

**WATERLOO ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (WEDAC)
MEETING**

Tuesday, January 18, 2022

8:00 am

Zoom

MINUTES

Art Sinclair	X	Blaine Gray	X	Beth Palmer	X
Chen (Will) Du	X	Darrin Snider	X	David Werezak	X
Janek Jagiellowicz	X	Jeyas Balaskanthan		Madison Cox	X
Michelle Grimes	X	Mike Pereira	X	Mike Puopolo	X
Slobodan Markovic	X	Tom Diavolitsis	X	Zach Weston	X
Matthew Nicholas Schwarze	X				
Dave Jaworsky	X	Royce Bodaly	X	Angela Vieth	RTS
Tim Anderson	RTS	Justin McFadden	X	Nancy Gehl (Minute Taker)	X

Quorum achieved; David Werezak in Chair

Guests: Kristin Sainsbury, Senior EDO, City of Waterloo

1. Territorial Acknowledgement

- Read

2. Approval of Agenda

- Approved as distributed

3. Approval of Minutes – November 17, 2021

- Minutes approved as distributed

4. Update: WSEL Branding Exercise Update – Kristin Sainsbury, Senior EDO, City of Waterloo

- Kristin reviewed her presentation. Highlights:
 - Interviewed Marketing Agencies in accordance with City policies and retained Sherpa Marketing
 - They held a number of meetings with staff to understand the WSEL and the scope of the project
 - Initiated a series of interviews with key stakeholders
 - Brand Strategy and Objectives:
 - Clarify the positioning of the WSEL (when compared to other Economic Development options)

- Develop a visual identity
- Develop a brand name and/or tagline
- Moved by Dave Werezak, Seconded by Will Du:
“That WEDAC supports the renaming/rebranding of the West Side Employment Lands to “Generation Park: Waterloo”

All in Favour, Motion Carried

- Kristin presented 2 proposed logos and asked the Committee Members to email their confidential choice to her
- Will take brand and logos to Council later this year
- Sustainable Development Guidelines:
 - Close to having a draft, will circulate to staff and bring to WEDAC when draft complete

5. Economic Development Update – Justin McFadden, Mayor Dave Jaworsky (Handout)

- Justin reviewed the Economic Development Update. Highlights:
 - COVID-Relief CIP and Uptown CIP both extended for one year
 - New in 2022 to COVID-Relief CIP – the Large Venue Applicant Grant:
 - Maximum of \$7,500 instead of the regular \$2,500
 - In order to qualify businesses must have a large event space or venue that contains proven capacity for 200+ persons, ie: hotels (with banquet space), large restaurants, concert venues, movie theatres, etc
 - Hiring of two My Main Street ambassadors will also assist with in-person promotion of the COVID Relief CIP
 - Some funding from COVID-Relief CIP shifted back to other initiatives, some to assist arts & culture
 - SOLER Program extended by Council for one year
 - Arts & Culture Team: adding 5 pieces of public art, working on 2022 programming
- Mayor Jaworsky’s updates:
 - Met with local leaders one-on-one
 - January 4th, onboarded 45 new staff – lots of changes
 - Province is hosting private housing summit with BCMs
 - Provincial Budget consultation

6. Update: Update from the OP Review Subcommittee – handout sent out January 4, 2022

- Dave Werezak reviewed the draft document. Key areas of interest for WEDAC
 - Affordable Housing # 1 area of concern for WEDAC; there must be a greater focus on affordability to address growth, attract and retain young people, and provide safe and appropriate housing for all
 - Arts and Culture - form an integral part of the City’s economic development strategy and are important in attracting and retaining talent, businesses, tourism, and more
 - Leverage and capitalize on existing assets (ie: Waterloo Park)
 - Active Transportation/trail connectivity and infrastructure surrounding that
 - Opportunity lands - The committee identified several land parcels that could be examined as opportunities for development, either as affordable housing and/or mixed use

- Small-business supports and opportunities - are there opportunities to look at opening up additional commercial or community uses in residential neighbourhoods
- The Sub-Committee will take all comments into consideration, clean up the document and forward it to staff

7. Review of WEDAC Terms of Reference

- Staff outlined process and will confirm timelines with Legislative Services and will set up brainstorming session

8. Discussion Points:

- Shop Local – Justin to investigate who could be brought into WEDAC to discuss this
- Potential Future Agenda Items Pertaining to Key Themes Identified by WEDAC:
 - Innovation and a thriving business community
 - Climate change resiliency and adaptation – noted that this topic is part of the mandate of the Sustainability Advisory Committee
 - Reconciliation with Indigenous communities
 - An equitable and inclusive community for all
 - Affordable and accessible housing and childcare
 - Health and well-being, including mental health
 - Active and public transportation

9. Round Table Updates

- Highlights:
 - Check out the Chamber of Commerce Website for events (<http://greaterkwchamber.com/networking-events/events-calendar/#cid=325&wid=401>)
 - New digital bank Wyth Financial (<https://www.wyth.ca/>)
 - Encourage committee members to support outdoor patios that are open
 - Outdoor ice-rinks are up and running; good for kids
 - WLU working with Regional Health on getting back to campus
 - Sunlife focusing on future of work – hybrid model

Meeting adjourned: 9:45 am

Next Meetings: Tuesday, February 15, 2022
 8 am – 10 am
 Zoom

 Tuesday, March 15, 2022
 8 am – 10 am
 Zoom

**WATERLOO ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (WEDAC)
MEETING**

Tuesday, February 15, 2022

8:00 am

Zoom Video Conference

MINUTES

Art Sinclair	RGTS	Blaine Gray	RGTS	Beth Palmer	RGTS
Chen (Will) Du	X	Darrin Snider	X	David Werezak	X
Janek Jagiellowicz	X	Jeyas Balaskanthan	A	Madison Cox	X
Michelle Grimes	X	Mike Pereira	X	Mike Puopolo	RGTS
Slobodan Markovic	A	Tom Diavolitsis	X	Zach Weston	X
Matthew Nicholas Schwarze	A				
Dave Jaworsky	X	Royce Bodaly	X	Angela Vieth	RGTS
Tim Anderson	X	Justin McFadden	X	Nancy Gehl (Minute Taker)	X

Quorum achieved; Mike Pereira in Chair

Guests: Sanjay Govindaraj, Director, Indigenous Initiatives, Anti-Racism, Accessibility and Equity Division

1. Territorial Acknowledgement

- Read

2. Indigenous Initiatives, Anti-Racism, Accessibility and Equity Division Update- Sanjay Govindaraj, Director

- Sanjay gave an overview of his Division and Team members
- Role:
 - To support city departments using an equity lens
 - Building relationships/connections with the community
 - Training, in future
 - Looking at economic development through a broad lens – very complex; understanding social issues/implications but must have economic lens as well
- Will be working with Legislative Services to review ToR for all committees of Council through an equity lens
- Looking forward to continued participation with WEDAC

3. Approval of Agenda

- Approved as distributed

4. Approval of Minutes – January 18, 2022

- Approved as distributed

5. Economic Development Update – Justin McFadden, Tim Anderson, Mayor Dave Jaworsky (Handout)

- Justin reviewed the Economic Development Update. Highlights:
 - COVID Relief CIP – enhanced marketing campaign, targeting large venue grant. Good response
 - Increased uptake in Uptown CIP as well; Spring window opening beginning of March
 - My Main Street Ambassadors – targeting February 28th start date, to pitch CIPs to Uptown and University area businesses
 - SOLER Program - waiving sidewalk patio fees for 2022
 - Updated Restaurant Map to include “Polar Patio Map”
 - WSEL:
 - Branding almost finalized
 - Sustainable Design Guidelines – hoping to take to Council in next couple of months
 - Public Art piece planning underway
 - Working with Laurier MBA students on regional conference centre feasibility study
 - Arts & Culture:
 - 2022 planning underway
 - Scaled down version of Winterloo held January 29th, well attended
 - Planning for Lumen
 - Working on policy/process to reallocate some funds from COVID CIP to cultural organizations as small grants
 - Canada Day 2022 planning in the works; working with Sanjay’s team
- Tim’s updates:
 - Reopening of Ontario big piece for municipality right now; lots of coordination at municipal level
 - Michele Seran, new CEO of WRTMC (replacing Minto); Nancy to invite Michele to a future WEDAC meeting for introduction/update
 - Communitech Government Relations meeting – focus on future healthcare, future capital needs
- Mayor Jaworsky’s updates:
 - Attended Provincial Housing Summit, provincial/federal investment in ION lead to 90% new units on brownfields - intensification

6. Presentation/Update: 2022 Lumen – Sonya Poweska, Culture Program Specialist, CoW Arts and Culture

- Will be city’s biggest festival to date
- Theme: public to take back public spaces
- 1 day event but looking to have 2 significant installations from mid-September to mid-October, to overlap Homecoming, Oktoberfest and the CCNC Conference in Waterloo this year
- Doing open call for artists – great opportunity for local artists
- Looking for sponsorship; range: \$1.5K to \$20K; 100% of sponsorships go to artists; Sonya is looking for introductions to potential sponsors; Nancy to send out sponsorship package and Sonya’s contact info to Committee Members

7. **Update: City of Waterloo Affordable Housing Initiatives Feedback – email of February 4, 2022**
 - Looking for feedback; Dave W noted that there is some urgency in the timing and both the Grant and Strategy info can be found on “Engage Waterloo Region” and individual committee members can enter their feedback here: <https://www.engagewr.ca/affordable-housing-waterloo>
 - It was suggested that a sub-committee be formed to discuss with staff, take a deeper dive into the info provided and prepare comments for the committee; Mike Pereira, Janek, Tom and Dave W volunteered. Nancy to send out doodle poll to set up meeting asap and let staff know this is happening

8. **Brainstorming Session – Potential Amendments WEDAC Terms of Reference – Mike Pereira**
 - WEDAC’s most current ToR were sent out with the Agenda
 - Noted that the Legislative Services Division are bringing a report to Council looking at ToR for all committees of Council and will be working with Sanjay’s team on this
 - Discussion ensued re:
 - Sectors not represented on the Committee
 - Looking at committee membership through diversity, equity and inclusion lens; how to reach non-profits to encourage applications to committees
 - Timing and format of meetings that might inhibit some members of the community from applying (ie: potential for hybrid meetings in future?)
 - Keep Committee’s mandate in mind
 - **Homework: members to review ToR and bring suggestions to next WEDAC meeting**

9. **Timing of March WEDAC Meeting – March 15th falls in March Break**
 - Nancy to look at the Mayor’s, Councillors’ and Tim’s schedule to see if meeting can be moved to following week

10. **Round Table**
 - Wyth Financial bought by Equitable Bank, \$470M deal
 - February is Black History Month; Sunlife holding many events
 - WLU focusing on return to campus; budget season – looking at impacts from provincial and federal budgets
 - Zach noted he taught in person last week; impactful
 - Janek partnered with CKWR, weekly radio show to make sense of local real estate market
 - Accelerator Centre launched new brand; autonomous shuttle being extended to R+T Park

Meeting adjourned: 9:50 am

Next Meeting: *Tuesday, March 22, 2022*
8:30 am – 10:30 am
Zoom video conference

**WATERLOO ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (WEDAC)
MEETING**

Tuesday, March 22, 2022

8:30 am

Zoom Video Conference

MINUTES

Art Sinclair	R	Blaine Gray	X	Chen (Will) Du	X
David Werezak	X	Darrin Snider	X	Graeme Stewart	X
Janek Jagiellowicz	R	Jeyas Balaskanthan	A	Madison Cox	R
Michelle Grimes	E	Mike Pereira	R	Mike Puopolo	X
Slobodan Markovic	A	Tom Diavolitsis	X	Zach Weston	R
Matthew Nicholas Schwarze	A				
Dave Jaworsky	X	Royce Bodaly	X	Angela Vieth	X
Tim Anderson	X	Justin McFadden	X	Nancy Gehl (Minute Taker)	X

Quorum achieved 8: 39 am; David Werezak in Chair
Guests:

1. Territorial Acknowledgement

- Read

2. Approval of Agenda

- Approved

3. Approval of Minutes February 15, 2022

- Minutes approved as distributed

4. Economic Development Update – Justin McFadden, Tim Anderson, Mayor Dave Jaworsky (Handout)

- Justin reviewed the Economic Development Update. Highlights:
 - COVID-Relief CIP – applications steady; newly hired MyMainStreet Ambassadors to assist push CIP
 - Façade Improvement Grant application window open till April 22nd; has had significant impact on Uptown, now push on heritage
 - WSEL:
 - Branding near completion; work on Sustainable Development Guidelines ongoing
 - Working with Laurier MBA student group on Regional Conference Centre feasibility study

- Culture Sector COVID-Recovery Grant policy approved by Council March 21st, looking to accept applications in April, distribute funds in June
- Tim's updates:
 - Recovery:
 - Making great progress
 - Region to lift State of Emergency Order end of April
 - Staff returning to office – hybrid model
 - Met with BIA:
 - Some closures during Pandemic but great uptake on vacant spaces
 - Returning to programming and events
 - Ontario Volleyball Association Tournament returning to RIM Park April 2022 – major economic driver for the Region
 - Commonwealth Games 2030:
 - Big drive; Hamilton lead
 - Region advancing several games/venues; coordinated bid through WRTMC
- Mayor Jaworsky's updates:
 - Mayor confirmed he is not running in 2022 municipal election
 - Regional Airport 6th busiest airport in Canada; Flair now flies to St. John NB and Charlottetown PEI

5. Presentation/Update: Affordable Housing Strategy – Michelle Lee, Senior Policy Planner, IPPW, City of Waterloo

- Michelle reviewed her presentation
- Definition of Affordable Housing: the lower of:
 - Housing that costs no more than 30% of a *low or moderate income* household's gross annual income; or,
 - Housing that is at or below the average market rent or price
- Purpose of Affordable Housing Strategy: Provide a strategic framework for the City's actions and resource allocation related to affordable housing
- Approach:
 - Understand and address the main drivers of affordable housing that fall within municipal control. Prioritize cost-effective/impactful approaches.
- Scope:
 - Align with existing government programs, policies and funding
 - Recognize Region as lead housing provider
- Proposed Target 2022-2032: about 8K new units to accommodate projected population growth; of those 30% affordable (Region's target)
- Michelle outlined proposed goals:
 - Goal 1: Align policies and processes to support the efficient delivery of new housing
 - Goal 2: Plan for and prioritize the provision of non-market housing
 - Goal 3: Protect and Maintain Existing Housing Stock and Affordable Housing Supply
 - Goal 4: Plan for and support a diversity of housing needs throughout the City
 - Goal 5: Optimize City resources and financial tools
 - Goal 6: Build City and community capacity, awareness and supports
- Taking report to Council April 4, 2022
- Michelle to return to WEDAC in May re: input on implementation

6. Presentation: Culture Plan Implementation Report Card 2021 – Andrea Hallam, Culture Planning Specialist, Arts & Culture, City of Waterloo

- Andrea reviewed the infographic from her report, going to Council April 4, 2022. Highlights:
 - Over \$560K in grant funding for A&C
 - \$20K invested to leverage an additional \$15K in microgrants for total of \$35K microgrants
 - 205 artists hired and paid in 2021
 - 75 temporary public art installations
 - Over 40 events on city property
 - Over 500K views, scans and downloads re: programs/events
 - Over 10K in-person attendance at programs/events
 - 27% increase in followers on Facebook
- Full programming for 2022 starting in May
- 2022 Year of Public Art
- Lumen will be much larger festival, some longer-term installations to coincide with the Creative Cities Network of Canada 2022 Convention in Waterloo
- A&C Team works closely with RT04 and WRTMC
- Nancy to send virtual “What’s Happening Brochure” to Committee Members

7. Continued Discussion: Potential Amendments to WEDAC’s Terms of Reference

- David W lead the discussion; summary of Key Points:
 1. Composition:
 - a. Suggest lowering level to no more than 2 members from each sector and adding “Not-for-Profit” as a sector
 - b. to look at the timing (and format) of the meeting – may preclude prospective members
 2. Goals/Objectives:
 - a. Need to align focus more with City’s Strat Plan; it is very important that the Committee focus on aligning its work with Council’s priorities as set out in Council’s strat plan
 - b. Need to look at economic development issues through economic, social and environment issues (Goals
 3. Have broader conversations about committee interaction
 4. Key themes going forward:
 - a. Affordable Housing
 - b. Climate Change
 - c. Helping Community through helping the Not-for-Profit Section

Meeting adjourned: 10:17 am

Next Meetings: Tuesday, April 18, 2022
 8 am – 10 am

 Tuesday, May 17, 2022
 8 am – 10 am

**WATERLOO ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (WEDAC)
MEETING**

Tuesday, April 19, 2022

8:00 am

Zoom Video Conference

MINUTES

Art Sinclair		Blaine Gray		Chen (Will) Du	
Darrin Snider		David Werezak		Graeme Stewart	
Janek Jagiellowicz	RTS	Jeyas Balaskanthan	AB	Matthew Grills	
Michelle Grimes		Mike Pereira		Mike Puopolo	
Slobodan Markovic	RTS	Tom Diavolitsis		Zach Weston	
Matthew Nicholas Schwarze Student Resource	AB				
Dave Jaworsky		Royce Bodaly		Angela Vieth	
Tim Anderson		Justin McFadden		Nancy Gehl (Minute Taker)	

Quorum achieved; Mike Pereira in Chair

Guests: Michele Saran, WRTMC; Chris Albinson, Communitech

1. Territorial Acknowledgement

- Read

2. Approval of Agenda

- Approved as distributed

3. Approval of Minutes March 22, 2020

- Approved as distributed

4. Presentation/Introduction – Michele Saran, CEO, Explore Waterloo Region (WRTMC)

- COVID Impacts: tourism hardest hit industry and last to recover
- Sharp decline in tourism revenue in 2020, down \$53.4B; international tourism down 83% from \$23.1B to \$4.0B
- Canadians feel safer travelling close to home and in own province; trends – local, domestic travel; rural-outdoor, nature based travel. Both good for Waterloo Region
- Recovery:
 - For Canada, full recovery to 2019 levels expected by 2024-2026
 - Strong domestic recovery will be offset by slower recovery in international visitation by air

- For the Waterloo area, as long as recovery conditions within Ontario stabilize and remain favourable, the recovery trajectory may be as early as 2023-2024
- Focussing on increasing the area's attractiveness to local and regional visitors will help drive recovery
- 2022 Priorities for EWR:
 - Waterloo Region Tourism Master Plan
 - Hometown Advantage
 - Local Ambassador Program
 - Update EWR strategy
- Sports Tourism:
 - Last week-end RIM Park held OVA Championships for first time in 2 years
 - Working on bids for 2023 World Junior Hockey and 2030 Commonwealth Games
- What can WEDAC do:
 - Engage groups – reach out to Michele to connect to Business and Sports Tourism Departments
 - Send Michele contact information for great speakers
 - Be an ambassador for the Region

5. Economic Development Update – Justin McFadden, Tim Anderson, Mayor Dave Jaworsky (Handout)

- Justin reviewed the Economic Development Update. Highlights:
 - MyMainStreet Ambassadors:
 - Ramping up
 - Each has \$100K in grants for small businesses in their designated areas
 - Pushing CIPs
 - Supported by Ec Dev, BIA, SBC
 - New Uptown businesses opening soon at 35 King St N: Poppy's Bagels and Old Firehall Confectionary
 - COVID Relief CIP – uptick in interest in heritage applications
 - WSEL Sustainable Development Guidelines likely going to Council in September; investigating geothermals
 - Culture Sector COVID-recovery Grant application period opened April 11th, closes May 9th
 - Received \$20K Canadian Heritage Grant for Canada Day event
 - Trail Mix used by Canada Parks and Recreation Agency as example of best practice in their Common Vision Toolkit
 - SBC busy
- Tim's updates:
 - Regional OP Review released draft Lands Needs Assessment April 12th – 3 proposed targets on how to accommodate growing population and job markets
 - Regional OP Review on Engage Waterloo Region
<https://www.engagewr.ca/regional-official-plan>
 - Will have impacts to City's OP
 - Tim to send Nancy CoW Planning Dept. report responding to Region's draft to send to Committee Members
- Mayor Jaworsky's updates:

- Regional OP review needs to take into consideration “middle ground”
- Chamber hosting 2022 Business Excellence Awards Gala and Leadership series
- May 2nd nominations for municipal election open
- Potter’s Sale being held for first time in 2 years
- April 28th CoW hosting Day of Mourning Event at 11 am to remember workers killed or injured on the job
- April 29th State of the Region Address
- May 7th – Grand Opening of East Side Library Branch

6. Presentation/Update – Chris Albinson, CEO, Communitech

- Canadian Tech grew 45% faster than US tech last year; \$17.2B raised by Canadian Companies but 81% of that capital in American dollars (proceeds, pensions going south of the boarder)
- GTA/RoW Corridor – 60% of global alpha, fastest growing; “Tech for Good” core to Region’s ethos
- Main rival – NYC, exodus from Silicon Valley not really looking to move to Waterloo Region
- Need to do a better job of marketing the Region; looking at losing big opportunities if we don’t lure talent here
- How:
 - “Own the podium”
 - Tell our tech story, focus on home grown businesses located here

7. Continued Discussion – Proposed Changes to WEDAC’s ToR – handout

- Dave reviewed handout
- Comments:
 - Time of day inconvenient, look at this in future
 - Still want people with subject expertise on committee, particularly those from sectors not represented
 - Emphasize interaction with other committees – look at standing meetings with all Committee Chairs

Meeting adjourned: 9:57 am

Next Meetings: Tuesday, May 17, 2022
 8 am – 10 am
 Zoom Video Conference

 Tuesday, June 21, 2022
 8 am – 10 am
 TBD