



Report n° ECDEV2024-003

Date: 11/12/2024

Submitted by: Ali Riel, Manager of Economic Development and Tourism

Subject: Economic Development Advisory Committee – Terms of Reference

Nature/Goal

The purpose of this report is to provide Municipal Council with a draft of the terms of reference for the new City of Clarence-Rockland Economic Development Advisory Committee.

Directive/Previous policy

N/A

Department's recommendation

WHEREAS Council approved the City of Clarence-Rockland Economic Development Strategy and Action Plan and the City of Clarence-Rockland remains committed to building a sustainable economic future for the Residents and Businesses of Clarence-Rockland.;

BE IT RESOLVED that Council approves the creation of the City of Clarence-Rockland Economic Development Advisory Committee and the Committee Terms of Reference as recommended in Report No. ECDEV2024-003.

ATTENDU QUE le conseil a approuvé la stratégie et le plan d'action de développement économique de la Cité de Clarence-Rockland et la Cité de Clarence-Rockland demeure déterminée à bâtir un avenir économique durable pour les résidents et les entreprises de Clarence-Rockland;

QU'IL SOIT RÉSOLU que le conseil approuve la création du Comité consultatif sur le développement économique de la Cité de Clarence-Rockland et les termes de références proposés tel que recommandé au rapport ECDEC2024-003.

Background

Following the creation of the city's Economic Development Strategy and Action Plan staff have been working on generating sustainable conditions for economic growth and enhancing the well-being of the community. One of three strategic directions of the Economic Development Strategy is to provide business service excellence. The path to business service excellence will be paved through business retention and expansion initiatives and by enhancing relationships with the business community. A key step forward in this process is establishing a city-led Economic Development Advisory Committee which is an action outlined in the action plan of the Economic Development Strategy.

Discussion

The purpose of the City of Clarence-Rockland Economic Development Advisory Committee (EDAC) is to facilitate the exchange of ideas between Council and the public with respect to economic development and tourism initiatives.

The mandate of the committee will be to provide input and perspectives to Council through staff on high level economic matters relating to city led initiatives. The committee's role will be advisory, consultative, supportive and intended to enhance community engagement.

With the approval of the committee's terms of reference it will allow for the continued implementation of the action plan for the Economic Development Strategic Plan and will aid the municipality in producing tangible results to satisfy its business community and residents.

Consultation

N/A

Recommendations or comments from committee/ other departments

N/A

Financial impact (expenses/material/etc.)

N/A

Legal implications

N/A

Risk management

N/A

Strategic implications

With the creation of the Economic Development Advisory Committee the Economic Development Department continues to work towards supporting the following strategic directions of the City of Clarence-Rockland Strategic Plan (2024-2028):

BALANCED GROWTH

Balance residential, commercial, and industrial growth with community values, expectations and quality of life.

- Leverage and integrate the City's authorities, plans and services to shape the growth of the municipality.
- Create opportunities for dialogue between the City, residents, and the private sector on major development initiatives.
- Support growth by evidence-based decision-making, regular progress monitoring and reporting.

This strategy ensures that residential, commercial, and industrial growth aligns with community values, expectations, and the overall quality of life. Leveraging the City's authorities, key plans, and policies, this approach emphasizes both a proactive role in managing the inevitable tensions that accompany growth, and the necessity of ensuring dialogue and collaboration among stakeholders.

COMMUNITY COHESION

Strengthen community cohesion to ensure Clarence-Rockland remains a desirable place to live, do business, and visit.

- Consistently engage the community to keep the pulse of its needs and aspirations.
- Promote active citizenship to strengthen attachment and contribution to the community.
- Foster the growth of community organizations that bring about positive impacts in the community.

This strategy aims to strengthen community bonds, ensuring Clarence-Rockland remains a desirable place to live, do business, and visit. The strategy emphasizes the City's role in fostering a strong sense of belonging among all citizens. This is achieved through consistent engagement, which will allow the City to keep abreast of citizens' needs and aspirations while promoting trust and participation, fostering the growth of community organizations through capacity development, in-kind assistance, and monetary support, and promotive active citizenship encouraging participation in public meetings, committees, and community fora.

[Supporting documents](#)

Attachment 1: Economic Development Advisory Committee - Terms of Reference