



Town of Newmarket

Minutes

Newmarket Economic Development Advisory Committee

Date: Tuesday, June 22, 2021
Time: 1:00 PM
Location: Electronic VIA ZOOM
See How to Login Guide

Members Present: Donna Fevreau, Chair
Carin Binder (1:00 PM - 3:09 PM)
Robert Bull (1:35 PM - 3:20 PM)
Marek Dabrowski
Beric Farmer
Patrick Horgan (1:00 PM - 3:03 PM)
Brian Johns
Jessica Rawlley
Darryl Sills
Beth Stevenson
Mayor Taylor
Deputy Mayor & Regional Councillor Vegh (1:00 PM - 3:03 PM)
Tracy Walter
Edmund Yeung

Members Absent: Steven Bruno
Peter McKinnon
Rod Scotland

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

The meeting was called to order at 1:00 PM.
Donna Fevreau in the Chair.

1. Notice

Donna Fevreau advised that all Town facilities were closed to the public, and that members of the public were encouraged to attend an electronic Advisory Committee or Board Meeting by joining through the ZOOM information provided with the agenda.

2. Additions & Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Deputations

None.

5. Approval of Minutes

**5.1 Newmarket Economic Development Advisory Committee Meeting
Minutes of October 07, 2020**

Moved by: Patrick Horgan

Seconded by: Carin Binder

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of October 07, 2020 be approved.

Carried

6. Items

6.1 Accelerate Newmarket

The Economic Development Officer provided an introduction to Sean Stephens, CEO, Tree Frog and the Newmarket Accelerator and Technical Foundry presentation.

Sean Stephens outlined the role that Tree Frog plays in Newmarket, and the two hypotheses regarding Newmarket's need for an accelerator and

international startups looking for a place to start locally. He reviewed the startup map which showed the process undertaken by entrepreneurs and identified the gap in the market, organizations and companies currently offering assistance, and a geographical representation of the market. He provided additional information on the Treefrog accelerator, the success of the program thus far, and future initiatives.

The Members queried the presenter regarding international versus local entrepreneur focus from programming, mentorship opportunities, funding availability.

Moved by: Beth Stevenson

Seconded by: Carin Binder

1. That the presentation provided by Sean Stephens, CEO, Treefrog regarding the Newmarket Accelerator and Technical Foundry be received.

Carried

6.2 Digital Verification

The Economic Development Officer provided an introduction of the representatives from the Digital Verification Project and the participating organizations.

The presenters outlined the Digital Verification Solution intended for a safe re-opening of the Canadian economy, what information would be provided or accessible, and the partnerships available. They reviewed the Ontario Trusted Account, how it was being successfully used today, and the opportunities for future use in relation to vaccination records. They concluded their presentation with an overview of the study objectives, and partnership opportunities with local businesses.

The Members queried the presenters regarding privacy protection, employee push back or hesitancy moving forward, provincial government partnership availability, and local partnership ideas.

Moved by: Beric Farmer

Seconded by: Robert Bull

1. That the presentation provided by representatives of the Digital Verification Project be received.

Carried

6.3 Marketing Plan Development (2021) and Implementation (2022-2024)

The Business Development Specialist provided an overview of the 2021-2024 Economic Development Strategy and the three final strategies endorsed by Council in April 2021. She reviewed the small business supports being provided by the Town of Newmarket including partnerships with York Small Business Enterprise Centre, Newmarket Chamber of Commerce, and initiatives such as the Business Assistance Concierge, Choose Local Campaign and temporary patio program. She also provided a Provincial and Federal economic update based on employment statistics.

The Economic Development Officer provided an overview of the four major intensification projects currently underway in Newmarket which included the Briarwood Development at 693 & 713 Davis Drive, Rose Corp at 175, 195, & 200 Deerfield Road, Redwood Development at 17645 Yonge Street, and Kerbel at Yonge & Millard.

The presentation concluded with a review of the 2022-2024 marketing strategy including target timeframes, market research goals, outreach and tactics, as well as next steps.

The Members discussed the housing crisis and its effect on employment, and the Upper York Sewage System and allocation available within the Town for new developments. The Members were asked to review the questions for consideration and provide further feedback via email.

Moved by: Marek Dabrowski

Seconded by: Carin Binder

1. That the presentation provided by the Economic Development Officer and Business Development Specialist regarding the Marketing Plan Development (2021) and Implementation (2022-2024) be received.

Carried

7. Closed Session

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

8. New Business

None.

9. Next Meeting

Donna Fevreau advised that the next meeting would be in October 2021, and that the Legislative Coordinator would provide additional information via email when available.

10. Adjournment

Moved by: Brian Johns

Seconded by: Edmund Yeung

1. That the meeting be adjourned at 3:20 PM.

Carried

Donna Fevreau, Chair

Date