

The meeting of the Newmarket Economic Development Advisory Committee was held on Wednesday, June 21, 2017 in the Cane Room, 395 Mulock Drive, Newmarket.

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

Absent: Beric Farmer  
Peter Mertens  
Gary Ryan

Staff Present: R.N. Shelton, Chief Administrative Officer  
I. McDougall, Commissioner of Community Services  
S. Chase, Director of IT Innovations  
C. Kallio, Economic Development Officer  
E. Bryan, Business Development Specialist  
S. Niezen, Records and Project Co-ordinator

The meeting was called to order at 5:05 PM.

J. Gragtmans in the Chair.

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

None.

### **Declarations of Pecuniary Interest**

None.

### **Presentations & Recognitions**

None.

## Deputations

None.

## Approval of Minutes

1. Newmarket Economic Development Advisory Committee Minutes of November 1, 2016.

Moved by: Rick Henry  
Seconded by: Carin Binder

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of November 1, 2016 be approved.

**Carried**

2. Joint Council/Newmarket Economic Development Advisory Committee Workshop Minutes of May 1, 2017.

Moved by: Donna Fevreau  
Seconded by: Carin Binder

1. That the Joint Council/Newmarket Economic Development Advisory Committee Workshop Minutes of May 1, 2017 be received.

**Carried**

## Appointment of NEDAC Vice-Chair

The Economic Development Officer advised of the resignation of the Vice-Chair, Mr. Paul Montador. Ms. Donna Fevreau was appointed as Vice-Chair for the remaining term.

## Innovation

- a. Proposed Results Based Accountability Framework
- b. Smart City Challenge: Newmarket's Opportunity
- c. Innovation Projects Update: Soofa expansion, Smart Parking
- d. Broadband Update

The Commissioner of Community Services distributed three separate handouts and provided a verbal update overview of the Results Based Accountability currently being utilized in the Community Services Commission. The Business Development Specialist reviewed specific content in the handouts.

Discussion ensued regarding social media surveys, demographics, assessment growth versus new assessment and the feasibility of a customer satisfaction survey conducted in an election year.

Further discussion ensued regarding innovation parameters and the use of technology enabling innovation. The collaboration parameters were also reviewed using a measurement tool of the community improvement plan program as an example. It was suggested that partnership based groups might be surveyed on their perception of collaboration and partnerships.

The Director of IT Innovations provided a verbal update and advised that the federal government has launched a smart city challenge with more details to follow in the fall of 2017. She further provided feedback from a workshop she attended hosted by Wavefront; an IT Business Accelerator funded by the federal government. Wavefront has identified Newmarket, to assist them with developing a framework for becoming a smart city. The goal of the two day workshop was to identify goals, challenges, risks, opportunities, and brainstorm solutions for several specific problems. At the workshop issues such as community engagement, sustainable funding for innovative projects, project prioritization, procurement processes and access to data was examined. Wavefront is preparing a case study based on their work with Newmarket at the workshop.

The Director of IT Innovations advised that the digital signage innovation project has been delayed in procurement, mobile charging stations are being installed at all Town facilities, the Soofa bench program is expanding and Information Technology staff is working with the University of Toronto regarding a smart parking program and using cameras to monitor parking lots. The Chief Administrative Officer advised that the Broadband update is deferred to the next meeting.

Key Question: Will these initiatives advance Newmarket's strategic theme of Innovation? **Yes**

## **Urbanization**

### a. Community Investment Brand Marketing Implementation Update

The Economic Development Officer advised that marketing the corridors implementation next steps are a Request for Proposal issued the week of June 19, 2017 with the successful agency chosen in the first week of August, 2017.

The Economic Development Officer provided a status update on some of the corridor intensification projects as follows:

- The York Region Annex building foundation is approaching completion
- 212 Davis Drive rental building is complete

- Property formerly known as Slessor Square has been purchased by Redwood Properties and a development application has been submitted to the Planning Department for a 21, 19 and 17 storey mixed use complex
- A pre-consult meeting has been held for a 500+ units development application for the property known as 175 Deerfield Road
- Oskar Group proposed development application for the property known as 514 Davis Drive

Key Question: Is progress being made on corridor intensification? **Yes**

### **Collaboration**

The Economic Development Officer provided a verbal update regarding the recent Intelligent Community Forum that took place in New York. He advised that the Town of Newmarket’s application will be submitted in September, 2017 for consideration in 2018.

The Business Development Specialist provided a verbal update regarding a Corporate Visitation Program. She advised that this formal survey of businesses will begin in July, 2017.

The Economic Development Officer provided a verbal update regarding a marketing partnership with the band known as “The Elwin’s”; a Canadian indie rock band from Newmarket who will be releasing a new album in the fall of 2017 with the launch at the Newmarket Theatre. He further advised that the Town of Newmarket provided sponsorship to produce a series of videos with a theme of “A Day in the Life” in Newmarket which can be used for Town marketing purposes.

Key Question: Does moving forward with the Intelligent Community Forum application process advance our community development objectives? **Yes**

### **Adjournment**

Moved by: Donna Fevreau  
 Seconded by: Carin Binder

That the meeting adjourn at 6:55 PM.

**Carried**

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Date

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J. Gragtmans, Chair