



MEETING MINUTES

Corporation of the City of Cambridge
Economic Development Advisory Committee (EDAC)
No. 11-21

Wednesday, October 13, 2021 at 3:45 p.m.
Virtual Meeting via Zoom Video Conferencing

Committee Members In Attendance: Paul Brown, Erik Dahm, Darren Drouillard, Filip Ivanovski, Scott MacKenzie, Neil Morgan, Brian Punambolam, Thomas Sandor, Councillor Pam Wolf, Councillor Donna Reid (from 4:04 pm) and Mayor McGarry (from 4:00 pm).

Regrets: Mike Shanks

Staff Members in Attendance: Trevor McWilliams and Devon Hogue

The regular meeting of the Economic Development Advisory Committee of the Corporation of the City of Cambridge was held via Zoom Video Conferencing. P. Brown welcomed everyone present and called the meeting to order at 3:48 p.m. The meeting adjourned at 5:17 p.m.

Notice of Regrets

Regrets were received from Mike Shanks.

Declarations of Pecuniary Interest

There were no declarations of pecuniary interest from committee members.

Presentations

Ian Lupton, Community Development Department, re: Placemaking Exercise

I. Lupton thanked the committee for their recent participation in the placemaking survey. He reviewed the results of the survey and discussion ensued regarding potential public art activations. Mr. Lupton noted that the survey will remain open for the near future should more committee members wish to participate.

City of Cambridge
Economic Development Advisory Committee (EDAC)
Minutes

Confirmation of Minutes

Moved by: Darren Drouillard

Seconded by: Erik Dahm

THAT the minutes of the Economic Development Advisory Committee held on Wednesday, September 8, 2021, be considered for errors and/or omissions.

CARRIED

Confirmation of Special Meeting Minutes

Moved by: Councillor Wolf

Seconded by: Filip Ivanovski

THAT the minutes of the special meeting of the Economic Development Advisory Committee held on Wednesday, September 22, 2021, be considered for errors and/or omissions.

CARRIED

Agenda Items

a) Membership

T. McWilliams indicated that T. Schmidt has stepped down from the board of the Preston Town Centre BIA and will no longer be sitting on EDAC as their representative. He noted that while Mr. Schmidt's tenure was short, he was an invaluable member of the committee and shall be missed. Mr. McWilliams also indicated that Greg Wood resigned from the committee, and the Clerk's Division will be working on filling the committee vacancies. He welcomed Thomas Sandor to the committee as their newest member, indicating that Mr. Sandor would be sitting as the committee's Arts and Culture representative.

Discussion ensued regarding the position of Vice Chair, and the Chair opened the floor up for nominations. T. Sandor self-nominated, and was acclaimed the Vice Chair for EDAC for the remainder of 2021.

Additions to the Agenda

None

Business Arising from the Minutes

None

City/Priority List Items for Updates

a) Film Activity Update – D. Hogue

Staff reviewed film activity since 2019 for the committee – highlighting the increase in projects/inquiries, the LMGI nomination for Outstanding Film Office, use of temporary studio space in Preston for the entire month of August 2021, and the success of many recent “Filmed in Cambridge” projects.

b) Sponsorship, Advertising and Naming Policies – T. McWilliams

Staff updated the committee on the recent Council approval of the sponsorship, advertising and naming policies and outlined next steps. Discussion ensued regarding the benefits to the community, and staff indicated that the committee will receive updates as the program develops.

Council Update

Mayor McGarry provided an update on the recent approval of 150 Main Street as a potential consumption treatment site (CTS). It was noted that the city’s only involvement is in the selection of a possible site, and as a next step an operator could come forward and request provincial funding to operate. Lengthy discussion ensued regarding the impact of having a CTS in the community and lessons learned from neighbouring municipalities that do have a site.

Other Business

P. Brown indicated that Dave Hibbs passed away shortly after the Fall Fair this year. He noted that Mr. Hibbs was a tireless champion for Cambridge and will be missed.

Future Suggested Presentations for EDAC

- a) Zoning By-Law (Manager of Development Planning)
- b) SRED tax incentives (ITC or Mentorworks)
- c) Economic Development Strategic Plan (2021 Project)
- d) Region Official Plan and Employment Lands Review (M. Sergi, Region of Waterloo)
- e) Community Attraction/Projects (S. Higgins, HIP Developments)
- f) Development Discussion (T. Gies)
- g) Growth and Intensification Study (Manager of Development Planning)
- h) Filming (D. Hogue)

City of Cambridge
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Next Meeting

Wednesday, November 10, 2021
Virtual Meeting
Zoom Video Conferencing
3:45 to 5:30 p.m.

Close of Meeting

Moved by: Thomas Sandor
Seconded by: Brian Punambolam

THAT the Wednesday, October 13, 2021 meeting of the Economic Development Advisory Committee (EDAC) does now adjourn at 5:17 p.m.

CARRIED



Chair – EDAC



Recording Secretary