



## **Town of Aurora Additional Items to General Committee Meeting Agenda**

Tuesday, April 16, 2019  
7 p.m., Council Chambers

- **Revised General Committee Meeting Agenda Index**
- **Delegation (a) Diana Mercier, Hunter & Associated Ltd. representing Canadian Tire  
Re: Item R2 – PDS19-021 – Application for Zoning By-law Amendment, Canadian  
Tire Real Estate Limited, 14700 Yonge Street**
- **Delegation (b) Jack Laurion, Aurora Business Improvement Association  
Re: Item R6 – Memorandum from Manager, Policy Planning and Economic  
Development; Re: Business Improvement Area Business Plan and  
Budget**
- **Replacement page 8 of 8 – Item R5 – OPS19-008 – Fleet Consultant Terms of  
Reference – Attachment #1**
- **Item R6 – Memorandum from Manager, Policy Planning and Economic Development  
Re: Business Improvement Area Business Plan and Budget**



**Town of Aurora  
General Committee  
Meeting Agenda (Revised)**

Tuesday, April 16, 2019  
7 p.m., Council Chambers

Councillor Humfryes in the Chair

**1. Approval of the Agenda**

**Recommended:**

That the agenda as circulated by Legislative Services be approved.

**2. Declarations of Pecuniary Interest and General Nature Thereof**

**3. Community Presentations**

**(a) Dave LeGallais, representing Aurora Seniors Centre**  
**Re: Achievements of Aurora Seniors Centre**

**(b) Joe Bentolila, President, Aurora Minor Hockey Association**  
**Re: Aurora Minor Hockey Association Update**

**4. Delegations**

**(a) Diana Mercier, Hunter & Associates Ltd. representing Canadian Tire**  
**Re: Item R2 – PDS19-021 – Application for Zoning By-law Amendment,**  
**Canadian Tire Real Estate Limited, 14700 Yonge Street**

(Added Item)

**(b) Jack Laurion, Aurora Business Improvement Association**  
**Re: Item R6 – Memorandum from Manager, Policy Planning and**  
**Economic Development, Re: Business Improvement Area**  
**Business Plan and Budget**

(Added Item)

**5. Consent Agenda**

**6. Advisory Committee Meeting Minutes**

**Recommended:**

That the Advisory Committee meeting minutes, Item A1 to A2 inclusive, be received for information:

**A1. Finance Advisory Committee Meeting Minutes of March 27, 2019**

**Recommended:**

1. That the Finance Advisory Committee meeting minutes of March 27, 2019 be received for information.

**A2. Heritage Advisory Committee Meeting Minutes of April 1, 2019**

**Recommended:**

1. That the Heritage Advisory Committee meeting minutes of April 1, 2019 be received for information.

**7. Consideration of Items Requiring Discussion (Regular Agenda)**

**R1. CMS19-010 – Sport Plan – Recommendation for Implementation**

**Recommended:**

1. That Report No. CMS19-010 be received; and

2. That a new, permanent full-time staff position be approved, as recommended in the Sport Plan, to be funded with the with \$103,400 allocated in the 2019 operating budget for Sport Plan funding; and
3. That the new position tentatively titled “Sport and Community Development Coordinator” be formally added to the Town’s official staffing compliment as part of the 2020 budget process.

**R2. PDS19-021 – Application for Zoning By-law Amendment  
Canadian Tire Real Estate Limited  
14700 Yonge Street  
Part of Lots 76 and 77 Concession 1  
Related File Number: ZBA-2016-05**

**Recommended:**

1. That Report No. PDS19-021 be received; and
2. That Zoning By-law Amendment File ZBA-2016-05 (Canadian Tire Real Estate Limited) to amend the site-specific “Community Commercial “C4(219)” Exception 219 Zone” provisions to allow for additional commercial uses and site-specific exceptions, be approved; and
3. That the implementing zoning by-law amendment be presented for adoption at a future Council meeting.

**R3. PDS19-030 – Award of Tender 2019-42-PDS-ENG – For Roadway  
Rehabilitation on Yonge Street, Edward Street, Golf Links  
Drive and Dunning Avenue**

**Recommended:**

1. That Report No. PDS19-030 be received; and
2. That the total approved budget for Capital Project No. 31116 be increased to \$3,649,010, representing an increase of \$365,300 to be funded from the Roads R&R Reserve; and
3. That Tender 2019-42-PDS-ENG, Capital Project No. 31116, for Roadway Rehabilitation on Yonge Street, Edward Street, Golf Links Drive and

Dunning Avenue be awarded to Forest Contractors Ltd. in the amount of \$1,782,471.14 excluding taxes; and

4. That the Mayor and Town Clerk be authorized to execute the necessary agreement, including any and all documents and ancillary agreements required to give effect to same.

**R4. OPS19-007 – Backflow Prevention Program**

Presentation to be provided by Al Downey, Director of Operational Services and Derek Ali, President, DFA Infrastructure International Inc.

**Recommended:**

1. That Report No. OPS19-007 be received; and
2. That the backflow prevention program be approved on all Industrial, Commercial, Institutional (ICI) and Multi Residential facilities.

**R5. OPS19-008 – Fleet Consultant Terms of Reference**

**Recommended:**

1. That Report No. OPS19-008 be received; and
2. That this report satisfy Council's conditional approval of Capital Project No. 34421 – Fleet Consultant in the amount of \$25,000; and
3. That the total approved budget for Capital Project No. 34421 be increased to \$75,000, representing an increase of \$50,000 to be funded from the recently announced one-time provincial grant to small and rural communities for their investment into the modernization of their service delivery; and
4. That staff be authorized to proceed with a formal Request for Proposal for a Fleet Consultant to provide a Fleet Management Strategy based on the proposed Terms of Reference.

**R6. Memorandum from Manager, Policy Planning and Economic Development**

**Re: Business Improvement Area Business Plan and Budget**  
(Added Item)

**Recommended:**

1. That the memorandum regarding Business Improvement Area Business Plan and Budget be received for information.

**8. Notices of Motion**

**9. New Business**

**10. Closed Session**

**11. Adjournment**



Legislative Services  
905-727-3123  
[Clerks@aurora.ca](mailto:Clerks@aurora.ca)  
Town of Aurora  
100 John West Way, Box 1000  
Aurora, ON L4G 6J1

## **Delegation Request**

This Delegation Request form and any written submissions or background information for consideration by either Council or Committees of Council must be submitted to the Clerk's office by the following deadline:

**9 a.m. One (1) Business Day Prior to the Requested Meeting Date**

<b>Council/Committee Meeting and Date:</b> General Committee Meeting April 16 2019	
<b>Subject:</b> PDS19-021 14700 Yonge Street Canadian Tire	
<b>Name of Spokesperson:</b> Diana Mercier and possibly Canadian Tire representative	
<b>Name of Group or Person(s) being Represented (if applicable):</b> Hunter & Associates Ltd. representing Canadian Tire	
<b>Brief Summary of Issue or Purpose of Delegation:</b> Provide a brief summary of ZBA application and to be available to answer potential questions Committee may have.	
<b>Please complete the following:</b>	
Have you been in contact with a Town staff or Council member regarding your matter of interest? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If yes, with whom? <b>Matthew Peverini</b>	Date: <b>April 1 2019</b>
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes for Delegations.	



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**9 a.m. One (1) Business Day Prior to the Requested Meeting Date**

<b>Council/Committee Meeting and Date:</b> April 16, 2019	
<b>Subject:</b> BIA Budget	
<b>Name of Spokesperson:</b> Jack Laurion	
<b>Name of Group or Person(s) being Represented (if applicable):</b> Business Improvement Association	
<b>Brief Summary of Issue or Purpose of Delegation:</b> Approval of budget for Business Improvement Association for marketing and beautification efforts for Downtown Aurora.	
<b>Please complete the following:</b>	
Have you been in contact with a Town staff or Council member regarding your matter of interest?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If yes, with whom?	Date:
<input checked="" type="checkbox"/> I acknowledge that the Procedure By-law permits five (5) minutes for Delegations.	







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

**Town of Aurora  
Planning and Development  
Services**

## **Memorandum**

**Date:** April 16, 2019  
**To:** Mayor and Members of Council  
**From:** Anthony Ierullo, Manager of Policy Planning and Economic Development  
**Re:** **Business Improvement Area Business Plan and Budget**

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### **Recommendations**

- 1. That the memorandum regarding the Business Improvement Area Business Plan and Budget be received for information.**

### **Background**

On September 18, 2018 Council enacted a by-law to designate the Improvement Area to be known as the Aurora Business Improvement Area and to establish the Aurora BIA Board of Management. The Board of Management manages the affairs of the Aurora Business Improvement Area. The directors were selected by a vote of the Members on December 3, 2018 and subsequently appointed by Council on January 15, 2019. The newly appointed BIA Board of Management has been meeting regularly to discuss a proposed business plan, which will be approved by way of a vote of its members on April 22, 2019. The BIA budget is proposed to be funded primarily through a new tax levy, which must be enacted by Council prior to April 30, 2019 to be in effect for 2019. In addition to the proposed levy, the BIA is also requesting that the Town allocate funding from the Aurora Promenade Streetscape Design & Implementation Capital Project, conditionally approved in the 2019 Capital Budget, for promotional banners in the BIA area.

The BIA Board is delegating on April 16<sup>th</sup>, 2019 to present their business plan and budget and a report will be tabled on April 23, 2019 to finalize the BIA special levy.

### **Attachments**

Attachment 1 - BIA Business Plan Summary  
Attachment 2 – BIA Business Plan and Budget

**SUMMARY OF BUSINESS PLAN 2019-20121**

**Business Improvement Association - Downtown Aurora**

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The mission of the Downtown Aurora BIA is to support member businesses through promotion and education, to attract new businesses that add value to the downtown core and support their integration within the community and participate in the marketing and beautification efforts for Downtown Aurora.

With so many new changes coming to Aurora, being Library Square and the remodeling of the Cultural Centre, we will see this positive change through marketing initiatives; running events to spotlight the downtown core; supporting existing businesses; building a long-range plan with the Economic Development Board to help attract new businesses that will further enrich the downtown experience; and contributing to the beautification efforts undertaken by the Town through the Streetscape Plan.

Our Vision is to lead the revitalization of Downtown Aurora as a town focal point where businesses thrive, residents live, work, and play and visitors feel welcomed.

Our objectives are marketing and education, support economic development, to engage members and to require that respect and inclusivity always be shown to BIA Members, town staff and all who engage with the BIA inclusive of volunteers

**OUR REQUEST FOR TOWN COUNCIL TO ESTABLISH A BUSINESS LEVY**

The Levy structure is being requested as we are here to advocate on behalf of the interests of the Business Improvement area. We wish to maintain and improve the downtown core area and provide a more pleasant atmosphere for local businesses and neighbouring residential area.

The BIA board of management has prepared its budget and we are seeking Council approval. The Board will be presenting its budget at its general membership meeting for approval. Once approved, we are requesting that you add a special levy to each property as listed within the Boundaries. Summarized as follows:

Membership Fees (based on \$400 average per property. 101 Properties total levy= \$40,400.

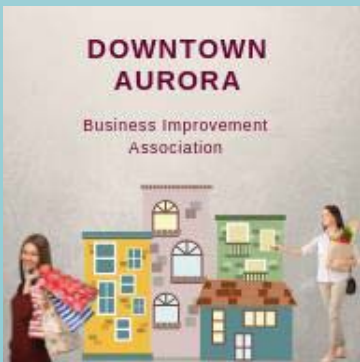
Attachment #2

# Downtown Aurora

Business Improvement Association

## Business Plan

2019-2021



April 2019

## Executive Summary

Downtown Aurora is rich with history, heritage properties and a plan to reinvigorate the downtown core through the development of Library Square, the remodeling of the Armoury, and a major addition to the Cultural Centre. These Town projects will lay the foundation needed to revitalize the downtown core. As plans are shared with the community and the newly created Business Improvement Association (BIA) begins their journey to revitalize Yonge Street and Wellington Street, we will begin to see the positive changes that are possible when we all work together. We will see this positive change through marketing initiatives; running events to spotlight the downtown core; supporting existing businesses; building a long-range plan with the Economic Development Board to help attract new businesses that will further enrich the downtown experience; and contributing to the beautification efforts undertaken by the Town through the Streetscape Plan.



## Vision Statement

- To lead the revitalization of Downtown Aurora as a town focal point where businesses thrive; residents live, work, and play; and visitors feel welcome.

## Mission Statement

- The mission of the Downtown Aurora BIA is to: support member businesses through promotion and education; attract new businesses that add value to the downtown core and support their integration within the community; and participate in the marketing and beautification efforts for Downtown Aurora.



# Objectives

- Marketing & Education
  - To provide education and marketing support to current businesses and to support the integration of new businesses is critical to the success of the BIA
- Economic Development
  - To support Town and Economic Development Board efforts to bring in new businesses that support the vision of the BIA
- Engagement
  - To engage BIA members on the BIA Business Plan
  - To engage members through supportive activities, marketing opportunities and involvement in long-range planning
- Respect & Inclusivity
  - To require that respect and inclusivity always be shown to BIA members, Town staff, and all who engage with the BIA, inclusive of volunteers



# Objective #1 – Marketing & Education

## Action Items:

### Marketing

- Begin the process of communicating positive changes slated to begin this year in the Downtown Core
- Support Niagara College efforts to promote the Armoury being open for business through joint marketing efforts
- Support Town efforts to promote Library Square through joint marketing efforts
- Host an event in July that will see Niagara College having an open house and Yonge Street closed with vendor booths lining the street and activities to draw pedestrians to the area
- Host events surrounding the closing of the Farmers' Market and the Santa Claus Parade to showcase the downtown core capitalizing on street closures and having vendor booths lining the street with activities for children and adults
- Host a booth at the Aurora Chamber Home Show and the Aurora Chamber Street Festival to spread the word about the BIA and get feedback from residents on what they would like to see in the Downtown Core



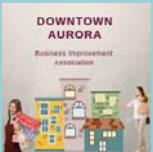


# Objective #1 – Marketing & Education (Continued)

## Action Items:

### Marketing – Digital Footprint

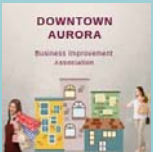
- Host, maintain and promote [www.downtownaurora.ca](http://www.downtownaurora.ca) - an engaging website dedicated to shining a spotlight on businesses within the BIA district - connecting residents and visitors to information, promotions and events within the BIA boundaries
- Create and utilize ‘Downtown Aurora’ Instagram and Facebook accounts as key engagement tools, driving traffic to businesses within the BIA district and raising the profile on ‘Downtown Aurora’
- Participate in online campaigns (Google Adwords) to increase traffic and awareness to businesses in ‘Downtown Aurora’



# Objective #1 – Marketing & Education (Continued)

## Action Items: Education

- Partner with YSBEC/York Region to offer digital training sessions and digital assessments to BIA businesses
- Promote the Digital Main Street Grant that offers BIA businesses up to \$2,500 to enhance their digital footprint
- Create a BIA website that articulates our mandate and promotes all businesses in the BIA district, providing links to their websites
- Plan General Meetings with members to discuss BIA plans, budgets, and obtain feedback and approval of the BIA Business Plan



# Objective #2 – Economic Development

## Action Items:

### Existing Businesses

- To support the development, expansion and growth of current businesses through marketing and educational support

### New Businesses

- To play a role in securing desirable businesses for the Downtown Core, establishing a plan with the Economic Development Board of types of businesses with a long-range marketing plan on how to entice those businesses to come to Aurora

### Business Profiles

- Profile businesses through the BIA website and support their desire to build a digital footprint with the help of YSBEC/York Region and the Digital Main Street Grant



# Objective #3 - Engagement

## Action Items:

### Professional Development

- Find opportunities through training and business development support sessions to connect with BIA members
- Fund BIA member participation in training events that support businesses

### Networking

- Provide opportunities for BIA members to meet, network and provide feedback on activities and plans to the BIA

### Communication

- Continue to experiment with new modes of communication to ensure the BIA message is being received by BIA members



# FINANCIALS

Description	Year 1 – 2019	Year 2 – 2020	Year 3 – 2021	Notes
Advertising Costs	\$15,000	\$10,000	\$4,000	Includes Website, Social Media Ads, Newspaper Ads and Advertorials, Flyers, and Marketing Materials
Entertainment Costs	\$10,000	\$7,000	\$4,000	Includes hiring entertainment and bands for 3 street closures each year
Metal Building & Lawn Signs	\$15,000	\$15,000		Metal Building and Lawn Signs for historic properties on Wellington Street
Historic Metal Archway on Wellington			\$32,000	To signify that you are entering Historic Downtown Aurora
Downtown Mural		\$8,000		On a prominent Yonge Street Building depicting a visual of Historic Downtown Aurora
<b>TOTAL</b>	<b>\$40,000</b>	<b>\$40,000</b>	<b>\$40,000</b>	

Wishlist from Town	Year 1 – 2019
Double-sided Vinyl Lamp Post Banners (2' X 5') (4 X 24)	\$36,000



# Downtown Aurora

Business Improvement Association

## Business Plan 2019-2021

