



## **Economic Development Committee**

### **Minutes**

**EDC#02-23**

**Monday, November 6, 2023, 1:30 p.m.**

**Council Chambers**

**225 East Beaver Creek Road**

**Richmond Hill, Ontario**

An Economic Development Committee meeting was held on Monday, November 6, 2023 at 1:30 p.m. in Council Chambers via videoconference.

Committee Member present in Council Chambers:

Regional and Local Councillor Chan - Chair

Committee Members present via videoconference:

Mayor West – Vice Chair

Councillor Liu

Councillor Cui

Councillor Shiu

Also in attendance and present via videoconference:

Regional and Local Councillor DiPaola

Councillor Thompson

Councillor Cilevitz

Staff Members present in Council Chambers:

A. Ierullo, Director, Economic Development and Richmond Hill Center

B. Osler, Senior Economic Development Officer

J. Svetlitsa, Program Support Administrator

A. Luk, Small Business Consultant

R. Ban, Deputy City Clerk

S. Dumont, Council/Committee Coordinator

C. Connolly, Legislative Services Assistant

Staff Members present via videoconference:

D. Joslin, City Manager

T. Steele, Commissioner of Community Services  
K. Kwan, Commissioner of Planning and Infrastructure  
M. Logue, Project Manager, Development Partnerships  
P. Ruparel, Small Business Consultant

Bill Elliott and Chris Hokansson, Sequence Consulting, were also in attendance in Council Chambers.

**1. Adoption of Agenda**

Moved by: Councillor Liu

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 Minutes - Economic Development Committee meeting EDC#01-23 held March 28, 2023**

Moved by: Mayor West

a) That the minutes of the Economic Development Committee meeting EDC#01-23 held March 28, 2023, be adopted.

Carried Unanimously

**4. Delegations**

There were no delegations.

**5. Scheduled Business**

**5.1 Update on the Investment Attraction Subsector Strategy - Presentation by Bill Elliott, Sequence Consulting - (refer to Item 5.2)**

Anthony Ierullo, Director, Economic Development and Richmond Hill Center, provided background information regarding the Foreign Direct Investment Strategy, noting that the City engaged Sequence Consulting to support the development of a subsector strategy. A. Ierullo introduced Bill Elliot, Sequence Consulting, to present the key findings of the Subsector Strategy report.

Bill Elliott, Sequence Consulting, identified the project scope of the Investment Attraction Subsector Strategy and the process and methodology followed. He provided an overview of key findings, made subsector recommendations, and shared elements of a successful Investment Attraction Program. B. Elliot identified geographic areas to target based on subsector, and recommended going in market through trade missions, and planning and executing an “InMarket Visitation Program” and “Investment Attraction Program”. He concluded by reviewing the key messages of the Investment Attraction Subsector Strategy.

B. Elliot provided clarification on the differences between a tradeable and non-tradeable sector, and discussion followed on whether the City should narrow its focus to be more specific with respect to branding and targeting subsectors. Committee members also suggested that the City proactively promote its brand and image by submitting applications for awards and recognition.

Committee members remarked on the partnerships with post-secondary institutions through the Centre for Local Innovation and Collaboration and suggested creating additional partnerships with other institutions both inside and outside Canada.

B. Elliot responded to a further inquiry from the Committee as to why specific countries were not identified as target geographic areas within the Investment Attraction Subsector Strategy.

Moved by: Councillor Shiu

a) That the presentation by Bill Elliott, Sequence Consulting, regarding an Update on the Investment Attraction Subsector Strategy, be received and all comments be referred back staff.

Carried

## **5.2 SRCM.23.18 – 2024 Investment Attraction Program**

Anthony Ierullo, Director, Economic Development and Richmond Hill Center, made remarks regarding the 2024 Investment Attraction Program, noting that the staff report outlined key activities that will be advanced in 2024 toward the implementation of the Investment Attraction Strategy.

Committee members thanked staff for their report and effort in making the City a vibrant economic community today and into the future.

Moved by: Mayor West

a) That staff report SRCM.23.18 regarding the 2024 Investment Attraction Program, be received for information.

Carried Unanimously

**5.3 SRCM.23.19 - 2022 Year in Review**

Moved by: Councillor Shiu

a) That staff report SRCM.23.19 regarding 2022 Year in Review, be received for information.

Carried Unanimously

**6. Date of Next Meeting - at the call of the Chair**

**7. Adjournment**

Moved by: Mayor West

That the meeting be adjourned.

Carried Unanimously

The meeting adjourned at 2:36 p.m.