The Chair referred to the City’s Vision Statement and the Mandate of the Economic Development Advisory Committee which are printed on the agenda face page.

1. **Introductions**
   The Chair welcomed Nick Markettos who is sitting in for Mo Elbestawi in today’s meeting.
2. **CHANGES TO THE AGENDA**

The Clerk advised there were no changes to the agenda.

(Koroscil/Pearson)
That the agenda be approved as presented. **CARRIED**

3. **DECLARATIONS OF INTEREST**

None declared.

4. **APPROVAL OF MINUTES**

(Freiberg/Hamber)
That the Minutes of the October 8, 2009 Meeting be approved as presented. **CARRIED**


Neil Everson made a brief presentation which included the following topics:

- Strategy Format – business development, community redevelopment; infrastructure for innovation, labour force development; quality of life; marketing and outreach;
- Business development component – three common questions and statements – how will the city direct its marketing efforts for business attraction? what are the comments received from Hamilton businesses during the in-depth consultation? and there are too many industry groups/clusters; (There are 6 and the same level of resources will not be devoted to each one.)


Hand-outs of draft copies entitled *Economic Development Strategy – 2009 / Community Development Component* were distributed.

Neil Everson introduced Chris Phillips who made a PowerPoint presentation which highlighted the following:
• Downtown renewal, business improvement areas, brownfield redevelopment and waterfront redevelopment;
• the Community Redevelopment Strategy will concentrate on the Downtown – the private sector will play a huge role as will the public sector;
• Downtown renewal:
  • putting people first – land use and transportation plan;
  • Infrastructure and capital investments;
  • Incentive programs;
  • Creating the ideal environment;
  • SWOT analysis of the downtown – strengths, weaknesses, opportunities, threats, short-term strategies. Long term strategies;
• Community downtowns and B.I.A.’s – a partnership:
  • Commercial market analysis and action plan;
  • Capital allocations to assist those areas – in the form of creating capital for public improvements;
  • Incentive programs dedicated for these areas;
  • Contribution to the operating budgets of the B.I.A.’s;
  • SWOT analysis for community downtowns and B.I.A.’s;
• Brownfields:
  • four critical elements – define what brownfields are;
  • benefits of brownfield redevelopment;
  • barriers to brownfield redevelopment;
  • Provincial and city programs;
• Waterfront and shoreline partnerships:
  • West Harbour Lands;
  • Port-Lands – Hamilton Port Authority;
  • Eastport Gateway and Lake Ontario Shoreline;
  • Hamilton Waterfront Development Corporation;
  • SWOT analysis of Hamilton’s Waterfront and Shoreline, strengths, weaknesses, opportunities, threats, short-term deliverables. Long term deliverables;
• Conclusion

The Committee discussed the following:
• the brownfields: how many are there?; issue of under utilization; define brownfields and under utilization; perception issue; potential redevelopment sites vs. potential contamination and liability; need for education; let business community know what is available;
• Provincial and Federal legislation discourages the sale of brownfields because of the liability;
• Focus strategy to lobby for legislative changes;
• the Province supports intensification and therefore should ease up on the regulations in order to facilitate intensification;

• Hamilton Realty Capital Corporation is defined by the downtown boundaries and is a private for profit company
• 25 or 30 years is not a long time, why not extend the downtown to the waterfront;
• The downtown block represent the C.I.P. – the Community Improvement Plan – it would be difficult to offer the incentives to a larger area;
• think of Hamilton in terms of districts – i.e. The theatre district, the college district, the garment district, etc., like New York City;
• good to consider for the future and visualize – The City of Niagara has used the services of Niagara College to produce visual concepts of its plans; having a visual helps sell things; maybe we could use the technology; it would be helpful in portraying the City’s proposals to the community.

• View from Burlington skyway bridge – spruce it up but it is our economic heart beat;
• have the City’s art community camouflage U.S. Steel;
• a balanced approach is required;
• The Waterfront Corporation– it is really about implementation – the vision has already been completed;
• The Corporation will involve a financing structure – an arms length entity – the public’s investment is different from a private investment;
• Members will bring endorsement for the Waterfront Corporation to the Jobs Prosperity Collaborative (JPC).
• Canadians in general are miles behind in demanding excellence in architecture– Europe and the US are way ahead – there are people within the City that are able to provide suggestions

The Committee thanked Chris Phillips for a job well done.

(b) Infrastructure for Innovation

Neil Everson made a PowerPoint presentation and provided a hand-out entitled Infrastructure for Innovation and Community Redevelopment components of New Economic Development Strategy. His presentation highlighted the following:

• Educations role in innovation
• Seamless Customer service
• Shovel ready lands
• City of Hamilton Official Plan
• Comprehensive Zoning By-law
• Small Business Enterprise Centres
• Hamilton Technology Centre
• Golden Horse Innovation Centre (The Innovation Factory)
• Local Infrastructure Investments
• Consultation process
Committee members made the following comments:

• A modern telecommunications infrastructure should include transportation infrastructure – particularly in internodes connections;
• underutilized buildings in the north end of City should be subdivided for small companies and green technologies – such as exist on Highways 5 and 6;
• Offer short term leases like a hotel as there is a need for graduated space – ready made low cost space;
• take the technology piece and make it into a simple product to engage the stakeholder group

Neil Everson advised that staff will prepare an executive summary outlining the six technology components to make the details easier to grasp.

7. Pan Am Games Update – David Adames

David Adames made a PowerPoint presentation and copies were distributed. He provided some background in his introduction and his presentation included the following topics:

• Hamilton is participating in the 2015 Pan/Para Pan Am Games;
• Council approved Hamilton’s Participation in 2015 Pan Am Games Bid through a sports program, a municipal contribution of $60M and selecting the West Harbour as the preferred location for the stadium and velodrome;
• Pan Am Timetable;
• West Harbour Site;
• West Harbour Games Concept (stadium warm-up track, velodrome, with rail access);
• Stadium would link in with proposed west harbour recreation master plan;
• Pan Am Games and new stadium would link in with proposed rapid transit (preferred light rail);
• Participating in the Pan Am Games would bring substantial benefits to Hamilton;
• The City of Hamilton has engage the consulting firm of Deloitte to complete a business plan for a new stadium;
• What the Business plan would address;
• Pan Am Games and the new stadium provide key linkages to various City Plans and Strategies.
Questions

- what are the plans for parking on the City’s proposed site? (working on a parking plan which will include leveraging existing parking)
- the hotel situation – are there commitments for investment? (not yet, the City needs to develop a hotel investment plan)
- Is there a plan for distributing the funds required for the operating costs in an equitable manner? (Not yet, the City will need to address this.)
- The City has selected the west harbour as the preferred site with the airport as the alternative site and is committing $60 million and is encouraging the private sector to contribute $50 million and there could be a conflict if the private sector does not agree with the selected site. What role can the JPC play? (One of the goals of the JPC is in guiding the process to ensure that it is transparent and there is integrity.)
- It was noted that the extra $50 million was for a larger stadium – the Federal or Provincial Governments may fill that gap.
- 2015 will provide opportunity to address the City’s social and image issues.


Neil Everson presented Item 8 explaining that this would give the Committee an idea of some of the issues that Economic Development staff respond to as a department. There are 80 acres of City owned lands and land banking is not something the City should get into, even with brown fields and green fields. At this point it would not be a good use of City tax dollars. Instead, the City will front the cost of services for developments.

9. Other Business

Councillor Pearson addressed Committee and indicated that this is her last meeting as she is being replaced by Councillor Lloyd Ferguson who will be the 2010 Chair of the Economic Development and Planning Committee. She thanked everyone for their contributions and indicated that if she has an opportunity she would like to continue to attend these meetings which she found very informative.

10. Next Meeting & Meeting Dates

Staff agreed to poll for and establish a meeting schedule for 2010.
11. Adjournment

(Freiberger/Pearson)
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
November 26, 2009