



## **Economic Development Committee**

### **Minutes**

**EDC#01-22**

**Monday, May 16, 2022, 1:30 p.m.**

**(Electronic Meeting pursuant to Section 238(3.3) of the Municipal Act, 2001)**

An electronic hybrid Economic Development Committee meeting, pursuant to Section 238(3.3) of the *Municipal Act, 2001*, of the Council of the City of Richmond Hill was held on Monday, May 16, 2022 at 1:30 p.m. in Council Chambers via videoconference.

Committee Members present in Council Chambers:

Councillor Chan (Chair)  
Councillor Muench

Committee Members present via videoconference:

Mayor West

Regrets: Councillor Cilevitz

Also in attendance via videoconference:

Councillor Sheppard

Staff Members present in Council Chambers:

N. Chakravorty, Administrative Assistant Members of Council  
R. Ban, Deputy City Clerk  
K. Hurley, Council/Committee Coordinator  
C. Connolly, Legislative Services Assistant

Staff Members present via videoconference:

D. Joslin, Interim City Manager  
S. Adams, Commissioner of Corporate and Financial Services  
K. Kwan, Commissioner of Planning and Infrastructure  
T. Steele, Acting Commissioner of Community Services

- A. Ierullo, Director, Economic Development and Richmond Hill Centre
- B. Osler, Senior Economic Development Officer
- A. Luk, Small Business Consultant

Glen Lowry, Executive Director, OCAD University, and Evelyn Paul, Senior Consultant, MDB Insights, were also in attendance electronically at the invitation of the Committee.

The Chair called the meeting to order at 1:32 p.m. and provided opening remarks with respect to today's hybrid electronic Economic Development Committee meeting.

**1. Adoption of Agenda**

Moved by: Councillor Muench

That the agenda be adopted as distributed by the Clerk.

Carried

**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 Minutes - Economic Development Committee meeting EDC#01-19 held June 12, 2019**

Moved by: Councillor Muench

- a) That the minutes of the Economic Development Committee meeting EDC#01-19 held June 12, 2019, be adopted.

Carried

**4. Delegations**

There were no delegations.

**5. Scheduled Business**

**5.1 City of Richmond Hill Investment Attraction Strategy**

Chair Chan provided introductory remarks regarding the City of Richmond Hill Investment Attraction Strategy and introduced Evelyn Paul, Senior Consultant, MDB Insights, who was in attendance to present the Strategy to the Committee. Chair Chan also introduced staff from Economic Development who were in attendance at today's meeting including Anthony Ierullo, Director, Economic Development and Richmond Hill

Centre, Brenda Osler, Senior Economic Development Officer, and Alan Luk, Small Business Consultant.

### **5.1.1 Presentation by Evelyn Paul, Senior Consultant, MDB Insights, regarding City of Richmond Hill Investment Attraction Strategy**

Evelyn Paul, Senior Consultant, MDB Insights, made a presentation to the Committee regarding the City of Richmond Hill Investment Attraction Strategy. She reviewed the objectives for the Strategy; advised of the Strategy Process that included Project Initiation, Situational Analysis, Stakeholder Engagement and Interim Reporting, and Strategy Development; and provided an overview of the Sector SWOT Results in the following areas:

- Professional, Scientific, and Technical Services;
- Finance and Insurance;
- Information and Cultural Industries; and
- Life Sciences.

E. Paul identified the Richmond Hill Value Proposition, and highlighted the three Strategic Priorities that built on current efforts: Establish the Investment Attraction Brand, Build a Strong BR+E Program and After-Care Support, and Focus Support for the Transitioning of Industrial Parks. E. Paul concluded her presentation by reviewing the role of Richmond Hill, noting that the Investment Attraction Strategy required sustained commitment, and opened the floor to any questions that the Committee may have.

General discussion ensued regarding the role of economic development, specifically how it related to other parts of the organization, its priority and engagement, to deliver services effectively; what type of information was tracked by staff in Economic Development, for example the Gross Domestic Product and investment by sector, and whether any preliminary census data from 2021 was reviewed; Richmond Hill's population growth in comparison to other municipalities in the province; economic development partnerships; prioritization and preservation of employment lands within the existing Business Parks; alignment of Richmond Hill's economic development approach with the workforce; the value of creative industries and leveraging the Civic

Precinct Lands and Richmond Hill Centre to create opportunities; and whether business incubator programs were explored.

Moved by: Councillor Muench

a) That the presentation by Evelyn Paul, Senior Consultant, MDB Insights, regarding City of Richmond Hill Investment Attraction Strategy, be received with thanks.

Carried Unanimously

**5.1.2 Memorandum from Anthony Ierullo, Director, Richmond Hill Centre and Economic Development, dated May 16, 2022, regarding City of Richmond Hill Investment Attraction Strategy**

Anthony Ierullo, Director, Economic Development and Richmond Hill Centre, noted that the presentation by Evelyn Paul, Senior Consultant, MDB Insights, provided a comprehensive overview of the City of Richmond Hill Investment Attraction Strategy and that staff were happy to continue the discussion from the previous item with Committee members.

Committee members expressed their thanks to staff and the consultant for their work on the Strategy, and highlighted how it would act as a roadmap for the City.

Moved by: Mayor West

That the Economic Development Committee recommends to Council:

a) That the memorandum from Anthony Ierullo, Director, Richmond Hill Centre and Economic Development, dated May 16, 2022, regarding the City of Richmond Hill Investment Attraction Strategy be received; and,

b) That the City of Richmond Hill Investment Attraction Strategy, attached as Appendix A to the memorandum from Anthony Ierullo, Director, Richmond Hill Centre and Economic Development, dated May 16, 2022, be endorsed.

Carried Unanimously

## **5.2 Launch of the Centre for Local Innovation and Collaboration (CLIC) - Verbal update by Glen Lowry, Executive Director, OCAD University, and Anthony Ierullo, Director, Richmond Hill Centre and Economic Development**

Chair Chan provided introductory remarks regarding the launch of the Centre for Local Innovation and Collaboration (CLIC) and introduced Anthony Ierullo, Director, Richmond Hill Centre and Economic Development, and Glen Lowry, Executive Director, OCAD University, who would be providing a verbal update regarding CLIC for the Committee.

Anthony Ierullo, Director, Richmond Hill Centre and Economic Development, provided background information that led to the creation of CLIC noting the relationship and discussions that were underway between the City and OCAD University pre-COVID that continued throughout the pandemic, and the role of the Recover Richmond Hill Task Force and Recover Richmond Hill Action Plan that had a goal of “Supporting Investment, Innovation and Entrepreneurship”, and included an action item to “Launch a Local Innovation Centre, in partnership with post-secondary partners, to support entrepreneurs, incubate new businesses and accelerate business investment”. A. Ierullo advised of the partnership that was established between the City of Richmond Hill, OCAD University and eCampusOntario to create CLIC, and how its programs would assist and benefit local businesses.

Glen Lowry, Executive Director, OCAD University, highlighted the success of the first pilot program that CLIC ran this past winter that allowed the opportunity to meet and work with 17 local businesses, to learn of their challenges and discuss opportunities, and noted that 3 of those local businesses were offered seed funding to take their projects to the next level. He advised that because of the success of the pilot program, CLIC would be taking on a new cohort in the fall with additional support from eCampusOntario. G. Lowry highlighted the many benefits CLIC had to offer to everyone involved, and extended his thanks to the staff in Economic Development for all of their work and perseverance.

Committee members acknowledged the many benefits of the partnership and noted that they were looking forward to CLIC being showcased at the Collision Conference being held in June 2022.

Moved by: Mayor West

a) That the verbal update by Glen Lowry, Executive Director, OCAD University, and Anthony Ierullo, Director, Richmond Hill Centre and Economic Development, regarding the Launch of the Centre for Local Innovation and Collaboration (CLIC), be received.

Carried Unanimously

**5.3 Economic Development Committee Meeting Format for the remainder of 2018 to 2022 Term of Council**

Moved by: Mayor West

a) That the Economic Development Committee confirm the format of meetings going forward be electronically for the remainder of the 2018 to 2022 Term of Council.

Carried Unanimously

**6. Date of Next Meeting**

The next meeting of the Economic Development Committee is at the call of the Chair.

**7. Adjournment**

Moved by: Mayor West

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 2:53 p.m.