

# **Newmarket Economic Development Advisory Committee**

Thursday, April 26, 2018 at 5:00 PM.  
Cane A & B

The meeting of the Newmarket Economic Development Advisory Committee was held on Thursday, April 26, 2018 in Cane A & B, 395 Mulock Drive, Newmarket.

Members Present: Mayor Van Bynen (5:00 – 6:45 PM, 7:07 – 7:15 PM)  
Deputy Mayor & Regional Councillor Taylor  
Jim Gragtmans, Chair  
Rick Henry  
Peter Mertens (5:00 – 6:38 PM)  
Marek Dabrowski  
Carin Binder  
Beric Farmer

Members Absent: Donna Fevreau

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

The meeting was called to order at 5:03 PM.

Jim Gragtmans in the Chair.

## **Additions & Corrections to the Agenda**

There were no additions or corrections to the agenda.

## **Declarations of Pecuniary Interest**

Mayor Van Bynen declared an interest in the Closed Session item. He left the room at 6:45 PM.

## Presentation & Recognitions

There were no presentations or recognitions.

## Approval of Minutes

### 1. Newmarket Economic Development Advisory Committee Meeting Minutes of November 23, 2017.

Moved by: Beric Farmer  
Seconded by: Marek Dabrowski

1. That the Newmarket Economic Development Advisory Committee Meeting Minutes of November 23, 2017 be approved.

**Carried**

## Items

### 1. Economic Development Updates

- a. Final Key Performance Indicators

The Economic Development Officer addressed the Committee with a an economic update including York Region Employment Survey results and updates regarding the accountability impact measures including Town-wide employment, jobs to population ratio, employment in the corridors, job to population ratio in the corridors, tax assessment in the secondary plan area and commercial assessment in the BIA (Lower Main Street).

- b. Celestica support

The Economic Development Officer provided an update on the support provided to Celestica from the Economic Development department and other Town staff. He advised that staff worked with the company to advertise and acquire temporary workers through the website and social media and to expedite the approval process for business expansion, interior renovation and partial occupancy for equipment move in.

c. Mulock Estate Purchase

The Chief Administrative Officer provided a brief overview of the Mulock Estate (Mulock Farm) purchase. He advised that there will continue to be public consultation regarding the vision for the property including the potential uses for the house, outdoor facilities including outdoor skating and ice trails and summer bike and walking trails.

d. Extending NEDAC members through the new Council term

The Economic Development Officer advised that the term of NEDAC will extend past 2018 and the Committee will continue to meet until May 2019 when new members are appointed, provided extending the term of the Committee is suitable for current members. The Chair advised that a new Chair should be appointed once upon commencement of the new term.

## 2. Urbanization

a. Marketing the Corridors Implementation Update

The Business Development Specialist provided an update regarding the Marketing the Corridors campaign. She advised that the campaign officially launched on February 28, 2018 and included social media, public relations, a blog and 12 paid campaigns focusing on highlighting what makes Newmarket a great place to work and play.

Discussion ensued regarding opportunities for collaboration with different organizations in Newmarket for marketing efforts and connecting businesses to extend the reach of marketing strategies.

b. Corridor projects

The Economic Development Officer provided an update on the following projects: York Region Annex, 212 Davis Drive, Stratus Centre, 17645 Yonge Street, and 175 Deerfield Road.

c. Hollingsworth Arena

The Chief Administrative Officer provided an update regarding the Hollingsworth Arena, specifically related to the public consultation process.

d. Union Hotel

The Chief Administrative Officer provided an update regarding the former Union Hotel property, advising that discussions are ongoing with VivaNext and Metrolinx regarding restoration and the potential uses.

### **3. Innovation**

The Economic Development Officer advised that Smart Parking is now in operation; the algorithms are working and data is being collected. He further advised that York Region was not successful in its application for the top 7 Intelligent Communities and will not be applying next year.

#### **a. Economic Development Innovation funding model?**

The Economic Development Officer advised that \$25,000.00 is available for funding for innovation and is currently being provided to support Create IT Now. He advised that switching from dedicated annual funding to project-based funding for CreateITNow would enable the Town to support other worthwhile innovation projects. Discussion ensued regarding developing criteria to support project-based initiatives.

#### **b. Cannabis is coming: Is Newmarket Ready?**

The Chair advised that due to time constraints, this topic should be discussed at a future meeting. The Committee briefly discussed the benefits of being proactive and supported the idea of forming a community based group to start discussions.

### **4. Collaboration**

The Economic Development Officer advised that the Community Economic Development Congress will likely be held in the first quarter of 2019. He further advised that the roll out of the Smart City Plan by Smart City Council is the fall of 2018.

## **Closed Session**

Moved by: Carin Binder  
Seconded by: Rick Henry

1. That the Newmarket Economic Development Advisory Committee resolve into Closed session to discuss the following items:
  - (1) Update regarding a Subsidiary Company, related to a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization as per Section 239 (2) (i) of the Municipal Act, 2001.

**Carried**

The Newmarket Economic Development Advisory Committee resolved into Closed session at 6:40 PM and reconvened into Open session at 7:07 PM.

## **New Business**

### **a. Advertising for Committee Member**

The Economic Development Officer advised that the Town is advertising to fill the current vacant position on the Newmarket Economic Development Advisory Committee. A suggestion was made that preference would be given to applicants with experience in the health innovation sector.

### **b. Next Meeting Date**

Discussion ensued regarding the next meeting date in June 2018. A potential date was Thursday, June 28<sup>th</sup> was proposed but it was determined the date would be finalized at a later time.

The following items listed as potential topics of discussion for the next meeting.

- a. Hotel development, Tourism, and Accommodation tax
- b. Southlake Regional Health Centre strategic plan
- c. York Region Annex: Resulting surplus office space
- d. Sharing economy
- e. Enhanced promotion of Newmarket as movie location

## **Adjournment**

Moved by: Rick Henry  
Seconded by: Carin Binder

1. That the Newmarket Economic Development Advisory Committee adjourn at 7:15 PM.

**Carried**

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Date

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J. Gragtmans, Chair