

**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*

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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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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.

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The meeting adjourned at 9:29 a.m.

Respectfully Submitted,

Councillor Sandra Yeung Racco, Chair