

CITY OF VAUGHAN
REPORT NO. 2 OF THE
ECONOMIC PROSPERITY TASK FORCE

*For consideration by the Committee of the Whole
of the City of Vaughan
on November 3, 2020*

The Economic Prosperity Task Force met at 8:03 a.m., on September 22, 2020.

ELECTRONIC PARTICIPATION

MEMBERS PRESENT

Council Members: Councillor Sandra Yeung Racco, Chair
Regional Councillor Mario Ferri, Vice-Chair

Members from the Public: Alessia Iafano
Dan Vahid Mashatan
Diana Nuredini

Industry Members: Mike Yorke
Chuck Thibeault
Paula Bustard
Susan Niczowski
Daniel Hengeveld
Melissa Chee
Lisa Phillips
Jamari Ambursely
(Abdus Samad for Brian Shifman)

Also Present: Rose Magnifico, Council / Committee Administrator
Katie Maginn, Acting Manager, Small Business and
Entrepreneurship
Raphael Costa, Acting Director, Economic and Cultural
Development
Felicia Coniglio, Communications and Engagement
Advisor
James Bang, Economic Development Officer
Michelle Samson, Economic Development Officer
Kitty Yung, Project Manager, Smart City Business
Program
Shirley Kam, Manager, Special Projects Economic
Development
Michael Genova, Director of Corporate and Strategic
Communications
Robert Unterman, York Region

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FOR CONSIDERATION BY THE COMMITTEE OF THE WHOLE
OF THE CITY OF VAUGHAN ON NOVEMBER 3, 2020**

The following items were dealt with:

1. COVID-19 IMPACT OPPORTUNITY STATEMENT REVIEW AND DISCUSSION

The Economic Prosperity Task Force advises Council:

- 1) That the discussion with respect to the following Covid-19 Impact Opportunity Statement, presented by the Acting Manager, Small Business and Entrepreneurship, was received:

Recent challenges have demonstrated that an economy needs to be adaptable, flexible, and the inter-dependencies of sectors need to be acknowledged and fostered in order to drive resilience and success. Furthermore, the physical and program infrastructure needs to be in place to help organizations be flexible and adapt to challenges.

2. CITY BRANDING: MARKETING, OUTREACH AND EDUCATION

The Economic Prosperity Task Force advises Council:

- 1) That the presentation by the Economic Development Officer and presentation material titled "The Vaughan Advantage", was received.

The meeting adjourned at 9:29 a.m.

Respectfully Submitted,

Councillor Sandra Yeung Racco, Chair