

COMMITTEE OF THE WHOLE – FEBRUARY 28, 2012

INTERNATIONAL BUSINESS DEVELOPMENT PARTICIPATION – 2012

Recommendation

The Director of Economic Development in consultation with the City Manager, recommends that:

1. This report be received; and
2. That Council identifies which Members of Council will participate in each of the three trade missions; and
3. That the three trade missions have participation of two staff.

Contribution to Sustainability

Green Directions Vaughan embraces a Sustainability First principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities related to attracting and retaining business investments contributes to the economic vitality of the City.

Economic Impact

The associated costs with this report are budgeted within the Economic Development Department's 2012 Operating Budget. The estimated cost per person for each International Business Development mission is approximately \$5,000. This includes round trip economy airfare, hotel, meals and ground transportation. Some incidental costs for services such as interpretation services, may also be incurred.

Communications Plan

N/A.

Purpose

The purpose of this report is to have Council identify which Members of Council will participate in each of the 2012 trade missions.

Background – Analysis and Options

Through the staff report to the Committee of the Whole dated February 7, 2012 – Report No. 18, titled; International Business Development – 2012, Council approved recommendations 1-4:

1. This report be received; and
2. That Council approve a delegation from Vaughan to lead an exploratory business mission to Israel, July 2 – July 9, 2012 in coordination with the Clean Tech 2012 Exhibition in Tel Aviv, Israel;
3. That Council approve a delegation from Vaughan to participate in the Italian Chamber of Commerce Trade Mission to Italy, September 22 – 29, 2012;

4. That Council approve a delegation from Vaughan to participate in the Greater Toronto Chinese Business Association Trade Mission to China, November 24 – December 5, 2012;

However, identification of which Members of Council will participate and that two Staff members will participate did get addressed. Due to the complexities involved in the planning and organization of each trade mission such as; promotional materials, air travel, lodging, registration costs, and securing business meetings, it is of great importance to move forward with an understanding of which Members of Council will be participating.

Policy & Protocol

Council

Council Member Expense Policy (Policy 01.37) related to travel outside of Canada and the United States and for travel with costs exceeding \$3,800 with respect to conferences, seminars or business does not have a mechanism to identify which members of Council should participate. The Policy states that attendance at seminars, conferences or for business travel outside of Canada and the United States shall be approved by special resolution of Council.

Staff

With respect to travel outside of Canada and the United States, for seminars, conferences or business related matters, there is a Council approved policy in place to identify which members of the administration participate. That mechanism is the Employee Reimbursement for Business Related Expenditures, and Advances - Policy 03.29. The Policy requires not only the individual's respective Commissioner, but also the City Manager, as head of the Administration, to approve who will travel. Council approval is sought for the number of staff.

Regional Implications

N/A

Conclusion

Having participation of Mayor and Members of Council assists Staff in the Economic Development Department with establishing a gateway to the GTA through Vaughan, and builds on the "Edge City" and gateway concepts articulated in the Economic Development Strategy. Goal One recognizes that geo-political borders are inconsequential to business and flows, especially in a globalized economy, and establishing connections to international trade flows position Vaughan as an excellent gateway to the Greater Toronto Area and the economic region.

Attachment

N/A

Report prepared by:

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Respectfully submitted,

Tim Simmonds
Director of Economic Development