

The meeting of the Joint NEDAC & Council Workshop was held on Monday, May 1, 2017 in the Training Room, Operations Centre - 1275 Maple Hill Court, Newmarket.

Members of Council: Councillor Vegh
Councillor Kerwin
Councillor Hempen
Councillor Kwapis
Councillor Bisanz
Councillor Broome

Absent: Councillor Twinney

Members Present: Mayor Van Bynen
Deputy Mayor & Regional Councillor Taylor
Jim Gragtmans, Chair
Carin Binder
Donna Fevreau
Rick Henry
Peter Mertens
Gary Ryan

Absent: Beric Farmer

Staff Present: P. Noehammer, Commissioner of Development and Infrastructure Services
L. Lyons, Director of Legislative Services/Town Clerk
S. Chase, Director of IT Innovation
C. Kallio, Economic Development Officer
E. Bryan, Business Development Specialist
A. Cammaert, Senior Planner – Policy
A. Chard, Senior Communications Officer

Branding Committee: Debra Scott, Jeff Kirke, Matt Haggerty

GCI Group: Sharon Fernandes, Andrew Brinn, Alexander Liatsis, Marion MacKenzie

Forge Media + Stussy Tschudin
Design

Mayor Van Bynen announced the commencement of the workshop at 5:05 PM.

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.

Declarations of Pecuniary Interest

None.

1. Welcome and Introductions

Mr. Gragtmans, Chair, welcomed those present and introductions were made by all.

2. The Economic Development Officer provided background information on the policy framework of the Newmarket Economic Development Advisory Committee and offered a PowerPoint Presentation outlining aspects of a marketing plan including financial, urban growth centre role, business growth, labour force, citizen retention and leverage with York Region marketing strategies. The Economic Development Officer advised that this plan supports the 2014-2018 Council strategic themes and priorities.

Ms. Sharon Fernandez, GCI Group and Mr. Stussy Tschudin, Forge Media + Design delivered a PowerPoint Presentation on community investment brand, marketing and communications strategy. They gave background details related to three target groups being: developers, ICI reactors, knowledge based businesses and employees. They advised that the key considerations in a campaign brand strategy are: Establish Newmarket as a preferred market for intensification investment, brand Newmarket as a leader in creative urban, suburban-design and engage stakeholders with compelling messaging to attract investment to Newmarket. They concluded with recommendations for plan execution:

- Online Engagement Hub
- Media Relations
- Social Media Display and Paid Advertising
- Event Strategy

- Organic Social Media and Online Social Newsletter
- Collective Meet-Up
- Lamp Post Advertising

3. Participants generally endorsed the marketing focus and visual imagery presented, with discussion focusing on relative weighting/emphasis within the three target markets. Overall, participants were satisfied with the direction and tactics of this proposed marketing plan.

4. Next Steps

Mr. Gragtmans, Chair advised that the Steering Committee will review the overall marketing program based on comments received and finalize an implementation plan that also considers internal staff capabilities and budget resources.

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

The Workshop adjourned at 6:59 PM.

Date

J. Gragtmans, Chair