



## **Economic Development Committee**

### **Minutes**

**EDC#01-24**

**Tuesday, October 15, 2024, 1:30 p.m.**

**Council Chambers**

**225 East Beaver Creek Road**

**Richmond Hill, Ontario**

An Economic Development Committee meeting was held on Tuesday, October 15, 2024, at 1:30 p.m. in Council Chambers and via videoconference.

Committee Members present in Council Chambers:

Regional and Local Councillor Chan – Chair  
Mayor West – Vice Chair  
Councillor Shiu

Committee Members present via videoconference:

Councillor Liu  
Councillor Cui

Also in attendance and present via videoconference:

Regional and Local Councillor DiPaola  
Councillor Cilevitz  
Councillor Thompson

Staff Members present in Council Chambers:

D. Joslin, City Manager  
A. Ierullo, Director, Economic Development and Richmond Hill Center  
J. Svetlitsa, Program Support Administrator  
R. Ban, Deputy City Clerk  
S. Dumont, Council/Committee Coordinator  
C. Connolly, Legislative Services Assistant

Staff Members present via videoconference:

S. Adams, Commissioner of Corporate and Financial Services  
P. Masaro, Commissioner of Infrastructure and Engineering Services

T. Steele, Commissioner of Community Services  
M. Logue, Project Manager, Development Partnerships  
M. Jedinak, Senior Economic Development Officer  
A. Luk, Small Business Consultant  
P. Ruparel, Small Business Consultant

**1. Call to Order**

The Chair called the meeting to order at 1:30 p.m.

**2. Adoption of Agenda**

Moved by: Councillor Liu

That the agenda be adopted as distributed by the Clerk.

Carried Unanimously

**3. Disclosures of Pecuniary Interest and General Nature Thereof**

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

**4. Adoption of Previous Minutes**

**4.1 Minutes - Economic Development Committee meeting EDC#02-23 held November 6, 2023**

Moved by: Councillor Shiu

a) That the minutes of Economic Development Committee meeting EDC#02-23 held November 6, 2023, be adopted.

Carried Unanimously

**5. Delegation(s)**

There were no delegations.

**6. Scheduled Business**

**6.1 SRCM.24.06 – Update on the 2024 Investment Attraction Program**

Anthony Ierullo, Director, Economic Development and Richmond Hill Centre, presented an update on the 2024 Investment Attraction Program. He reported on the progress in implementing the program, including advancing the Business Retention and Expansion (BR&E) and Aftercare Programs and support for large business openings, such as Amazon's planned opening in November. He advised that the City launched a

Foreign Direct Investment (FDI) program, that staff attended the Site Selectors Guild Forum in April 2024, and that FDI training was provided to senior staff and Council members. A. Ierullo advised that marketing materials were updated and two promotional videos were created to highlight the City's value proposition across various sectors, which they planned to showcase during trade shows and other engagements.

Committee members shared positive feedback on the promotional video that was played, inquired about its intended usage, and sought clarification on the City's new brand "Thinking Forward." Staff advised that the City was attending the MedTech 2024 Conference, as medical technologies was one of their target subsectors, and planned to highlight their value proposition to attract investors to Richmond Hill.

Moved by: Mayor West

a) That staff report SRCM.24.06 regarding Update on the 2024 Investment Attraction Program be received for information.

Carried Unanimously

## **6.2 SRCM.24.10 - 2025 Investment Attraction Program**

Anthony Ierullo, Director, Economic Development and Richmond Hill Centre, made introductory remarks regarding the 2025 Investment Attraction Program. He noted that they were continuing to advance four key initiatives: implementing enhanced BR&E and Business Aftercare programs, completing an employment lands analysis, implementing an FDI Program, and establishing an ad-hoc FDI Business Leadership team.

Committee members questioned if there were any plans to collaborate or provide incentives to green energy companies to implement broad initiatives. They also inquired about the availability of land for employment growth and the potential impact of the new provincial policy on the conversion of employment lands.

Staff advised of their planned participation as part of a Canadian contingent at Hannover Messe in 2025, where the City aimed to engage with prospects from various sectors, with a focus on those relevant to its target subsectors.

Committee members shared their feedback on the Investment Attraction Program, noting that it was a targeted approach that leveraged Richmond Hill's strengths and its geographic location.

Moved by: Councillor Shiu

a) That staff report SRCM.24.10 regarding 2025 Investment Attraction Program be received for information.

Carried Unanimously

### **6.3 SRCM.24.11 - 2023 Economic Development Year in Review**

Anthony Ierullo, Director, Economic Development and Richmond Hill Centre, advised that the 2023 Economic Development Year in Review was an opportunity to showcase the work of the team and highlight the major economic development impacts the City had made in the business community. He also noted that it highlighted the City's business support programs.

Staff provided clarification on the key performance indicators for the Small Business Centre for 2023, and commented on lessons learned from 2023 that have driven initiatives in 2024. Staff described the Centre for Local Innovation and Collaboration program, and advised that they were seeking to expand the network of post-secondary institutions that support businesses with research challenges. Staff also highlighted future initiatives to help connect businesses looking for additional financial support.

Moved by: Councillor Cui

a) That staff report SRCM.24.11 regarding 2023 Economic Development Year in Review be received.

Carried Unanimously

### **6.4 SRCM.24.12 - 2023 Richmond Hill Centre Year in Review**

Anthony Ierullo, Director, Economic Development and Richmond Hill Centre, advised that the 2023 Richmond Hill Centre Year in Review provided an overview of the major milestones achieved in planning the Richmond Hill Centre. He noted that it highlighted the Richmond Hill Secondary Plan, the Yonge North Subway Extension, and provided illustrations to emphasize the vision for the area.

Committee members inquired if there were plans to encourage future residents of Richmond Hill Centre to work there as well, and if incentives were planned to attract certain business to the area. Additionally, staff provided additional information on two development proposals for the area.

Committee members inquired about the major milestones for the Yonge North Subway Extension in 2024 and 2025, and requested additional information on the two subway stations planned for Richmond Hill Centre.

Staff advised that the rendering in the Year in Review reflected the permissions in place for the area within the Secondary Plan, and complied with the Minister's Zoning Order. Staff further remarked on the importance of coordinating with the City of Markham as they advance the development of the Langstaff Gateway community.

Moved by: Councillor Shiu

a) That staff report SRCM.24.12 regarding 2023 Richmond Hill Centre Year in Review be received.

Carried Unanimously

## **7. Adjournment**

Moved by: Mayor West

That the meeting be adjourned.

Carried Unanimously

The meeting adjourned at 2:44 p.m.