



City of Barrie

70 Collier Street (Box 400)
Barrie, ON L4M 4T5

Minutes - Final Transportation and Economic Development Committee

Wednesday, June 12, 2013

7:00 PM

Council Chamber

For consideration by General Committee on June 24, 2013.

The meeting was called to order by Councillor Brassard at 7:00 p.m. The following were in attendance for the meeting:

PRESENT:

Councillor J. Brassard, Transportation and Economic Development Committee
Chairperson

Mayor Lehman (ex-officio)

Councillor M. Prowse, Transportation and Economic Development Committee
Member

Councillor B. Jackson, Transportation and Economic Development Committee
Member

Councillor B. Ainsworth.

STAFF:

Committee and Print Services Supervisor, L. Pearson

Director of Legislative Services/City Clerk, D. McAlpine

Economic Development Officer, Nora Gavarre

General Manager of Infrastructure and Growth Development, R. Forward

Manager of Infrastructure Planning, S. Patterson.

The Transportation and Economic Development Committee met and reports as follows:

ECONOMIC DEVELOPMENT UPDATE

N. Gavarres, Economic Development Officer provided an Economic Development Update. She reviewed Council's Strategic Plan goals and the actions associated with the Ideas in Motion project. She stated that the Economic Development Department has been renamed as the Business Development Office and now falls under the umbrella of Invest Barrie. She commented on initiatives related to an Open Business Culture at City Hall. Ms. Gavarres explained that a departmental team has been established to focus on new and existing business to develop an action plan. She noted that a survey has been circulated to over 1,500 businesses and that some business owners will be privately interviewed to obtain input for the action plan. She outlined the on-going projects of the Business Development Office which include the satellite university campus project and addressing the demand for skilled trades. She noted that a skilled trade expo is tentatively planned for October. Ms. Gavarres highlighted the priorities identified from the Ideas in Motion initiative and commented that work is on-going on each item. She indicated that the Business Development Office continues to work with the County of Simcoe and the City of Orillia to obtain additional information related to the Health and Wellness business sector. She further noted that land sale practices are being reviewed and foreign direct investment initiatives, continue to be investigated.

The Committee Members and Councillors in attendance asked a number of questions related to the information provided and received responses from City staff.

ECONOMIC DEVELOPMENT ACTIVITY

Mayor Lehman noted that the launch of the new Cogeco Data Centre is scheduled to take place later in the week. He provided additional details regarding the investment in the community by Cogeco, the rationale for their decision to locate in Barrie and anticipated staffing levels. (File: D00)

TRANSPORTATION NEEDS

S. Patterson, Manager of Infrastructure Planning provided a brief update concerning Transportation Needs. He indicated that approximately half of the speed cushions had been installed across the City.

The Committee discussed transportation calming options and asked a number of questions related to transportation needs and received responses from City staff. (File: T00)

RAIL UPDATE

D. McAlpine, City Clerk provided a brief update regarding the freight rail system. She indicated that a pilot car loads with local industries are being tested which could lead to considerable volume changes. (File: T00)

WATERFRONT AND MARINA STRATEGIC PLAN UPDATE

S. Patterson, Manager of Infrastructure Planning indicated that a memorandum is being prepared for City Council regarding the next steps for the Waterfront and Marina Strategic Plan. (File: D00)

The meeting adjourned at 7:59 p.m.

CHAIRMAN