



**DATE:** May 12, 2023

**TO:** Mayor and Members of Council

**FROM:** Nick Spensieri, City Manager  
Raphael Costa, Director, Economic Development  
Michael Genova, Chief, Communications and Economic Development

**RE: COMMUNICATION – Council, May 16, 2023**

**Item #23, Report 23**

**2023 INTERNATIONAL ECONOMIC RELATIONS - AGRI-FOOD  
CLUSTER MISSION UPDATE**

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### **Recommendation**

1. THAT, a member of the Office of Communications and Economic Development be added to the Agri-Food Cluster Mission Delegation as a delegation member; and,
2. THAT the new delegate is chosen by the City Manager, in consultation with the Chief, Communications and Economic Development and Director, Economic Development.

### **Background**

To support Mayor, Council, and Economic Development staff on the 2023 Agri-Food Mission, an additional City staff delegation member will be added to the mission. This delegate's primary responsibilities include delivering timely and ongoing strategic communications, social media, and earned-media support, in addition to stakeholder relations support for all delegate members. The addition of communications staff support from the administration is consistent with other international missions, including the 2019 Israel business mission and the May 2023 Philippines mission.

The additional delegate will require an additional budget of approximately \$12,000 to cover transportation, accommodation, and per diems. Additional budget will be drawn from Economic Development's International Economic Relations budget or other City-wide budget as required.

For more information, contact Raphael Costa, Director, Economic Development, ext. 8891.

Respectfully submitted by

A handwritten signature in blue ink, consisting of several loops and a vertical line, positioned above the name Zoran Postic.

Zoran Postic  
on behalf of Nick Spensieri,  
City Manager