



Town of Newmarket

Minutes

Council Workshop

Date: Monday, December 16, 2019

Time: 2:00 PM

Location: Council Chambers
Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Mayor Taylor
Deputy Mayor & Regional Councillor Vegh
Councillor Woodhouse
Councillor Twinney
Councillor Morrison
Councillor Broome
Councillor Bisanz

Members Absent: Councillor Simon
Councillor Kwapis

Staff Present: J. Sharma, Chief Administrative Officer
E. Armchuk, Commissioner of Corporate Services
P. Noehammer, Commissioner of Development & Infrastructure Services
I. McDougall, Commissioner of Community Services
L. Lyons, Director of Legislative Services/Town Clerk
J. Grossi, Legislative Coordinator

Guests: Chris Loreto, Principal, Strategy Corp
Chris Salloum, Manager, Strategy Corp
Megan Skinner, Associate, Strategy Corp

For consideration by Council on January 20, 2020.

The meeting was called to order at 2:04 PM.

Mayor Taylor in the Chair.

1. Notice

Mayor Taylor advised that in accordance with the Town's Procedure By-law, no decisions are to be made but rather this meeting was an opportunity for Council to have informal discussion regarding various matters.

2. Additions & Corrections to the Agenda

The Clerk advised that the presentation regarding the REV (Revenue, Efficiency and Value Add) it Up Campaign was distributed on December 16, 2019.

3. Declarations of Pecuniary Interest

None.

4. Items

4.1 REV (Revenue, Efficiency and Value Add) it Up Campaign

The Chief Administrative Officer introduced the Council Workshop regarding the REV (Revenue, Efficiency and Value Add) it Up Campaign and thanked Staff for their work on the Campaign.

The Commissioner of Community Services introduced the representatives from Strategy Corp and provided a project outline for the REV (Revenue, Efficiency and Value Add) it Up Campaign.

Chris Loreto, Principal, Strategy Corp, provided an executive summary of the campaign which included the summary of the project scope, the consultation process, and the initiatives identified.

Chris Salloum, Manager, Strategy Corp outlined a breakdown of the initiatives and their savings categorization, the linkages between the initiatives and Council's strategic priorities, and timelines for implementation.

Chris Salloum, Manager, Strategy Corp and Megan Skinner, Associate, Strategy Corp provided additional details regarding the identified initiatives, operational improvements and review. The presenters also identified alternative revenue stream initiatives, comparable municipal examples, and implementation roadmaps.

Members of Council queried Staff regarding capital project planning, current Town policies, and potential collaboration opportunities. They also provided feedback to the presenters regarding the identified initiatives and alternative revenue streams.

5. Adjournment

Moved by: Councillor Woodhouse

Seconded by: Councillor Bisanz

1. That the meeting be adjourned at 3:59 PM.

Carried

John Taylor, Mayor

Lisa Lyons, Town Clerk