Town of Newmarket
MINUTES

NEWMARKET ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Thursday, November 19, 2015 at 5:00 PM
Cane Room

The meeting of the Newmarket Economic Development Advisory Committee was held on Thursday, November 19, 2015 in the Cane Room, 395 Mulock Drive, Newmarket.

Members Present:	Mayor Van Bynen Regional Councillor Taylor Jim Gragtmans, Chair Carin Binder Beric Farmer Rick Henry Peter Mertens Paul Montador Gary Ryan (5:36 to 7:00 p.m.)
Absent:	Donna Fevreau
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 L. Moor, Council/Committee Coordinator

The meeting was called to order at 5:02 p.m.

J. Gragtmans in the Chair.

The Chair welcomed Carin Binder to the meeting and she offered an introduction and brief prologue.

Declarations of Pecuniary Interest

None.

Additions & Corrections to the Agenda

None.

Approval of Minutes

1. Newmarket Economic Development Advisory Committee Minutes of October 29, 2015.

   Moved by: Rick Henry
   Seconded by: Paul Montador

   THAT the Newmarket Economic Development Advisory Committee Minutes of October 29, 2015 be approved.

   Carried

Items

2. Discovering Newmarket's "Why."

   The Economic Development Officer presented two short videos:

   'Smart Cities'
   'Barcelona – The Internet of Everything'

   Members were requested to view the following videos beforehand and be prepared for discussion.

   Simon Sinek - Start with Why (https://www.youtube.com/watch?v=u4ZoJKF_VuA) and Salim Ismail - Disruption (https://www.youtube.com/watch?v=dFHsTwprmq0)

   Dialogue ensued regarding the areas that the Newmarket Economic Development Advisory Committee should focus on in terms of purpose, sustainability and quality of life for the residents of Newmarket.

   Discussion ensued regarding the quality of life facets, economic viability, standards of living, community assets, environmental preservation, collaborative approaches and intended achievable results.

   The Chief Administrative Officer suggested that the Committee should be looking for things that differentiate Newmarket from other communities and that a brand strategy should be part of the refresh strategy process of NEDAC.

Mayor Van Bynen suggested that the Newmarket Chamber of Commerce be invited to a future meeting to communicate their specific targeted programs available for the millennial generation in order for the Newmarket Economic Development Advisory Committee to gain a better understanding of what the community wants.

The following key words were conveyed amongst Members as follows:

Diversity; connectedness; inclusion; urban suburb; mindset; virtual jobs; environmental attributes; exciting, vibrant, cool, sense of belonging.

Further discussion ensued related to the following statement: 'Why Newmarket?'

The Chair offered that the contributions of the Newmarket Economic Development Advisory Committee should be to create the best place to live and work in Canada and a process that needs to be established to achieve this.

Regional Councillor Taylor offered to distribute documents related to how the Regional Municipality of York's Human Resource Planning Board achieved their vision.

A suggestion was made to establish a sub-committee in an effort to generate some theories and bring back a proposed ideology answering the 'Why Newmarket?' question. The following members offered to convene as a sub-committee: Regional Councillor Taylor, Carin Binder, Beric Farmer, Rick Henry, Sue Chase - staff liaison.

The Economic Development Officer suggested a meeting be scheduled for December 17, 2015 to move forward with the visionary analysis.

3. Next Steps: Synchronizing Strategy with Council and the Community

The Chair advised that the next steps associated with synchronizing strategy with Council and the community will be discussed at the next meeting.

New Business

None.

Adjournment

Moved by: Paul Montador
Seconded by: Mayor Van Bynen

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 7:00 p.m.

Date

Jim Gragtmans, Chair