



City of Barrie

70 Collier Street
P.O. Box 400
Barrie, ON L4M 4T5

Final Affordability Committee

Wednesday, May 10, 2023

6:00 PM

Council Chambers/Virtual Meeting

AFFORDABILITY COMMITTEE REPORT For consideration by General Committee on May 31, 2023.

The meeting was called to order by the Chair, Councillor, C. Nixon at 6:04 p.m. The following were in attendance for the meeting:

Present: 4 - Mayor, A. Nuttall
Deputy Mayor, R. Thomson
Chairman, C. Nixon
Councillor, J. Harris

ALSO PRESENT:

Councillor, C. Riepma
Councillor, A. Courser
Councillor, N. Nigussie
Councillor, G. Harvey
Councillor, S. Morales.

STAFF:

Chief Administrative Officer, M. Prowse
City Clerk/Director of Legislative and Court Services, W. Cooke
Committee Support Clerk, T. Maynard
Deputy City Clerk, T. McArthur
Director of Development Services, M. Banfield
Director of Economic and Creative Development, S. Schlichter
General Manager of Community and Corporate Services, D. McAlpine
General Manager of Infrastructure and Growth Management, B. Araniyasundaran
Service Desk Generalist, K. Kovacs.

The Affordability Committee met and reports as follows:

PRESENTATION CONCERNING ECONOMIC AND CREATIVE DEVELOPMENT DEPARTMENT 101

Stephannie Schlichter, Director of Economic and Creative Development provided a presentation concerning an overview of the Economic and Creative Development Department, Invest Barrie, and the Small Business Centre.

Ms. Schlichter discussed slides concerning the following topics:

- An overview on economic development in accordance with the International Economic Development Council (IEDC);
- The purpose and mandate of the Economic and Creative Development Department;
- The composition of Invest Barrie including business development, small business, innovation and entrepreneurship and culture, public art and tourism and its staffing complement;
- The goals of Invest Barrie and the series of objectives and actions for each goal driving progress;
- The strategic initiatives and partnerships that support Invest Barrie;
- A summary of the business development services of Invest Barrie;
- Examples of attractions bringing businesses to the City;
- Obtaining business retention and expansion through business visitation programs, key initiatives, and talent/workforce attraction initiatives;
- The annual Business and Employer Data Survey starting May 2023;
- An overview and examples of small business, innovations, and entrepreneurship;
- A summary related to the City's public art, culture, and tourism development and implementation of the Tourism Master Plan;
- The signature hosted events for 2023;
- Building Investor confidence;
- The 2023 marketing initiatives;
- Measuring success by businesses supported, space occupied, and funding leveraged;
- The three core areas of focus in advancing the achievement of Economic and Creative Developments goals and growing the employment base; and
- Staying connected through social media.

Members of Committee and members of Council in attendance asked a number of questions to Ms. Schlichter and City staff and received responses.

ADJOURNMENT

The meeting adjourned at 6:51 p.m.

CHAIRMAN