



City of Cambridge Advisory Committee 2023/2024 Annual Report

Citizen Advisory Committees contribute to the development of policies, procedures and initiatives by providing their expertise to the Mayor and Council. Committees work with Council to improve services and programs for the community. Annual Reports and Workplans are an opportunity for committees to share the work that has been completed over the past year and the priorities for the next year.

Citizen Advisory Committee Name:

Economic Development Advisory Committee (EDAC)

Citizen Members:

Melissa Onafrychuk: (Business Rep - Large Manufacturing)

Derek Roy: (Business Rep)

Tony Schmidt: (Business Rep)

Elaine Martin: (Business Rep)

Geoff Furlong: (Business Rep)

Filip Ivanovski: (Business Rep)

Mohummid Sayanvala: (Community Member Rep)

Brian Kennedy: (Downtown Cambridge BIA Rep)

Cory de Villiers: (Hespeler BIA Rep)

Thomas Sandor: (Arts and Culture Rep - Vice Chair)

Brad Ratz: (Alternative Representative)

The following EDAC members resigned during their term:

Paul Brown: (Chair – Resigned Feb 27th, 2024)

Kendra Brough: (Preston BIA Rep)

Note: Vice Chair Thomas Sandor has taken over responsibility as chair following the resignation of Paul Brown earlier this year. He has continued in this role through October.

Number of Meetings in 2023/24

The Economic Development Advisory Committee had five (5) meetings in 2023 and five (6) meetings in 2024.

Citizen Advisory Committee Establishment date: C. 1992

Applications to the current Economic Development Advisory Committee for the 2022-2026 term of Council were received by the listed individuals.

The first EDAC meeting in this term was held January 12th 2022, Virtually over Zoom.

Mandate of committee:

The Economic Development Advisory Committee (EDAC) advises Council on economic development strategies and policies.

The Committee also offers a forum for discussion and coordination of economic development initiatives and programs with other community groups and agencies.

Summary:

The following is a summary of responsibilities and opportunities of the committee:

- To hear and consider representations by individuals and/or organizations on matters affecting economic development within the City of Cambridge.
- At the request of Council, to convene meetings on issues and/or matters related to the City's economic well-being which are deemed by Council to require public input, evaluation and comment.
- To advise in the preparation and maintenance of an overall economic development strategy for the City including providing Council with regular assessments of current economic trends and conditions.
- To advise Council on industrial and commercial land requirements, general zoning and land use policy, municipal infrastructure and marketing strategy, and

other City policies and programs which may impact the City's economic development efforts.

- To consult broadly and encourage co-ordination of Council's economic development strategy and marketing efforts with those of the Cambridge Tourism, the Chamber of Commerce, Business Improvement Areas and other local business and community groups.
- To invite participation of the City's federal and provincial government representatives on a regular basis, to keep abreast of senior government policies and programs which affect community economic development.
- To review and comment on the Capital and Operating Budgets of both the Economic Development Division and that of the overall Corporation, during the budget review process.

2023/24 Workplan:

EDAC's major role over the past 2 years has been to provide guidance and advisory services to Council as Economic Development staff work through the formation of a new Action Plan and receive grant applications from community groups. Staff rely on EDAC to provide industry insights and feedback on ongoing initiatives within the division.

Summary of Activities:

Throughout 2023 and 2024 EDAC provided input and had discussions on the topics noted below.

- The Economic Development Review and Action Plan
- The Placemaking Study and Pilot Project
- Ongoing updates on the Core Areas Transformation Fund including applications for the CATF placemaking program
- Grand River Access Point Improvement Project
- Cambridgelicious dine-in promotional event
- The Region of Waterloo international Airport (YKF Master Plan)
- The Introduction of New Economic Development Staff
- In depth evaluation of overall group activities and the purpose the committee including a committee review of the Terms of Reference

Council / Community Engagement:

Past year Committee Activities that engaged the community or provided advice to Council

The Economic Development Advisory Committee was instrumental in ensuring that the Economic Development Review and Action Plan was developed to meet the goals of the business community.

This action plan was a large point of discussion amongst the committee for an extended period of time, eventually resulting in a significant restructuring of the plan alongside the arrival of new staff and management.

EDAC has also provided great feedback to staff regarding placemaking. This committee was heavily involved in providing feedback for the Placemaking Pilot project alongside the Placemaking Working Group (PWG)

Upcoming Year Workplan Objectives

The Economic Development Advisory Committee is currently under review as staff prepare an updated terms of reference for Council approval after engaging EDAC members in a brainstorming session, and discussion on EDAC's future state. Upon adoption by Council, the Economic Development Action Plan will be the framework for which a workplan is developed for EDAC. This work will include a sector based approach, inspire quality of place, provide support for a healthy business environment and will include storytelling for brand recognition.

Recommendations to Council related on the past year's work plan or future objectives of the Committee:

Staff will prepare a report for Council, to be presented in the coming months. This report will outline recommended updates to the terms of reference and propose a desired future state for the committee. The new terms of reference will incorporate feedback from the committee and aim to achieve the Economic Development Action Plan set by Council.