

Tuesday, November 1, 2016 at 5:00 PM
Cane Room

The meeting of the Newmarket Economic Development Advisory Committee was held on Tuesday, November 1, 2016 in the Cane Room, 395 Mulock Drive, Newmarket.

Members Present: Mayor Van Bynen
Regional Councillor Taylor
Jim Gragtmans, Chair
Carin Binder
Donna Fevreau
Rick Henry
Peter Mertens
Paul Montador, Vice-Chair
Gary Ryan (5:06 to 7:04 p.m.)

Absent: R.N. Shelton, Chief Administrative Officer
Beric Farmer

Staff Present: P. Noehammer, Commissioner of Development and Infrastructure Services
I. McDougall, Commissioner of Community Services
S. Chase, Director, IT Innovation
C. Kallio, Economic Development Officer
L. Moor, Council/Committee Coordinator

The meeting was called to order at 5:04 p.m.

J. Gragtmans in the Chair.

Welcome

The Chair welcomed all attendees, introductions were made around the table and Members advised of their professional positions.

The Economic Development officer launched the meeting with a short video profiling the successes and accomplishments in Newmarket over the last eighteen months.

Innovation

1. Results Based Accountability Framework

The Commissioner of Community Services provided a verbal update regarding the Results Based Accountability Framework data point's document that was distributed electronically. He advised that the document is intended to be a starting point in tracking specific data over specific frames of time including historical data and future direction. He advised that the Accountability Framework is well utilized by various Town departments to monitor performance. The Economic Development Officer advised that some figures are tracked annually and some figures are derived from the Town's Community Survey which is completed once every four years.

A query was made regarding tracking of demographic statistics and entry and exit of population by life phases. The Economic Development Officer advised that the only method of tracking demographics is through Census statistics which occur once every five years.

Discussion ensued regarding the strategic initiatives of the Newmarket Economic Development Advisory Committee, the challenge associated with tracking home based occupation figures, benchmarking records for assessment in the Town corridors, objectives of the metrics equations, specificity of goals and using innovative tools to measure data available through technology.

The Commissioner of Community Services advised that as a result of these discussions, he would bring back a more detailed document to a future meeting highlighting some of the analyzed elements.

Urbanization

2. Community Investment Brand Strategy (re: Urbanization)

The Economic Development Officer provided a brief PowerPoint presentation highlighting various components of Newmarket's urbanization including the Yonge/Davis corridor and the adoption of the Town's Secondary Plan.

He advised that meetings have been taking place with landowners and developers in an effort to gauge their interest in re-development with a focus on tracked quality jobs, working towards an Intelligent Community, Marketing and Public Relations, incentives/prospect lists, streamlining processes and identifying high value incentives to accelerate re-development plans.

Collaboration

3. Inaugural Community Congress Agenda/Planning Discussion

The Economic Development Officer advised that preparations are being made to host an Inaugural Community Congress early in 2017 to showcase the 2016 to 2020 Economic Development Strategy Overview, the Community Investment Brand and Marketing as well as a Communications Plan Focus.

The Director of IT Innovation provided a verbal update on an internal innovation strategy and delivered a PowerPoint presentation regarding Smart City initiatives with the emphasis on four fundamentals being:

- Innovate Newmarket supporting innovation and performance and accountability measures
- Open Newmarket supporting an open data project and e-services
- Digital Newmarket supporting the transformation of service delivery and data analytics
- Connected Newmarket supporting all of the above themes

She further advised of a Town idea sharing initiative that was recently launched entitled InTank. She queried the Members about their desire to share the Smart City inception at the proposed Community Congress and the Members unanimously showed their support.

The Chair provided a verbal update regarding the broadband strategy and discussion ensued regarding implementation of broadband within Newmarket.

NEDAC Vice-Chair Discussion

4. The Vice-Chair provided a brief review of the logistics associated with the Vice-Chair position succeeding into the Chair's position and he suggested that Members consider options available for the impending Vice-Chair and Chair positions as their terms are nearing conclusion. Mayor Van Bynen advised of the process that should be followed within the Appointment Committee's mandate and suggested that these Committee Members proceed through that arrangement.

New Business

None.

Next Meeting

There was no discussion with respect to a proposed next meeting date.

Adjournment

Moved by: Rick Henry
Seconded by: Donna Fevreau

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 7:04 p.m.

Date

J. Gragtmans, Chair