



Thursday, November 23, 2017 at 5:00 PM
Unika Lounge, 200 Main Street South

The meeting of the Newmarket Economic Development Advisory Committee was held on Thursday, November 23, 2017 in the Unika Lounge, 200 Main Street South.

Members Present: Mayor Van Bynen
Deputy Mayor & Regional Councillor Taylor
Jim Gragtmans, Chair
Rick Henry
Peter Mertens
Gary Ryan
Marek Dabrowski
Donna Fevreau
Beric Farmer

Absent: Carin Binder

Staff Present: I. McDougall, Commissioner of Community Services
S. Chase, Director of IT Innovations
C. Kallio, Economic Development Officer
E. Bryan, Business Development Specialist
H. Leznoff, Council/Committee Coordinator

The meeting was called to order at 5:15 PM.

J. Gragtmans in the Chair.

Introductions were made around the table.

Additions & Corrections to the Agenda

Declarations of Pecuniary Interest

None.

Presentations & Recognitions

None.

Deputations

None.

Approval of Minutes

1. Newmarket Economic Development Advisory Committee Minutes of June 21, 2017

Moved by: Deputy Mayor & Regional Councillor Taylor
Seconded by: Rick Henry

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of June 21, 2017 be approved.

Carried

1. Economic Update

- a. 2017 York Region Employment Survey: Preliminary Findings

The Economic Development Officer provided a PowerPoint presentation highlighting the preliminary findings of the employment survey. He discussed job growth from 2001 to 2016 and indicated that the primary driving sectors were health services and business services. He further indicated that the final results will be available in December 2017. He also indicated that Newmarket has one of the highest ratios of people living where they work, at 46%.

- b. 2016 Census Data: Results to date

The Business Development Specialist provided an overview of the 2016 census data including some of the following key points:

- Newmarket has a population of 84224
- Age 60-76 years is the fastest growing age group
- 68.7% of residents are of working age
- There has been a 5.3% growth since 2011
- Newmarket is the 7th most densely populated community in Canada
- 25.01% of the total population are millennials
- Decrease in proportion of all age groups less than 44 since 2011
- 40.9 is the median age
- There are 64 less kids than in 2011
- Newmarket in 2011 had the shortest commute time in York region

- 8.1 % of dwellings are 5 storey + multi res- up from 5 % from 2011
- 59.75% of homes are single detached
- 1060 multiple census family households

In addition the Business Development Specialist provided statistics relating to diversity in Newmarket including:

- 1 in 4 residents identified mother tongue as something other than an official language
- 12.9 of residents speak a non-official language at home
- Mandarin, Farsi and Cantonese are the top three non- official languages spoken
- 21% visible minority and 79% non-visible minority

2. Urbanization

The Business Development Specialist provided an overview of the Yonge Street and Davis Drive corridors marketing and implementation plans. She advised that the implementation will begin in January 2018 internally and February 2018 externally. The marketing plan is comprised of various components including social media, media relations, and content design for paid and organic content. She discussed the contract was GCI in regards to developing content, the number of stories to be placed in different media outlets, keyword research and template delivery for social media marketing. In addition, the development of kits

An update was further provided relating to other corridor projects including the York Region Annex, 212 Davis Drive, the Stratus Centre on Davis Drive, 175 Deerfield Road, the King George Hotel, and the Marriott Town Place hotel.

Key Question: How will changing demographics affect future economic development strategies and realization of our secondary plan?

What other trends do we need to consider in order to future proof Newmarket's growth?

Discussion ensued regarding issues surrounding changing demographics as well as the need to attract millennials in a competitive marketplace. It was noted that the fastest growing household type is single person households and that household makeups are changing as well; Newmarket has 20% rentership which is one of the highest rates in the Region. Discussion ensued regarding rental options for millennials and the aging populations and that both demographic groups may be looking for similar things such as rental properties, restaurants and shopping near-by, greenspace, access to transit etc.

3. Innovation

a. Innovation Projects Update

The Director of IT Innovation provided an update regarding innovation projects including:

- Wifi in public facilities
- Open data program
- Enhancements in process through use of technology
- Mobile device charging stations at the Magna Centre, Youth Centre and Ray Twinney facilities
- Smart Parking Solution for downtown Newmarket
- Electric vehicle charging Stations
- Soofa Benches
- Smart City initiatives

Discussion ensued regarding the Soofa benches and how they can be strategically placed to collect data that can be used to inform parking, vehicular traffic and pedestrian traffic patterns. It was noted that the Soofa benches collect a cell phone signal and assign a unique identifier to that cell phone signal, therefore no personal data about the cell phone user is being collected. However, the technology allows for reporting on the number of times the user visits a certain area, how long they stay and where they go based on the unique identifier assigned to the specific cell phone signal.

b. Newmarket as a Smart City

Key Question: How can NEDAC best support a community-led Smart City strategy?

Discussion ensued regarding Smart Cities and it was stated that Smart Cities Council will be moving forward with developing a strategic framework to develop community based projects and determine how to resource these projects. It was suggested that NEDAC, as an advisory Committee to Newmarket Council, could endorse or support recommendations made by Smart Cities Council once reports come forward. It was stated that the Town of Newmarket would be a good location to pilot potential projects or act as a living lab due to its population density and diversity.

It was stated that the framework is estimated to be completed by the end of April 2018 and further information will be available at that time.

Collaboration

1. ICF Intelligent Community: Next Steps

The Economic Development Officer provided an overview of the ICF Intelligent community submission. He advised ICF will make an announcement in January

regarding the Top 7 Intelligent Communities of the world. He further advised that Newmarket collaborated on the York Region application and that Newmarket initiatives were prominently featured within this. Now that York Region has made the Top 21, it will be submitting a further application to be considered for the Top7 Intelligent Communities of the world with the support of the nine Regional communities.

2. Corporate Visits

The Business Development Specialist provided an overview of the corporate visits conducted this year. She advised that the focus of this year's visits were on manufacturers. She outlined some issues that had been addressed as a result of these visits including:

- Parking concerns and parking passes for executives
- Development fees
- Connecting business owners with other business owners in the community

She advised that the two main concerns raised were regarding:

- Barriers for corporate processes such as planning and building processes and municipal requirements. There may be an opportunity to increase communication and access to this information
- Lack of adequate public transportation services for employees

Discussion ensued regarding public transportation. The Business Development specialist advised that many business owners and employers faced challenges relating to public transportation for their employees who don't live in Newmarket. In some instances, employers were having to change shifts for their employees so that they could align with public transit schedules or hire their own transportation for various shifts. There was discussion regarding carpooling opportunities. Further feedback included the request for a consolidated list of jobs in Newmarket or a place for businesses to post job posting to attract skilled labour and other online tools.

New Business

Mayor Van Bynen thanked the Committee Members for their contributions to the community and for the Committee's feedback.

Closed Session

There was no requirement for Closed Session.

Adjournment

Moved by: Donna Fevreau
Seconded by: Peter Mertens

That the meeting adjourn at 7:14 PM.

Carried

Date

J. Gragtmans, Chair