



MEETING MINUTES

Corporation of the City of Cambridge
Economic Development Advisory Committee (EDAC)
No. 05-21

Wednesday, May 12, 2021 at 3:45 p.m.
Virtual Meeting via Zoom Video Conferencing

Committee Members In Attendance: Gregory Wood, Tony Schmidt, Erik Dahm, Filip Ivanovski, Brian Punambolam, Scott MacKenzie, Councillor Pam Wolf and Councillor Donna Reid

Regrets: Paul Brown

Guests: Tony LaMantia and Lucinda Wallace

Staff Members in Attendance: James Goodram and Ingrid Borges

The regular meeting of the Economic Development Advisory Committee of the Corporation of the City of Cambridge was held via Zoom Video Conferencing. T. Schmidt welcomed everyone present and called the meeting to order at 3:47 p.m. The meeting adjourned at 4:30 p.m.

Notice of Regrets

Regrets were received from P. Brown

Declarations of Pecuniary Interest

There were no declarations of pecuniary interest from committee members.

Presentations

Tony LaMantia, Waterloo EDC, re: Annual Report Update

Using a PowerPoint presentation, T. LaMantia discussed the following in detail: Who We Are, Services, Funding Partners, Sales Funnel, 4 Pillars Approach to Investment, Attraction & Retention, 2020 Key Highlights, Investment Dashboard, 2020/2021 Cambridge Investments, BESTWR Highlights, Investment Marketing Content, Inbound Marketing Initiatives, and 2021 Q1 Topline & Business Development Highlights. A copy of T. LaMantia's presentation is on file with Economic Development.

Following the presentation discussion ensued regarding the new, available employment land in the North Cambridge Business Park including some of the companies that will be occupying space. Further discussion took place surrounding business relocation,

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retention and expansion and the importance of future and long-term planning as some things take time to come to fruition. It was noted the success in the region derives from partnerships and organizations working collaboratively.

Confirmation of Minutes

Moved by: Scott MacKenzie

Seconded by: Brian Punambolam

THAT the minutes of the Economic Development Advisory Committee held on Wednesday, April 14, 2021, be considered for errors and/or omissions.

CARRIED

Agenda Items

a) Community Improvement Plan

The public meeting report is scheduled for May 25th and a secondary report will be brought forward to Council on June 22nd with recommendations from comments received. It was noted Economic Development staff met with the accessibility committee at the City and an additional incentive has been added.

Additions to the Agenda

None

Business Arising from the Minutes

None

Council Update

The City received a \$2.8M dollar donation from Hallman Construction to design, construct and maintain Bismark Park North located in the new Cambridge West subdivision. A list of the proposed amenities was shared.

At the May 11th Council meeting a motion for “Inclusionary Housing” and a motion for “Tiny Homes” in the City was passed. Further consultation and approval will need to take place with the Province regarding zoning.

It was noted the Preston Auditorium will be under review for possible upgrades.

Other Business

There is a covid-19 rapid screening bus program that has launched in the region. The bus is located at city hall on Tuesday, Thursday and Saturday and at the former Rona site on Monday, Wednesday and Friday for individuals to self-administer a test quickly and safely. The Cambridge Chamber of Commerce is offering free rapid testing kits and masks for pick up for businesses.

J. Goodram shared a photo of the proposed Cambridge Mill hotel and condominium development. Discussion ensued regarding the project and positive feedback was received.

Council approved the “Temporary Patios and Temporary Road Closures” report on May 11th in an effort to support businesses during the pandemic. The Hespeler Village BIA has requested the closure of a portion of Queen Street East and the Downtown Cambridge BIA has requested the closure of a portion of Main Street. The closure is set to begin in June and run until Thanksgiving weekend, dependent on Provincial orders.

Discussion ensued regarding Downtown Cambridge and concerns were raised surrounding safety and security. Staff shared some of the current programs and future initiatives that will be coming into effect in an effort to combat some of the issues. J. Goodram reviewed the new by-law and security process for the core areas.

City/Priority List Items for Updates

a) North Cambridge Business Park

J. Goodram advised construction is underway (curbs and road paving) with 450 acres of employment land available by the end of 2021 and early 2022.

Future Suggested Presentations for EDAC

- a) Zoning By-Law (D. Friess, 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 (D. Purcell)
- g) Galt Height Study (D. Friess)
- h) Growth and Intensification Study (D. Friess)
- i) Filming (D. Hogue)

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Next Meeting

Wednesday, June 9, 2021
Virtual Meeting
Zoom Video Conferencing
3:45 to 5:30 p.m.

Close of Meeting

Moved by: Gregory Wood
Seconded by: Scott MacKenzie

THAT the Wednesday, May 12, 2021 meeting of the Economic Development Advisory Committee (EDAC) does now adjourn at 4:30 p.m.

CARRIED



Chair – EDAC



Recording Secretary