



Town of Newmarket
Minutes
Newmarket Economic Development Advisory
Committee

Date: Thursday, February 6, 2020

Time: 5:00 PM

Location: Cane Room
Municipal Offices
395 Mulock Drive
Newmarket, ON L3Y 4X7

Members Present: Donna Fevreau, Chair
Carin Binder
Steven Bruno
Robert Bull (5:04 PM - 6:41 PM)
Marek Dabrowski
Beric Farmer
Patrick Horgan
Brian Johns
Jessica Rawlley
Darryl Sills
Mayor Taylor (5:56 PM - 7:02 PM)
Deputy Mayor & Regional Councillor Vegh
Edmund Yeung

Members Absent: Rod Scotland
Beth Stevenson
Bri-Ann Stuart
Peter McKinnon

Staff Present: I. McDougall, Commissioner, Community Services
C. Kallio, Economic Development Officer
E. Hawkins (Bryan), Business Development Specialist
J. Grossi, Legislative Coordinator

The meeting was called to order at 5:04 PM.
Donna Fevreau in the Chair.

1. Additions & Corrections to the Agenda

None.

2. Declarations of Pecuniary Interest

Jessica Rawlley declared a conflict regarding Item 5.1: 2020-2024 Economic Development Strategy, specifically related to the identified strategy 3 entitled Community Development.

3. Presentations & Deputations

None.

4. Approval of Minutes

4.1 Newmarket Economic Development Advisory Committee Meeting Minutes of December 3, 2019

Moved by: Edmund Yeung

Seconded by: Carin Binder

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of December 3, 2019 be approved.

Carried

5. Items

5.1 2020-2024 Economic Development Strategy

The Commissioner of Community Services, Economic Development Officer, and Business Development Specialist introduced the presentation and outlined the brand development that the Town of Newmarket has undertaken thus far.

The Business Development Specialist provided an analysis of the three identified strategies entitled Attraction & Marketing, Building an Entrepreneurial Ecosystem, and Community Development. For each strategy she reviewed the feedback that was received from the

Newmarket Economic Development Advisory Committee through previous meetings that led to the development of the specific strategies. The Business Development Specialist provided an analysis with an evaluation matrix, and identified key performance indicators to recognize what success for each strategy would look like by 2024.

The Members of the Newmarket Economic Development Advisory Committee provided the Economic Development Staff with feedback on all three strategies regarding the identification of specific actionable targets, design related to distinct sectors, relationship to the 2018-2022 Council Strategic Priorities, and the wording of the third strategy.

Jessica Rawlley took no part in the discussion related to the identified strategy 3 entitled Community Development due to a declared conflict.

5.2 Results of Marketing the Corridor Media Relations

The Business Development Specialist reviewed the results of the Marketing the Corridor Media Relations campaign over the last 18 months. She provided an overview of the marketing programs used, the total impressions received, and highlighted some featured articles and segments that covered the Town of Newmarket. The Business Development Specialist further explained that this marketing will continue as relationships are built with the media and stories continue to be picked up.

6. Closed Session

Donna Fevreau advised that there was no requirement for a Closed Session.

7. New Business

None.

8. Next Meeting

9. Adjournment

Moved by: Edmund Yeung

Seconded by: Robert Bull

- 1. That the meeting be adjourned at 7:05 PM.

Carried

Donna Fevreau, Chair

Date