



**TOWN OF AURORA
COUNCIL REPORT**

AGENDA ITEM # **3**

No. EDC05-03

SUBJECT: *Wednesday, March 23, 2005 Economic Development Advisory Committee Meeting*

FROM: Chair - Councillor Morris
Council Members - Councillors Kean
Committee Members - David Amborski, Jim Beechey,
Gabriela Dragomir and
Richard Wizemann

DATE: April 12, 2005

RECOMMENDATIONS

1. *THAT the Committee Record of the Economic Development Advisory Committee Meeting 05-03 held on Wednesday, March 23, 2005 be received as information; and*

2. *THAT Meeting Report No. 05-02 be adopted as printed and circulated; and*
THAT a special meeting be held to discuss the future initiatives of the Economic Development Advisory Committee; and
3. **ADM05-006 - Developing a New Marketing Tagline for Aurora – The Process Revisited**
THAT Council endorse the marketing tagline for the Town of Aurora, “Our Location Has Its Advantages”; and
THAT staff introduce the new tagline as integrated within the previously approved logo to Council, at a future Council meeting.
4. **ADM05-007 - The 2004 BMA Municipal Competitiveness Study – An Overview from the Town of Aurora’s Perspective**
THAT the Economic Development Advisory Committee receive Report ADM05-007, dated March 23, 2005, as prepared by BMA Management Consulting Inc., which provided an overview of the 2004 Municipal Competitiveness Study.; and
THAT the Economic Development Advisory Committee direct the Economic Development Officer to present Report ADM05-007 to Council at a meeting in late April or early May, 2005; and

5. ADM05-008 - An Update on Aurora's Economy

THAT the Economic Development Advisory Committee receive Report ADM05-008 dated March 23, 2005 entitled 'An Update on Aurora's Economy', for information; and

THAT the Economic Development Advisory Committee direct the Economic Development Officer to present Report ADM05-008 to Council at its April 12, 2005 meeting.

6. Yonge Street Commercial Area Sub-Committee

THAT the Yonge Street Commercial Area Sub-Committee Record 05-01 dated January 6, 2005; Record 05-02 dated February 3, 2005; and Record 05-03 dated March 3, 2005, be received; and

THAT the matter of improving the landscaping of the Temperance Street Municipal Parking Lot be referred to Leisure Services staff.

7. Noise Complaint

THAT a copy of the draft Noise By-law be presented to the Economic Development Advisory Committee, when available, for review prior to Council consideration, in order to allow Economic Development Advisory Committee to provide input to the draft By-law regarding the possible impact on Aurora's business community.

BACKGROUND

Attached for the information of Council are the Minutes of the Economic Development Advisory Committee Meeting 05-02, held on February 16, 2005.

COMMENTS

Nil.

OPTIONS

Nil.

CONCLUSIONS

Nil.

FINANCIAL IMPLICATIONS

None.

ATTACHMENTS

1. Copy of Committee Record No. 05-02

Prepared by: Karen Ewart, Administrative Co-ordinator/Deputy Clerk, ext. 4222



**Councillor Morris, Vice-Chair
Economic Development Advisory Committee**

Yan



COMMITTEE RECORD MEETING NO. 05-03

Committee: Economic Development Advisory Committee

Date: Wednesday, March 23, 2005

Time and Location: 7:30 a.m., The Leksand Room - Aurora Town Hall

Committee Members: Councillor Morris, Vice-Chair; Councillor Kean David Amborski, Jim Beechey, Gabriela Dragomir, Richard Wizemann

Regrets: Councillor Vrancic, Mayor Jones, Sharon Culver and Lisa Cruickshank

Other Attendees: Dino Lombardi, Economic Development Officer; Karen Ewart, Administrative Co-ordinator/Deputy Clerk, Kristen Yemm, Marketing/Communications Coordinator

Councillor Morris, Vice-Chair, called the meeting to order at 7:37 a.m.

DECLARATIONS OF INTEREST

There were no declarations of interest under the *Municipal Conflict of Interest Act*.

APPROVAL OF AGENDA

Moved by Councillor Kean

Seconded by Gabriela Dragomir

THAT the contents of the agenda, with the following additional items, be approved:

- Item 1 - Revised Attachment B – Taglines for Ontario Municipalities
- Yonge Street Commercial Area Sub-Committee of January 6, 2005;
- Yonge Street Commercial Area Sub-Committee of March 3, 2005

CARRIED

PREVIOUS MEETING REPORT

Economic Development Advisory Committee Meeting No. 05-02, dated Wednesday, February 16, 2005

Moved by Councillor Kean

Seconded by Gabriela Dragomir

THAT Meeting Report No. 05-02 be adopted as printed and circulated;
and

THAT a special meeting be held to discuss the future initiatives of the Economic Development Advisory Committee.

CARRIED

1. **ADM05-006 - Developing a New Marketing Tagline for Aurora – The Process Revisited**

Moved by Councillor Kean

Seconded by Jim Beechey

THAT Council endorse the marketing tagline for the Town of Aurora, "***Our Location Has Its Advantages***"; and

THAT staff introduce the new tagline as integrated within the previously approved logo to Council, at a future Council meeting.

CARRIED

NEW BUSINESS

2. **ADM05-007 - The 2004 BMA Municipal Competitiveness Study – An Overview from the Town of Aurora's Perspective**

Moved by Councillor Kean

Seconded by David Amborski

THAT the Economic Development Advisory Committee receive Report ADM05-007, dated March 23, 2005, as prepared by BMA Management Consulting Inc., which provided an overview of the 2004 Municipal Competitiveness Study.; and

THAT the Economic Development Advisory Committee direct the Economic Development Officer to present Report ADM05-007 to Council at a meeting in late April or early May, 2005.

CARRIED

3. ADM05-008 - An Update on Aurora's Economy

Moved by Councillor Kean

Seconded by David Amborski

THAT the Economic Development Advisory Committee receive Report ADM05-008 dated March 23, 2005 entitled '*An Update on Aurora's Economy*', for information; and

THAT the Economic Development Advisory Committee direct the Economic Development Officer to present Report ADM05-008 to Council at its April 12, 2005 meeting.

CARRIED

4. Memorandum from the Economic Development Officer - Town of Aurora Businesses in the News Updates

Moved by Councillor Kean

Seconded by Gabriela Dragomir

THAT the memorandum from the Economic Development Officer entitled, '*Town of Aurora Businesses in the News – Updates,*' be received for information.

CARRIED

SUB-COMMITTEE/UPDATES

5. Yonge Street Commercial Area Sub-Committee

Yonge Street Commercial Area Sub-Committee Record 05-01 dated January 6, 2005; Record 05-02 dated February 3, 2005; and Record 05-03 dated March 3, 2005.

Moved by Councillor Kean

Seconded by Gabriela Dragomir

THAT the Yonge Street Commercial Area Sub-Committee Record 05-01 dated January 6, 2005; Record 05-02 dated February 3, 2005; and Record 05-03 dated March 3, 2005, be received; and

THAT the matter of improving the landscaping of the Temperance Street Municipal Parking Lot be referred to Leisure Services staff.

CARRIED

OTHER BUSINESS

Gabriela Dragomir requested that, in the future, Economic Development Advisory Committee Members be notified by e-mail when the Economic Development Advisory Committee Agendas are made available for pick-up at the Aurora Public Library

The Economic Development Officer specifically updated the Committee about inaccuracies in a recent Era Banner newspaper article related to the confirmed relocation of Reebok Canada Inc. from Aurora in 2006. The Economic Development Officer advised the Committee that tax related information quoted in the article was incorrect and that a correction notice had been published by The Era Banner in its Sunday, March 13th newspaper.

6. Noise Complaint

Councillor Morris advised the Committee that Members of Council had received complaints regarding noise at a business located at 200 Industrial Parkway North. The Economic Development Officer advised that By-law Enforcement Staff have been monitoring the situation and confirmed that the company is operating within the parameters of the current Noise By-law. Councillor Morris further advised that staff is currently reviewing the Town's existing Noise By-law and drafting a new By-law. The timing for consideration of this new Draft By-law has not been confirmed, but a public information session is anticipated.

Moved by Councillor Kean

Seconded by Jim Beechey

THAT a copy of the draft Noise By-law be presented to the Economic Development Advisory Committee, when available, for review prior to Council consideration, in order to allow Economic Development Advisory Committee to provide input to the draft By-law regarding the possible impact on Aurora's business community.

CARRIED

ADJOURNMENT

Moved by Councillor Kean

Meeting adjourned at 9:20a.m.

CARRIED