

COMMITTEE OF THE WHOLE – MARCH 31, 2009

PROPOSAL FOR AN ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Recommendation

The Economic Development Steering Committee recommends:

1. That the formation of an Economic Development Advisory Committee and the Terms of Reference, as set out in Attachment 2, be approved;
2. That the following Council members be appointed to the Economic Development Advisory Committee as Council representatives:
 - Councillor Yeung Racco (Chair)
 - Councillor Meffe

Economic Impact

Through the creation of an Economic Development Advisory Committee, there is a perceived notion that this will have a positive impact on the local economy.

Communications Plan

Upon approval of this report, the Corporate Communications and Clerks Departments will undertake to advertise for membership in the Business Advisors Group.

Purpose

To seek approval from the Economic Development Committee to proceed with forming a Economic Development Advisory Committee as detailed in Attachment 2.

Background – Analysis & Options

Vaughan Vision 2020, the City's corporate strategic plan identifies planning and managing growth and economic vitality as a key strategic initiative. To date, the Economic Development Department has sought input from the Vaughan Chamber of Commerce, and the real estate and development community. City Staff also sits on two external committees: the Greater Toronto Area Economic Development Partners and the York Region Economic Development Partners. These two peer-to-peer groups provide information, best practices sharing and may collaborate on projects where there is a mutual interest and benefit. However, in recognition that the City's evolution has come to a critical juncture, it was recommended that we examine the possibility of forming a Economic Development Advisory Committee to provide advice and support and to champion economic development initiatives both within civic administration and to the community at large.

To begin the process of developing Vaughan's Economic Development Advisory Committee, Staff contacted municipalities in the Greater Toronto Area to gather background on similar advisory groups. Attachment 1 is a summary of the findings.

Economic development is a collaborative and collective effort. Business, education, associations, community organizations and citizens-at-large all play a major role in any successful community. As employers, educators, advocates and organizers, these stakeholders have much to contribute. In recognition of this, it is recommended that Vaughan's Economic Development Advisory Committee be comprised of a spectrum of players, complemented by Members of Council. It is recommended that Councillor Yeung Racco be appointed as the chair

as she currently chairs the Vaughan Corporate Centre Advisory Committee (VCCAC), an important component of the City's economic development strategy. Her leadership and knowledge of the machinery of government would be instrumental in chairing the Economic Development Advisory Committee and would provide clear direction and manage the business of the committee in the City of Vaughan's best interest.

Proposed Mandate

The Economic Development Advisory Committee will provide advice and support to the Economic Development Committee and Economic Development Department on matters relating to the attraction and retention of business and investment in the City of Vaughan. The intent of the Advisory Committee is to provide high level advice to the City on matters such as:

- Opportunities for business attraction and retention;
- International Partnership Program activities;
- International business development, including trade missions, foreign delegations;
- Marketing and communications;
- Strategic studies and policy development and;
- Intergovernmental relations.

Goals and Objectives

- To provide business and academia input, advice and support on matters relating to the City's Economic Development Program;
- To promote, build awareness and communicate to the larger business community, the City's Economic Development Program;
- To assist in aligning the City's Economic Development Strategy with the interests of the business community, present and future;
- To encourage communication and co-operation between the private and public sector.

Membership

Ideally, the Economic Development Advisory Group will be comprised of members of Council and stakeholders who have a keen interest in the City's development, and specifically business growth, employment generation, education, corporate branding, image, marketing and promotion. The optimal size of the Economic Development Advisory Committee should be no more than ten external members plus two Council members. The proposed composition draws representation from academia, business associations, as well as major employment sectors. The objective is to provide broad representation and depth of expertise while maintaining the Advisory Committee at a manageable size.

Upon approval of the draft Terms of Reference, Economic Development Staff will work with the City Clerk and the Corporate Communications Department to publicly advertise for recruitment of non-Council membership. The Economic Development Committee will review and recommend non-Council members for inclusion on the Economic Development Advisory Committee.

Administrative Support

Administrative and secretariat services will be provided by the Economic Development Department.

Appointment of an Economic Development Advisory Committee Chair

A Chair and Vice Chair shall be appointed at the first meeting of the Economic Development Advisory Committee.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities set by Council and the necessary resources have been allocated and approved. Specifically, this report addresses the strategic initiatives: *Planning and Managing Growth and Economic Vitality* and *Enhancing Productivity, Cost Effectiveness and Innovation*.

Regional Implications

Not applicable

Conclusion

The Economic Development Advisory Committee represents a further step in the process of building an integrated Economic Development team; one that is inclusive, accountable and transparent to area stakeholders. As an external stakeholders group, it will assist the Economic Development Committee to develop and implement an Economic Development Program that has the full support of its business, academic and political community.

It is recommended that the recommendations contained in this report be approved.

Attachments

Attachment 1 – Economic Development Committees – Findings Across the Greater Toronto Area
Attachment 2 – Economic Development Advisory Committee Draft Terms of Reference

Report prepared by:

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Respectfully submitted,

Regional Councillor Gino Rosati
Chair – Economic Development Steering Committee

ECONOMIC DEVELOPMENT COMMITTEES – FINDINGS ACROSS THE GREATER TORONTO AREA

Brampton – Business Development and Marketing Advisory Team <i>Provides advice and direction on all aspects of Economic Development including Tourism and Filming</i>	
Role (Approval Body, Advisory or Operational/Working)	Advisory – on strategic matters only. Operational matters are dealt with through the Committee of the Whole directly.
Membership composition	11 volunteer members: Council members (2), Manufacturing (2), Service Sector (2), Board of Trade (1), BDDC/BDBA (1), Academia (1), At Large (2)
Reporting	EDO Staff
Term	Committee of the Whole
Meeting Schedule	Term of Council
Mississauga – Economic Development Advisory Council <i>Provide advice and input to the City of Mississauga on matters relating to the attraction and retention of business in the community</i>	
Role (Approval Body, Advisory or Operational/Working)	Advisory – will establish ad hoc committees to deal with issues and initiatives as required
Membership composition	14 appointed members: Mayor (Honourary Chair), Chair (appointed by Mayor), Business Sector (4), Education Sector (4), Board of Trade (1), Staff (3)
Reporting	No reporting – advises Economic Development Office only.
Term	Business reps serve 3-year staggered terms or will serve at the call of the Mayor Chair serves 2 years or at the call of the Mayor
Meeting Schedule	Four to six times a year
Newmarket Economic Development Advisory Committee <i>To provide Council and staff with strategic advice on facilitating and promoting balanced, sustainable, long-term economic growth that will benefit Newmarket and its residents. NEDAC is currently developing a new economic development strategic plan that will provide a blueprint for the future growth of the community.</i>	
Role (Approval Body, Advisory or Operational/Working)	Advisory
Membership composition	13 members: Council (2), Professional/knowledge sector (2), Chamber (1), Culture/Tourism (1), Downtown (1), Manufacturing (2), Education (1), Healthcare (1), Community Reps (2)
Reporting	CAO is ex-officio
Term	Committee of the Whole Two years, renewable for a maximum of 8 years

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE DRAFT TERMS OF REFERENCE

March 2009

1. MANDATE

The Economic Development Advisory Committee will provide advice and support to the Economic Development Committee and the Economic Development Department on matters relating to the attraction and retention of business and investment in the City of Vaughan. This may include:

- Ideas and issues that impact the ability of the City to attract and retain business
- International Partnership Program activities
- International business development, including trade missions, foreign delegations
- Marketing and communications
- Strategic studies and policy development
- Government relations

The Economic Development Advisory Committee sets the stage for on-going open dialogue, information sharing and the pursuit of ideas, opportunities or solutions to collectively generate and retain business investment for the City of Vaughan.

2. GOALS & OBJECTIVES

The goals and objectives of the Economic Development Advisory Committee are:

- To provide business and academia support on matters relating to the City's Economic Development Program;
- To build awareness and communicate to the larger business community, the City's Economic Development Program;
- To assist in aligning the City's Economic Development Strategy with the interests of the business community, present and future;
- To encourage communication and co-operation between the private and public sector.

3. ORGANIZATIONAL STRUCTURE

3.1 Membership

The Economic Development Advisory Committee is comprised of twelve members from the following:

Two Council Members: members appointed by Vaughan Council and **External Stakeholders** will be made up from representation of the following sectors:

- Business Associations;
- Education;
- Manufacturing;
- Service Sector;
- Real Estate/Development and;
- Citizen at Large.

Participants and observers may be allowed. Examples include: York Region staff, Greater Toronto Marketing Alliance, provincial or federal staff, etc. Participants and observers may participate in discussions but may not vote on Business Advisors Group matters.

City Staff will serve in a resource capacity.

3.2 Membership Criteria

The Economic Development Advisory Committee will represent a cross-section of stakeholders in Vaughan's economy. Members will be selected on the following criteria:

- Demonstrates a strong interest in economic development
- Work in a Vaughan-area business, association or educational institution
- Senior level decision-maker
- Well-developed network within the business community
- Ability to commit the necessary time
- Willingness to act as an Ambassador for the City's economic development initiatives, including participating in promotional events and activities, as required

3.3 Conflict of Interest

No member of the Economic Development Advisory Committee may serve on any additional economic development committees for another municipality.

4. OPERATING PROCEDURES

4.1 Establishment of a Chair & Vice Chair

The Chair and Vice Chair shall be appointed by the membership at large. The Chair and/or Vice Chair shall:

- Be the official spokesperson for the Economic Development Advisory Committee
- Prepare meeting agenda in consultation with City Staff
- Assist with the recruitment of new members.

4.2 Term of Office

Council Members shall serve a full term of Council. Business/education representatives shall serve a two-year term with an option for a further two-year term, and will be concurrent with the term of Council. Sector-specific and community vacancies shall be publicly advertised and members will be approved by Council.

4.3 Reporting

The Economic Development Advisory Committee reports to the Economic Development Committee.

4.4 Working Teams

The Economic Development Advisory Committee may establish ad-hoc working teams (or sub-committees) to deal with issues and initiatives which may require additional resources from the community and/or civic administration, as required.

4.5 Meetings

The Economic Development Advisory Committee will meet quarterly, at minimum, with preference for the lunch hour. Additional meetings may be called as required. The Economic Development Advisory

Committee meetings will be hosted primarily by City of Vaughan, but other members are encouraged to host meetings at their jurisdictions. Secretarial support services will be provided by the Economic Development Department. The Economic Development Advisory Committee meetings and related expenses will be covered by the Economic Development Department's operating budget.