEDAC's vision, document title, photo captions, ways of leveraging transit, broadband, downtown and Davis Drive developments, and the community energy plan into the document and general purpose and intent of the document. In addition, metric development and selection and potential N6 partnerships was discussed. Next steps include incorporating feedback received at the meeting into the document, developing further clarity on what success means in each pillar area and a report to Council to obtain feedback, either in August or September prior to presenting the document at the Community Congress.

3. [Marketing Davis Drive Update](#)

The Economic Development Officer provided a verbal update on the Marketing Davis Drive initiative and advised of activities that have taken place to advance Davis Drive redevelopment, including updates to the Zoning By-law to bring it into conformity with the Secondary Plan, review of planning processes related to

development approval, parking and parkland dedication modifications and next steps, being a community investment brand and marketing/communications strategy, meetings with Davis Drive property owners, public consultations on proposed development and working with York Link to further attract office based businesses. A full discussion regarding Davis Drive will occur at a later date.

4. [Residential Development in Downtown Newmarket: NEDAC Perspective](#)

The Economic Development Officer provided a brief overview of residential development applications within the Town and inquired with the Committee whether there was any interest in developing an economic development position related to residential intensification. Discussion ensued regarding economic drivers, balance of planning merits versus economics when reviewing planning applications, research on how other communities in an urban transition handle residential development merits. Next steps will include a review on what other municipalities are doing to address residential economic development and a further report back to the Committee.

[New Business](#)

- a) The Director, IT Innovation, provided a verbal overview of the Town's open data pilot project, Open Newmarket, including what it means, why it's important, what is provided and how it helps to further the business community and public participation. She further advised that discussions are ongoing with various stakeholders on data sets that are currently available and proposed, future open data related events. Discussion ensued regarding available data sets,
- b) Mayor Van Bynen advised that Metrolinx has announced that there will be a GO Station on Mulock Drive. The Metrolinx Board is scheduled to approve the proposal on Friday, June 24, 2016.

[Adjournment](#)

Moved by: Donna Fevreau
Seconded by: Carin Binder

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 7:16 p.m.

Date

Jim Gratgmans, Chair