CALL TO ORDER

Chair Chamberlain was delayed in arriving therefore, Vice-Chair Whitehead called the meeting to order and read the City’s Vision Statement and the Mandate of the Economic Development Advisory Committee.

1. CHANGES TO THE AGENDA

The Clerk advised of the following changes to the agenda.

(a) Councillor Brian McHattie will also be making a PowerPoint presentation with Mr. Azim Kasmani with respect to Item 4 on today’s agenda;
(b) Added correspondence from Jeremy Freiburger, who is unable to attend today’s meeting, respecting the Building a Creative Catalyst project which was recently approved by Council. This will be added as Other Business Item 7.1. Copies have been distributed this morning.

(c) A copy of a resolution submitted by Adi Iran from the Land Development Committee respecting the Municipal Official Plan Conformity with the Growth Plan for the Greater Golden Horseshoe. The issue of the pending Provincial approval of the City’s Official Plan was discussed at the previous meeting and this item is added for information as Other Business Item 7.2. Copies have been distributed this morning.

(Hamber/McMaster)
That the agenda be approved as amended.  

CARRIED

2. DECLARATIONS OF INTEREST

None declared.

3. APPROVAL OF MINUTES

(Milne/MacLeod)
That the Minutes of the September 25, 2008 Meeting be approved as presented.  

CARRIED

4. Councillor McHattie’s Motion from the September 2, 2008, Economic Development and Planning Committee meeting Respecting Strategies to Retain Hamilton Graduate Students in Hamilton’s Workforce (Deferred from the September 25, 2008 meeting)

(a) Presentation by Councillor Brian McHattie and Azim Kasmani, President of the McMaster Student Union

Councillor McHattie introduced himself and Azim Kasmani, President of the McMaster Student Union.

The Councillor made a PowerPoint presentation and provided a hand out which was distributed. He outlined the background of his motion which was approved by Council on September 10, 2008 requesting input from the Economic Development Advisory Committee with respect to retaining graduate students in the Hamilton workforce.
Azim Kasmani addressed Committee and advised that students in general do not feel engaged in the community and this is the main reason why they leave. They feel unwelcome and marginalized. Their impression of Hamilton is shaped by the small minority of vocal residents who complain about student housing. Also, most students mainly frequent Hess Village and Limeridge Mall but are not aware of what the rest of the City has to offer.

Azim Kasmani outlined some of the current McMaster University and Student Union initiatives such as:

- **Off campus experience office** – for students who live at home or commute from other areas
  - The office provides information to student tenants in the area (i.e. garbage pick up schedule), helps find rental housing, helps with leases, etc.

- **McMaster Office of Community Service-Learning and Civic Engagement**
  - To engage the students in the community; promote books and restaurants

- **The Silhouette – campus newspaper**

- **Health Sciences 3DD3**
  - Purpose is to engage the students with the city regarding specific issues – i.e. prepare thesis regarding the poverty issue

Azim Kasmani explained that some students who become involved in the community stay in Hamilton as they discover the advantages that Hamilton has to offer.

He outlined the following proposed work plan:

- Take a survey of the students to identify the problem;
- Environmental scan by OUSA on town and gown issues; although it is still in preliminary stages it is a good resource;
- Look at best practices of other university cities;
- Look at City of Hamilton recruitment possibilities;
- Consider incentives for businesses to hire graduates;
- Small business start up assistance to students;
- Determine how to consult with students for their input on what Hamilton of the future will look like.

He noted that data would be helpful regarding the number of students that are leaving and whether it is the out of town or the local students. Also, the
opportunities that are available in Hamilton need to be identified, including job opportunities, the availability of entertainment and whether this City is an ideal place to raise a family.

The Committee made the following comments:

- A survey would be helpful;
- The types of questions is important;
- McMaster University is a destination point – it’s a wonderful university – it is popular with student applicants;
- benchmarks are important;
- provide a student residence in the downtown – there are entrepreneurial opportunities downtown;
- survey the students that have lived downtown after the fire at Brandon Hall to see if a downtown residence would be feasible despite the distance from the campus;
- are McMaster and Mohawk students graduating with the education and training that local businesses need;
- consult with the local businesses regarding what types of skills they are looking for;
- Complete data base of the graduates – make sure they fill the jobs that exist
- interaction with the job market needs to take place;
- there could be many City jobs and other jobs available in the future due to retirement – many jobs need to be filled now even in these poor economic times;
- surveys have been conducted between Mohawk College, McMaster University and Redeemer College – the availability of rapid transit will bring about changes – Hamilton has an opportunity to expand – the challenge is to figure out how to keep the post graduate students here;
- Match what the students want with what we can provide;
- successful Cities have consulted with their young adults;
- Broaden the questionnaire to look at the young adults (young adult business groups, the United way);
- Saskatchewan has launched a campaign to attract students back;
- A welcoming community is important to provide a positive experience;
- Link students with families – a suggestion for the neighbourhood associations;
- Have a Hamilton Fair – see what’s here if you stay;
- Rental housing licensing proposal, although a difficult initiative, could address the conflict with student housing head on – the problem is with irresponsible landlords;
- Involve the City’s Youth advisory group – contact them in first year;
- Find out what other cities are doing and make it part of the over all marketing strategy;
- What is the best way to engage with the student population;
the majority of the students are great kids – look at ways that we can tell positive stories about students.

Azim Kasmani advised that a working group has been established made up of representatives from McMaster University, Mohawk College and the City.

He advised that in the New Year he will try to meet with the various communities and report back to the Economic Development Advisory Committee.

5. Economic Development Strategy Discussion – Mark Chamberlain (no copy)

Neil Everson distributed a copy of Report PED08311 entitled *Multi-Year Economic Development Strategy* which will be on the December 8, 2008 Committee of the Whole agenda.

He provided a brief overview of the report and indicated that if it is approved by Committee of the Whole, the next step would be the public consultation process as outlined in the report.

Madina Wasuge noted that immigrants should not be considered only as a labour force but also as a talent source.

The Committee considered the public consultation process and made the following comments:

- the whole idea is to get to true diversification and platform of knowledge – take more of a creative approach rather than problem solving approach – what would Hamilton look like if it had a successful economic development plan;
- presentations are generally dry – we need to add some interest in order to engage the broader community;
- We underutilize technologies – Facebook, YouTube, etc. - you don’t need to be face to face to engage individuals;
- We need creative ideas;
- use words that will attract the community when placing the ad in the paper;
- trying to create collaborative frame– not ward against ward, not development against environment – common framework, common aspiration, hopefully common solution;
- identify objectives and future targets – have to go beyond stakeholders for consultation;
- Metrolinx has developed a robust consultation process which they have developed off line and on line – suggests staff check it out – much more response has been received on line -100 people attended stakeholders meeting – 1,000’s engaged on line;
Communicate in a way that everyone will understand and relate to – instead of phrases such as “innovation and collaborative” use “jobs and quality of life in Hamilton”

- information boards are difficult to understand – use methods that are easy for the community to comprehend – use the internet – consult with other municipalities;
- the boards are okay as supplementary information– an interesting PowerPoint presentation or video are more effective – keep it simple so that people can connect;
- Put people into groups with one facilitator – that’s where the ideas are developed;
- the only way to get meaningful input is to provide common information and ask specific questions;
- You should start with the little video clip of the City – don’t give too much information which can be overwhelming– cut back to get their attention and keep it;
- is there an opportunity to connect with the young academics from McMaster and Mohawk – invite them;
- engage marketing students to get word out.

Mark Chamberlain raised concerns that the City’s economic development strategy does not appear to match the one of Jobs Prosperity Collaborative. They also use different terms. The Collaborative refers to a “jobs strategy” not an “economic development strategy”. He is concerned that the public will be confused.

A discussion followed on the importance of aligning the City’s strategy with that of the Jobs Prosperity Collaborative and how that could be achieved.

Neil Everson will discuss this issue further with Tim McCabe.

6. Agenda items for following year (no copy):

Neil Everson indicated that he and Tim McCabe put the following list together:

- Development Charges Review
- Budget and Municipal Taxes
- Industrial land supply
- Capital projects
- Official Plan & Comprehensive Zoning By-law
- Brownfield Strategy
- Pan Am Games
- Other issues
Mark Chamberlain asked that staff clarify to the Committee what they are looking for with respect to this list and provide written background information.

7. **Other Business - Mark Chamberlain**

   (a) **Letter from Jeremy Freiburger respecting Building a Creative Catalyst.**  
       (Added Item 7.1)

       Mayor Eisenberger provided some background information with respect to this letter.

       Mark Chamberlain indicated that the Jobs Prosperity Collaborative had made the suggestion to Jeremy Freiburger to expand to cultural, technical and other innovations and not be limited to projects only involving the arts.

       *(Whitehead/Jackson)*  
       That the letter from Jeremy Freiburger be received for information.  
       **CARRIED**

   (b) **Copy of a resolution submitted by Adi Irani from the Land Development Committee respecting the Municipal Official Plan Conformity with the Growth Plan for the Greater Golden Horseshoe.** The issue of the pending Provincial approval of the City’s Official Plan was discussed at the previous meeting. (Added Item 7.2)

       Adi Irani explained the background to this Item and that he had provided it as an example of actions taken respecting the pending Official Plan approval.

       *(Irani/Hamber)*  
       That this item be received for information.  
       **CARRIED**

8. **Next Meeting & Meeting Dates - Mark Chamberlain**

   Neil Everson advised that he will propose a meeting date for January 2009.

   Vice-Chair Whitehead indicated that he enjoyed his short participation on this Advisory Committee and that Councillor Maria Pearson will be taking his place, as the new Vice-Chair of the Economic Development Advisory Committee. He hopes to continue to provide his support and assistance.
Syd Hamber reminded staff that he had requested an update memo respecting the airport. Neil Everson indicated that staff are working on an e-blast newsletter to be provided on a monthly basis.

9. Adjournment

(Hamber/McMaster)
There being no further business, that the meeting be adjourned at 5:00 p.m.

CARRIED

Respectfully submitted,

Mark Chamberlain, Chair
Economic Development Advisory Committee

Ida Bedioui
Legislative Assistant
Economic Development Advisory Committee
December 4, 2008