MINUTES

OPEN FOR BUSINESS SUB-COMMITTEE

Wednesday, June 13, 2012
9:30 a.m.
Room 264
Hamilton City Hall, 2nd Floor
71 Main Street West

Present: Councillor R. Powers, Chair
         Councillor T. Whitehead, Vice-Chair
         Councillors R. Pasuta and M. Pearson

Absent with
Regrets: Councillors C. Collins and L. Ferguson, Other City Business

Also Present: T. McCabe, General Manager, Planning & Economic Development
              C. Phillips, Senior Advisor, Planning Department
              N. Everson, Director, Economic Development and Real Estate
              M. Hazell, Senior Director, Parking & By-law Services
              T. Sergi, Senior Director, Growth Management
              P. Mallard, Director, Planning
              G. Norman, Manager, Engineering Design & Construction
              N. Shleehahn, Manager, Business Development
              A. Fletcher, Manager, Strategic Services, Special Projects
              M. Zegarac, Director Financial Planning and Policy
              J. Adams, Electronic Information Analyst
              C. Kealey, Service Delivery Business Advisor
              N. Anastasopoulos, Supervisor, Building Inspections
              D. Spence, Communications Officer
              I. Bedioui, Legislative Coordinator, Office of the City Clerk

(a) CHANGES TO THE AGENDA (Item 1)

Added discussion Item 6.1 respecting the proposed agenda items for the August
16, 2012 meeting. Copies were distributed.
(Pearson/Pasuta)  
That the agenda for the June 13, 2012 meeting of the Open for Business Sub-Committee be approved, as amended.  
CARRIED

(b) DECLARATIONS OF INTEREST (Item 2)

There were none declared.

(c) ADOPTION OF PREVIOUS MINUTES (Item 3)

3.1 May 23, 2012

(Whitehead/Pearson)  
That the minutes of the May 23, 2012 meeting of the Open for Business Sub-committee be approved, as presented.  
CARRIED

(d) Website Changes/ Modifications/ Enhancements - Planning and Economic Development Department (3(a) on the OBL) (Item 5.1)

Debbie Spence made a PowerPoint presentation and hand-outs were distributed. She outlined the differences in:

- [www.hamilton.ca/businessowner](http://www.hamilton.ca/businessowner)
- [www.investinhamilton.ca](http://www.investinhamilton.ca)

Norman Shleehahn addressed Committee and presented the Invest in Hamilton website highlighting the following features:

- On-line Business Directory tool
- Invest TV
- Small Business
- Municipal Programs
- Locate and Expand function
- Hamilton Site Selector
- Connecting with Us

Debbie Spence addressed Committee outlined the following:

- History – Launch of “new” site
- Challenges identified with “old” PED site
- Established priorities
- Navigation:
  - Step One: How businesses are
Committee discussed the following items:

- The website “font” should be readable and City needs to be cognisant of Accessibility for Ontarians with Disabilities Act (AODA) standards;
- There are sites on the City’s web page where you can find complete listings of a certain category – i.e. by-laws;
- The City of Boston received a national award for its website, we should check it out;
- Easy navigation on the first page is important;
- Investigate search optimization and if its something the City should consider to attract businesses;
- When developing their web site, PED staff needed to work within the confines of the Corporate site;

Tim McCabe advised Committee that Recreation Director, Jack Brown has been requested to place an ad and bar code on golf carts advertising Invest in Hamilton.

(Whitehead/Pearson)
That the presentation respecting Website Changes/ Modifications/ Enhancements, be received.

CARRIED

(Pearson/Pasuta)
That the Item 3(a) on the Outstanding Business List be identified as completed and removed from list.

CARRIED
(e) Website Overview - Corporate “Service Delivery” (3(b) on the OBL) (Item 5.2)

Mike Zegarac addressed Committee and introduced Jay Adams and Cathy Kealey and advised that they are from the City Manager’s Office and have joined the Web Redevelopment Strategy and Information Delivery Review.

Mike Zegarac addressed Committee with the aid of a PowerPoint presentation and hand-out was distributed. His comments included the following:

- Objectives
- Web Redevelopment Strategy Status
- Proposed Web Redevelopment Strategy
- Goals and Outcomes

Cathy Kealey’s comments included the following:

- ServiceOntario – Background;
- Exploring ONe-Source
- What we learned
- Moving forward

(Pearson/Pasuta)
That the presentation respecting Website Overview - Corporate “Service Delivery”, be received.

CARRIED

(Pasuta/Pearson)
That the Item 3(b) on the Outstanding Business List be identified as completed and removed from list.

CARRIED

(Pasuta/Pearson)
That the Open for Business Sub-Committee supports “Open for Business” as a priority on-line service as part of the whole Web Re-development Strategy.

CARRIED

(f) Status Update on Public Consultation Process (Item 5.3)

Chris Phillips referred to hand-outs illustrating the format that staff is proposing to use when presenting the feedback received through the public consultation meetings.

The Sub-Committee agreed with the format proposed and staff will present the information at a future meeting.
(g) Proposed Items for August 16, 2012 agenda (Added Item 6.1)

Staff presented a draft agenda for the August 16, 2012 meeting and the Sub-Committee was in agreement with the proposed agenda items.

(h) Encouragement of Immigrant Entrepreneurship in Hamilton (Item 9.1)

Councillor Powers introduced this Item and requested that staff consider ways that the City could encourage immigrant entrepreneurship.

Neil Everson was in attendance and provided some background information and advised that staff will have a draft report respecting the development of a strategy for immigrant entrepreneurship which will be presented to the Sub-Committee during the fourth quarter of this year.

(i) ADJOURNMENT (Item 7)

(Pasuta/Pearson)

That, there being no further business, the meeting be adjourned at 11:12 a.m. CARRIED

Respectfully submitted,

Councillor R. Powers, Chair
Open for Business Sub-Committee

Ida Bedioui
Legislative Coordinator
June 13, 2012