



Economic Development Committee

Minutes

EDC#01-19

Wednesday, June 12, 2019, 1:30 p.m.

Mayor and Council Boardroom

225 East Beaver Creek Road

Richmond Hill, ON

Committee Members Present: Councillor Chan (Chair)
Mayor Barrow
Councillor Cilevitz

Regrets: Councillor Muench

Also in attendance: Regional and Local Councillor DiPaola
Councillor Beros

Staff Members Present:

N. Garbe, City Manager
M. Gandhi, Director, Strategic Initiatives and Communication Services
M. Makrigiorgos, Regional and Local Councillor Chief of Staff
G. Sue, Manager, Economic Development
M. Jedinak, Coordinator, Economic Development Programs
B. Osler, Coordinator, Economic Development Programs
A. Horghidan, Small Business Consultant
F. Niroui, Small Business Consultant
A. Luk, Economic Development Program Assistant
J. Hambleton, Administrative Assistant to Members of Council
N. Sabet, Administrative Assistant to Members of Council
K. Hurley, Council/Committee Coordinator

Jason Cherniak and Karen Mortfield, Richmond Hill Board of Trade, were also in attendance at the invitation of the Committee.

1. Adoption of Agenda

Moved by: Councillor Cilevitz

That the agenda be adopted as distributed by the Clerk.

Carried Unanimously

2. Disclosures of Pecuniary Interest and General Nature Thereof

There were no disclosures of pecuniary interest by members of the Committee under the *Municipal Conflict of Interest Act*.

3. Minutes of Previous Meeting

3.1 Economic Development Task Force Meeting EDTF#01-18 held June 13, 2018

Moved by: Mayor Barrow

a) That the minutes of the Economic Development Task Force meeting EDTF#01-18 held on June 13, 2018, be adopted.

Carried Unanimously

3.2 Extract - Council meeting C#25-18 held on July 9, 2018

Moved by: Councillor Cilevitz

a) That the extract from Council meeting C#25-18 held on July 9, 2018 regarding SRCAO.18.07, Proposed Business Concierge Pilot Program, be received.

Carried Unanimously

4. Delegations

There were no delegations.

5. Scheduled Business

5.1 SRCM.19.07 - Economic Development Annual Update

Meeta Gandhi, Director, Strategic Initiatives and Communication Services, provided introductory remarks regarding the 2018 Economic Development Annual Report and noted that feedback from Members of Council and the community were incorporated into new ideas to move forward.

Graham Sue, Manager, Economic Development, made a presentation to the Committee regarding the 2018 Economic Development Annual Report.

He reviewed several economic indicators from January to December 2018; highlighted initiatives and projects that the Economic Development team delivered; and noted the three components used to support local businesses: Educate, Navigate and Connect.

Moved by: Councillor Cilevitz

a) That the 2018 Economic Development Annual Report, attached as Appendix 'A' to staff report SRCM.19.07, be received for information.

Carried Unanimously

5.2 2019 Mid-Year Update - Presentation by Graham Sue, Manager, Economic Development

Graham Sue, Manager, Economic Development, provided Committee with a 2019 mid-year update highlighting the following:

- Continued promotion of the Community Improvement Plan (CIP);
- 3-year funding agreement covering Small Business Enterprise Centre (SBEC) Core Programs, Starter Company Plus and Summer Company;
- Success stories with Business Plan Builder Series, Hibar Systems, Summer Company 2018 and The Umbrella Academy;
- Free digital marketing advice for small businesses;
- Collision: North America's fastest growing technology conference;
- Orientation sessions to introduce entrepreneurs to ventureLAB;
- MedEdge Life Science Summit that was scheduled on June 11th;
- Film production projects increasing; and
- Working with commercial lenders to promote Economic Development services.

General discussion ensued regarding the CIP and façade improvement applications; the agreement in place for the SBEC; and the success of the Collision technology conference and the opportunities that resulted from it for the municipality.

Moved by: Councillor Cilevitz

a) That the presentation by Graham Sue, Manager, Economic Development, regarding the 2019 mid-year update be received.

Carried Unanimously

5.3 Re-Thinking Economic Development - Presentation by Meeta Gandhi, Director, Strategic Initiatives and Communication Services

Meeta Gandhi, Director, Communication Services, introduced the topic of “re-thinking” economic development in Richmond Hill. She addressed the changing demographics, new partnership opportunities and Regional priorities that have transformed the economic environment; highlighted the small business start-ups, businesses outside of the municipality looking to invest and existing businesses looking to grow, as those who are served by economic development; and noted the many partners for economic development including Council, other levels of government, academic institutions and innovation hubs, other City Departments, international businesses, businesses and community associations, and realtors and developers.

M. Gandhi reviewed the vision and mission statements of the Economic Development section, and their approach to educate, navigate and connect. She concluded the presentation by discussing next steps to move forward:

- Reposition Economic Development along with a new mission and approach;
- Develop new promotional material that is aligned with the mission;
- Explore existing and new opportunities and decide what specific actions to undertake; and
- Provide Council with more information and success stories.

General discussion ensued regarding the potential impact of re-thinking economic development on procurement policies; economic development opportunities arising from the Richmond Hill Centre; benefits of an inter-departmental team to streamline processes; cross-connections between innovative businesses, organizations and institutions to develop collaborative partnerships with; challenges faced by innovative small businesses in gaining the City as a customer; opportunities to promote economic development services in school classrooms; provincial and

federal funding opportunities; and what type of information is shared annually with local businesses.

Committee members acknowledged the many great initiatives underway to assist local businesses, discussed the advantages and benefits of re-thinking economic development within Richmond Hill, and noted the need to update the vision and goals of economic development within the municipality as one of the most important centres in the Greater Toronto Area.

Jason Cherniak, on behalf of the Richmond Hill Board of Trade, thanked the Committee for the opportunity to attend this afternoon's meeting and provided positive feedback on the new name for the Richmond Hill Centre and regarding the ideas and initiatives presented for a new economic development vision in Richmond Hill.

Moved by: Mayor Barrow

a) That the presentation by Meeta Gandhi, Director Strategic Initiatives and Communication Services, regarding Re-Thinking Economic Development be received.

Carried Unanimously

6. Date of Next Meeting

The next meeting of the Economic Development Committee was scheduled on Wednesday, November 27, 2019 at 1:30 p.m.

7. Adjournment

Moved by: Councillor Cilevitz

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 3:15 p.m.