



**Economic Development
Advisory Committee
Meeting Agenda**

**Thursday, September 8, 2016
7 p.m.**

**Leksand Room
Aurora Town Hall**

Public Release
September 1, 2016



Town of Aurora
Economic Development Advisory Committee
Meeting Agenda

Date: Thursday, September 8, 2016

Time and Location: 7 p.m., Leksand Room, Aurora Town Hall

1. Declaration of Pecuniary Interest and General Nature Thereof

2. Approval of the Agenda

Recommended:

That the agenda as circulated by Legislative Services be approved.

3. Receipt of the Minutes

Economic Development Advisory Committee Meeting Minutes of June 9, 2016

Recommended:

That the Economic Development Advisory Committee meeting minutes of June 9, 2016, be received for information.

4. Delegations

5. Matters for Consideration

6. Informational Items

- 1. Memorandum from Manager of Long Range and Strategic Planning
Re: Economic Development Action Plan – Mid-Term Update**

Recommended:

1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update be received for information.

- 2. Memorandum from Manager of Long Range and Strategic Planning
Re: Bell Small Cell Pilot Project Update**

Recommended:

1. That the memorandum regarding Bell Small Cell Pilot Project Update be received for information.

- 3. Memorandum from Manager of Long Range and Strategic Planning
Re: Activity Report**

Recommended:

1. That the memorandum regarding Activity Report be received for information.

- 4. Extract from Council Meeting of June 28, 2016
Re: Economic Development Advisory Committee Meeting Minutes of
June 9, 2016**

Recommended:

1. That the Extract from Council Meeting of June 28, 2016, regarding the Economic Development Advisory Committee meeting minutes of June 9, 2016, be received for information.

7. New Business

8. Adjournment



**TOWN OF AURORA
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MEETING MINUTES**

Date: Thursday, June 9, 2016

Time and Location: 7 p.m., Leksand Room, Aurora Town Hall

Committee Members: Councillor Paul Pirri (Chair), Councillor John Abel (Vice Chair)
Roselyn Gonsalves, Javed Khan, and Bruce Walkinshaw

Member(s) Absent: Don Constable and Marilee Harris

Other Attendees: Councillor Harold Kim, Councillor Tom Mrakas, Councillor
Michael Thompson, Anthony Ierullo, Manager of Long Range &
Strategic Planning, Michael Logue, Program Manager,
Economic Development, and Samantha Yew,
Council/Committee Secretary

The Chair called the meeting to order at 7 p.m.

1. DECLARATION OF PECUNIARY INTEREST

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

2. APPROVAL OF THE AGENDA

**Moved by Rosalyn Gonsalves
Seconded by Bruce Walkinshaw**

THAT the agenda as circulated by Legal and Legislative Services be approved.

CARRIED

Economic Development Advisory Committee Meeting Minutes
Thursday, June 9, 2016

Page 2 of 4

3. RECEIPT OF THE MINUTES

Economic Development Advisory Committee Meeting Minutes of May 12, 2016

**Moved by Javed Khan
Seconded by Rosalyn Gonsalves**

THAT the Economic Development Advisory Committee meeting minutes of May 12, 2016, be received for information.

CARRIED

4. DELEGATIONS

None

5. MATTERS FOR CONSIDERATION

**1. Memorandum from Manager of Long Range & Strategic Planning
Re: Development of an Attraction Strategy for the Hotel Industry**

Staff gave an overview of the memorandum and noted that it would cost approximately \$25,000 for a consultant to complete the scope of work.

The Committee discussed the possibility of completing the scope of work in-house and the impact of Regional hotel development charges, and made suggestions that could be considered as part of the hotel feasibility study and attraction strategy.

**Moved by Councillor Abel
Seconded by Bruce Walkinshaw**

THAT the memorandum regarding Development of an Attraction Strategy for the Hotel Industry be received for information.

CARRIED

6. INFORMATIONAL ITEMS

**2. Memorandum from Manager of Long Range & Strategic Planning
Re: Economic Development Action Plan Update**

The Committee inquired about the status of the establishment of a BIA in downtown Aurora, the proposed Bell Canada small cell pilot project, and the

Economic Development Advisory Committee Meeting Minutes
Thursday, June 9, 2016

Page 3 of 4

status of the proposed medical campus. Staff advised on various aspects of these inquiries.

**Moved by Councillor Abel
Seconded by Bruce Walkinshaw**

THAT the memorandum regarding Economic Development Action Plan Update be received for information.

CARRIED

**3. Memorandum from Manager of Long Range & Strategic Planning
Re: Call for Town of Aurora Business Ambassadors**

Staff provided a brief overview of the Business Ambassadors Program. The Committee inquired about aspects of the program, including the selection process, compensation, and membership.

**Moved by Councillor Abel
Seconded by Bruce Walkinshaw**

THAT the memorandum regarding Call for Town of Aurora Business Ambassadors be received for information.

CARRIED

7. NEW BUSINESS

The Chair thanked staff for their work on the Business Ambassadors Program.

The Committee discussed their initiatives and strategic priorities.

The Committee discussed the possibility of participating in a hotel attraction strategy working group with the Aurora Chamber of Commerce.

8. ADJOURNMENT

**Moved by Bruce Walkinshaw
Seconded by Javed Khan**

THAT the meeting be adjourned at 8:23 p.m.

CARRIED

Economic Development Advisory Committee Meeting Minutes
Thursday, June 9, 2016

Page 4 of 4

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS
ADOPTED BY COUNCIL AT A LATER MEETING.



100 John West Way
Box 1000
Aurora, Ontario
L4G 6J1
Phone: 905-727-3123 ext. 4742
Email: Alerullo@aurora.ca
www.aurora.ca

Town of Aurora
Planning & Development Services

Memorandum

DATE: September 8, 2016
TO: Economic Development Advisory Committee
FROM: Anthony Ierullo, Manager of Long Range and Strategic Planning
RE: **Economic Development Action Plan – Mid-Term Update**

Recommendation

1. That the memorandum regarding Economic Development Action Plan – Mid-Term Update be received for information.

Background

At the beginning of the current term of Council, Town staff and Economic Development Advisory Committee members worked together to update the Economic Development Action Plan that was originally developed through the Committee during the previous 2010-2014 term of Council. The Plan identified 5 priority actions that guided economic development activities in Aurora.

Additionally, an overview diagram encompassing a breadth of economic development-related activities, including but not limited to those included in the Economic Development Action Plan, was created and endorsed by the Economic Development Advisory Committee in 2015.

Comments

In a more fulsome manner than the recurring monthly report, the full diagrammed overview of economic development activities (“puzzle pieces”) and an update on the Economic Development Action Plan is presented for the Committee, as we approach the mid-term of Council.

This is done with the goal of reaffirming the Committee’s commitment to the core tenets of the Economic Development Action Plan and other economic development-related activities covered in the “puzzle pieces” overview diagram.

September 8, 2016

-2-

Economic Development
 Action Plan Mid-Term Update

	Lead	Actions Complete	Major Actions To-Do	Anticipated completion	Proposed Funding
Activity					
Entertainment District	LRSP	Project deferred by Council and removed from Budget.	Explore opportunities to link with Cultural Precinct as planning progresses. Alternatively, can examine as part of tertiary if not addressed.	2016-2017	As part of Cultural Precinct or \$70,000 as part of Tertiary Plan
Permanent Farmers' Market	LRSP	Secured Aurora Armory, available for winter months pilot project. Reconfigured outdoor market for Wells Street Schoolhouse Lofts opening.	Cultural Precinct Plan and Repurposing Study to consider potential long term uses for Armory. Farmers Market has been included as an option.	Ongoing	TBD
Implement the BR&E Action Plan	LRSP	BR&E Action Plan approved and implemented. Limited business visitations limited due to resourcing restrictions.	Continue to implement Action Plan. Seek additional resources to expand business visitation program.	Ongoing	Additional Staff resources requested as part of 2017 Budget
Administer the Town's Business Concierge Program	LRSP	Program launched, marketing materials prepared, staff education completed.	Consider expanding program beyond only large-scale industrial & office projects in 2017	Ongoing	TBD
Bio-medical campus	LRSP	Change of preferred location subsequent to completed Planning Study completed, due to several key development sites sold, rezoned and redeveloped.	Timing of marketing efforts to coincide with landowner's progress towards servicing lands & making them available for purchase.	2017	TBD
Innovation Incubator	LRSP	Unsuccessful in efforts to partner Seneca College on Fab Lab / Makerspace concept.	Continuing to discuss alternative partnership options. Prepare and present project business case when appropriate.	Ongoing	TBD

September 8, 2016

-3-

Economic Development
Action Plan Mid-Term Update

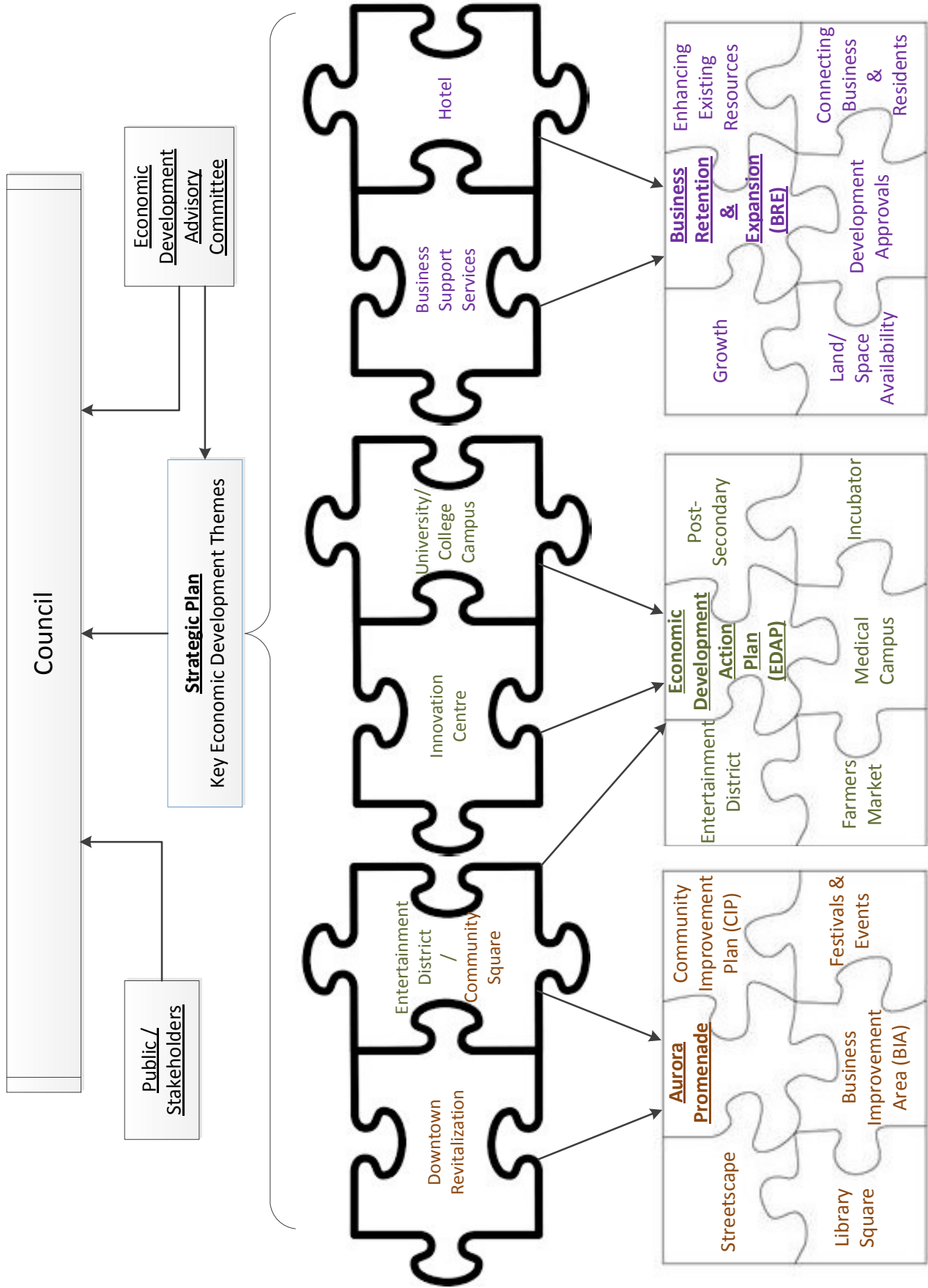
	Lead	Actions Complete	Major Actions To-Do	Anticipated completion	Proposed Funding
Activity					
Post Secondary Presence	LRSP	Prepared a submission, in partnership with the Town of Newmarket, to partner with York University on their proposed York Region Campus. Campus was awarded to the City of Markham.	Continue to discuss alternative partnership options.	Ongoing	TBD

As directed by Council, staff are committed to continuing to advance the initiatives outlined in the Economic Development Action Plan. The focus of these activities has been summarized in this memorandum for both EDAC and Council. EDAC may also want to consider reviewing the Economic Development Action Plan and recommending modifications to Council if appropriate.

Attachments

Attachment 1- Economic Development Plans Diagram

Attachment 1





100 John West Way
Box 1000
Aurora, Ontario
L4G 6J1
Phone: 905-727-3123 ext. 4742
Email: Alerullo@aurora.ca
www.aurora.ca

Town of Aurora
Planning & Building Services

Memorandum

Date: September 8, 2016
To: Economic Development Advisory Committee
From: Anthony Ierullo, Manager of Long Range and Strategic Planning
Re: **Bell Small Cell Pilot Project Update**

Recommendation

- 1. That the memorandum regarding Bell Small Cell Pilot Project Update be received for information.**

Background

Since early 2016, staff have been updating the Committee on a potential partnership with Bell Canada related to the installation of small cell technology in select locations in Aurora. On August 9, 2016, Council the approved attached report authorizing the partnership. The report outlines the details of the recently approved partnership and has been attached for information purposes.

Attachments

Attachment 1 – Report No. PDS16-049 – Small Cell Technology Pilot Project with Bell Canada, from Council meeting of August 9, 2016.

Attachment 1



**TOWN OF AURORA
COUNCIL REPORT**

No. PDS16-049

SUBJECT: *Small Cell Technology Pilot Project with Bell Canada*
FROM: *Marco Ramunno, Director of Planning & Development Services*
DATE: *August 9, 2016*

RECOMMENDATIONS

THAT Report No. PDS16-049 be received; and

THAT the Director of Planning & Development Services be authorized to execute facility licensing agreements with Bell, including any and all documents and ancillary agreements required to give effect to same; and

THAT a financial reserve be established for the proceeds of revenue from licensing with Bell, for the purpose of funding economic development initiatives.

PURPOSE OF THE REPORT

The purpose of the report is to seek Council's permission to enter into an agreement with Bell Canada for a pilot project that will make Aurora one of the first municipalities in Ontario to receive new small cell technology for improved broadband connectivity.

BACKGROUND

The opportunity

In late 2015, Bell Canada reached out to York Region and its nine local municipalities, including Aurora, regarding the emerging technology known as small cell communications. Bell wishes to begin installing these small cell antenna systems, also known as micro cells, to existing utility poles or street lights, attached to buildings or other infrastructure such as bus shelters. This investment is part of a broader strategy to improve data coverage and eliminate the need for new traditional cellular towers.

August 9, 2016

- 2 -

Report No. PDS16-049

The technology

Small cells operate with lower transmit power relative to traditional cell sites and are designed to blend into the environment and cover small areas.

Each small cell installation would have a coverage area of approximately 150m radius.

- **Power consumption:** 120/240V (AC), 160W max. per unit
- **Weight:** 13 Kg (28.7 lbs) per unit.
- **Dimensions (HxWxD):** 300 mm x 280 mm x 145 mm per unit

Radio-frequency Health and Safety: The proposed small cell installations result in exposure limits far below Health Canada requirements for the general public. This factor, coupled with the reduced need for traditional cellular towers, makes small cell technology attractive.

The provision of fibre, and small cell technology is being positioned as the network of the future – eliminating or reducing the need for new telecommunications towers.

Compared to towers, small cells have:

- Fibre and power port within unit. Minimal ground space is required.
- Ease of maintenance. If one Small Cell Site goes down, or the Town needs to do maintenance, Bell can shut down one site at a time, without compromising service
- Simple and efficient installation & maintenance methods.

The Market

As per Bell, small cells facilitate an improved customer experience by:

- Augmenting network availability to users in heavily trafficked areas
- Improving network quality (speed) and capacity (availability)
- Reducing the overall equipment real estate foot-print required
- Potentially decreasing the number of traditional 'cell sites' required

Bell describes a paradigm shift towards hyper-connectivity, where businesses, individuals, governments and emergency services expect and demand high-speed, high-bandwidth wireless connectivity around-the-clock. Wireless carriers are struggling to keep up with explosive demand and many networks are nearing or at capacity

- Data traffic is expected to double every year
- Data requires exponentially greater broadband capacity than voice

The Town is taking a leadership role in partnering with Bell to advance small cell technology in the GTA. This investment will impact service levels in the highlighted high traffic areas and provide the Town with a competitive advantage. This investment, with the potential for an expanded roll out, as well as Bell's ongoing commitment to expanding its fibre-optic network, have the potential to be a major economic development driver moving forward.

August 9, 2016

- 3 -

Report No. PDS16-049

COMMENTS

Under the premise of exponentially increasing wireless data needs, Bell seeks to integrate small cell and Fibre infrastructure to support growing coverage and capacity requirements, utilizing the Region's existing infrastructure, while also looking for trial small cell locations.

Bell seeks municipal partners in York Region for small cell pilot project

Responding to a call through York Region for pilot project participants, staff reported to the Economic Development Advisory Committee in March 2016 regarding the potential opportunity to improve broadband access in Aurora via a partnership with Bell Canada.

Aurora's economic development, planning and engineering staff met with Bell in Q2 2016 to discuss a potential pilot, and were encouraged to work towards identifying high priority locations within Aurora.

Priority locations identified; historic core and select municipal facilities

Strong candidates include high-traffic areas and major gathering places. Discussions with Bell to date have narrowed the initial pilot focus to:

- Town Hall / Seniors' Centre
- Joint Operations Centre
- Aurora Family Leisure Complex / Lambert Wilson Park
- Library / Yonge Street historic core
- Town Park

Opportunities will exist in the future to expand the pilot to further locations in Aurora.

Potential for Town to generate \$750 revenue per year per location

Staff have been working with Bell to negotiate a draft agreement to facilitate the proposed pilot. Under the draft agreement, staff have negotiated a fee of \$750 per year, per location from Bell, as well as a one-time application fee of \$500 per location. Staff believe that the negotiated fees represent the higher end of Bell's payment profile for small cell.

Multiple benefits covering corporate, community, economic development

For Aurora, this is an opportunity to become an early adopter of new technology, as there is currently only one other municipality in Ontario with such an agreement in place with Bell for small cell. Such a pilot would also facilitate wireless data improvements for residents, secure investment from Bell in municipal facilities, and make progress

August 9, 2016

- 4 -

Report No. PDS16-049

towards strategic plan and business retention & expansion goals for broadband connectivity.

Broadband and wireless connectivity are key drivers for economic development, as internet and data needs becoming a pre-requisite service for business, like roads, water, and electricity. There are many examples of communities that have experienced major economic benefits from being early adopters of smart technology, such as Waterloo, Stratford, and Tilsonburg, Ontario. As York Region considers pursuing a Smart City designation, a project like this can only help better position Aurora as a leader within York Region.

It is recommended that the proceeds from the agreement with Bell be put into a newly created reserve, which will fund economic development initiatives.

LINK TO STRATEGIC PLAN

The proposed small cell pilot supports the Strategic Plan goals of: **Supporting an exceptional quality of life for all**, via Objective 2, **Invest in sustainable infrastructure**. The relevant supporting objective is to: **Maintain and expand infrastructure to support forecasted population growth through technology**.

ALTERNATIVE(S) TO THE RECOMMENDATIONS

1. Pilot project not to pursued at this time.
2. Work with Bell to expand the pilot, on a larger-town wide scale. Bell has advised that they may request a lower fee as part of a broader roll out.

FINANCIAL IMPLICATIONS

Bell would pay Aurora a one-time application fee of \$500 per facility, plus a \$750 annual fee per facility, which will cover any hydro use of the equipment, and provide revenue above and beyond that minimal amount. Based on approximately 10 installations, Aurora would receive an estimated \$5,000 in one-time application fees, plus \$7,500 per year, for a total of \$12,500 in year one, and \$7,500 per year of the pilot thereafter.

A newly-created reserve from the proceeds of the facility leasing agreement with Bell, will be set up to fund economic development initiatives, at Council's discretion.

PREVIOUS REPORTS

None.

August 9, 2016

- 5 -

Report No. PDS16-049

CONCLUSION

Bell is seeking municipal partners in York Region and across Ontario to begin rolling out new small cell technologies; staff would like to make Aurora one of the first municipalities to take advantage of this opportunity by partnering with Bell on a pilot project.

Staff, working with Bell, have identified priority locations within Town, focussing on Aurora's historic core and select municipal facilities.

The pilot project has the potential for the Town to generate \$750 revenue per year per location, as well as additional application fees. In addition to financial, there are multiple benefits covering corporate, community, and economic development.

ATTACHMENTS

None.

PRE-SUBMISSION REVIEW

Executive Leadership Team Meeting- July 14, 2016

Prepared by: Michael Logue, Program Manager, Economic Planning, Ext. 4324


Marco Ramunno, MCIP, RPP
Director of Planning & Development
Services


Doug Nadorozny
Chief Administrative Officer



100 John West Way
Box 1000
Aurora, Ontario
L4G 6J1
Phone: 905-727-3123 ext. 4742
Email: Alerullo@aurora.ca
www.aurora.ca

Town of Aurora
Planning & Development Services

Memorandum

DATE: September 8, 2016
TO: Economic Development Advisory Committee Members
FROM: Anthony Ierullo, Manager of Long Range and Strategic Planning
RE: **Activity Report**

Recommendation

1. That the memorandum regarding Activity Report be received for information.

BACKGROUND

Inquiries

The Economic Development Office received 10 investor inquiries between June 1, 2016 and August 15, 2016. The nature of these inquiries were related to:

- Commercial uses
- Hotel uses
- Retail uses
- Office uses

Business Openings

The Town of Aurora's Economic Development Office was advised of 13 new business openings June 1, 2016 and August 15, 2016. Please join me in welcoming the following businesses to Aurora:

- MICHAEL-ANGELO'S
15630 BAYVIEW AVE
905-503-6530
- REN'S PET DEPOT
239 EARL STEWART DR
905-503-2143
- CHUCK'S ROADHOUSE BAR AND GRILL
125 PEDERSEN DRIVE
905-503-8666

September 8, 2016

-2-

Activity Report

- THE WELLNESS GROUP
15620 BAYVIEW AVE
905-503-9191
- IVAN OPTICAL
15620 BAYVIEW AVE
905-726-1838
- MANI N NAILS
15620 BAYVIEW AVE
905-841-0888
- AURORA BAYVIEW DENTIST
15620 BAYVIEW AVE
905-751-1888
- GAMMA MACHINERY
66 DON HILLOCK DR
905-841-8900
- PREGEL
221 DON HILLOCK DR
905-727-3068
- THE WINGERY
15480 BAYVIEW AVE
www.thewingery.com
- CORNED BEEF HOUSE
15430 BAYVIEW AVE
905-503-8822
- NANO SQUARE
130 HOLLIDGE BLVD
905-503-7979
- GREAT LAKES DIVERS
150 HOLLIDGE BLVD
905-727-6464

Upcoming Events

- YRSBEC – Learn Seminar Series (Content Marketing) – September 8, 2016
- Hoedown presented by Magna – September 16-17, 2016
- YRSBEC – Market Research: How Well do you know your Customers, Competitors and your Market? – September 22, 2016



**EXTRACT FROM
COUNCIL MEETING OF
TUESDAY, JUNE 28, 2016**

7. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION

Items 1 (with the exception of sub-items 3, 10, and 17), and 2 were identified as items not requiring separate discussion.

**Moved by Councillor Thompson
Seconded by Councillor Gaertner**

THAT the following recommendations with respect to the matters listed as “Items Not Requiring Separate Discussion” be adopted as submitted to Council and staff be authorized to take all necessary action required to give effect to same:

1. General Committee Meeting Report of June 21, 2016

THAT the General Committee meeting report of June 21, 2016, be received and the following recommendations carried by the Committee be approved:

**(16) Economic Development Advisory Committee Meeting Minutes of
June 9, 2016**

THAT the Economic Development Advisory Committee meeting minutes of June 9, 2016, be received for information.

CARRIED