

**MINUTES OF THE
MAYOR'S TASK FORCE ON ECONOMIC DEVELOPMENT AND PROSPERITY MEETING
HELD FRIDAY, JUNE 12, 2015, 8:00 A.M.
SHAW CONFERENCE ROOM, FORT TECTORIA, 777 FORT ST.**

1. THE CHAIR CALLED THE MEETING TO ORDER AT 8:00 A.M.

Task Force Members Present: Mayor Lisa Helps in the Chair, Councillor Margaret Lucas, Dallas Gislason, Dan Gunn, Paul Nursey, Ken Kelly, Suzanne Bradbury, Tony Joe, James Coccola, Liam Scott-Moncrieff, Scott Gurney, Peter Kuran, John Wilson, Robert Jawl, Darlene Hollstein

Staff Support: Jocelyn Jenkyns, General Manager, Victoria Conference Centre; Kerri Moore, Manager of Strategic Relations and Business Development; Emilie Gorman, Policy Analyst, Legislative and Regulatory Services

Larry Alexander, Consultant

Absent: Jill Doucette, Nicole Chaland

2. APPROVAL OF THE AGENDA

Action: It was moved by Mayor Helps, seconded by Councillor Lucas, that the agenda be approved.

CARRIED UNANIMOUSLY

3. DELEGATION

Presentation by Rod Regier, Executive Director of Economic Development from the City of Kitchener

Mr. Regier spoke to the actions of Kitchener towards economic development:

- Started off as a Mayor's Task Force in 1997, with a key decisions point in economic development coming in 2004 – moving away from focusing on manufacturing
- Basing the economy at the centre of the city
- Many public consultations occurred
- An investment fund was created, with \$110 million dollars to implement projects and establish the agenda
- Fund was achieved largely through a 1.25% tax increase for 10 years, above the rate of inflation
- Large part of the success was the participation of the University of Waterloo, and one of the main actions funded was the creation of two downtown campuses
- Use of brownfield sites, remediated with the assistance of the fund, and conversion of former factory spaces was key

- Large focus was start-ups, and that drew larger companies who wanted to place themselves and engage with these companies to foster innovation
- Result has been 1 billion dollars in private sector and institutional sector investment in the centre of the city
- There is now a completely new economy that did not exist prior to the project
- Recently, regional stakeholders have come together to form a strategy that involves complimentary and not competitive efforts
- Largest role of the City, beyond the investments, has been selling the vision

4. ACTIONS

4.1 Timelines

The Task Force discussed that in order to allow sufficient time and opportunity for significant public consultation on the recommendations, and given the general difficulty in gathering large groups over the summer, that the final recommendations to Council be moved to October.

The following timelines and tasks were outlined for future meetings and goals:

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| • Friday, June 26 (8: to 9:30) | Task Force meeting |
| • Friday, July 10 (8 to 9:30) | Task Force meeting |
| • Friday, July 24 (8 to 9:30) | Possible Task Force meeting |
| • Thursday, August 20 | Invitations sent for <i>Workshop: Provide Feedback on Draft Recommendations by the Mayor's Task Force on Economic Development and Prosperity</i> , Opportunity for feedback will be open |
| • Tuesday, September 1 | Media release on Workshop |
| • Wednesday, September 9 (5 to 7) | <i>Workshop: Provide Feedback on Draft Recommendations by the Mayor's Task Force on Economic Development and Prosperity</i> |
| • Wednesday, September 16 | Opportunity for feedback closes |
| • Thursday, October 8 (9:00) | Report present at the Governance and Priorities Committee meeting |

There was consensus among the Task Force for these revisions in the timeline going forward.

4.2 Brainstorming: Vision

In order to focus the efforts of economic development, and following the City of Kitchener with their focus on start-ups, the Task Force discussed what should form part of the Vision for the Task Force recommendations. This helps reflect on what the point of the activities are, selling the vision of Victoria and taking advantage of our unique lifestyle advantages. The vision could include reference to:

- Livability
- 20 minute living
- Net growth of employment and economic activity

- Relentlessly growing the pie
- Experience Victoria
- Lifetime living – no one wants to leave
- Attracting people
- Who is the audience?
- City Hall to set the conditions
- Getting students to stay here

4.3 Brainstorming: Engines

The Task Force discussed economic engines that should be supported through the development of an Economic Development strategy and the efforts of City Hall. These are areas where a stall would see significant impact to the economy, and therefore where leadership is required. If these items are running well, then folks will come and the “pie will rise”.

- Advanced education system
 - Including related research and development
- Small and medium sized technology companies
 - Including start ups
- Government
- Marine Industry
- Experiential Tourism

A follow up question for the Task Force is what are the things (processes etc.) that can help improve the conditions of success for these engines that the City can do?

5. ADJOURNMENT

Action: It was moved by Mayor Helps, seconded by Councillor Lucas, that the June 12, 2015 Task Force on Economic Development and Prosperity be adjourned at 9:18 A.M.

CARRIED UNANIMOUSLY