

# Terms of Reference Guelph Economic Development Advisory Committee (GEDAC)

Version: December 7, 2021

## Mandate

The mandate of the City of Guelph Economic Development Advisory Committee (GEDAC) is to champion and promote economic development in the City of Guelph by:

- Contribute to developing and championing economic development programs and initiatives.
- Provide a voice for business related to City initiatives put forward by staff that may have identified economic development impact.
- Receive and respond to ongoing performance indicators that measure economic development divisional tactics as well as broader economic monitoring.

## Goals and Objectives

The goals and objectives to be met by GEDAC are:

- To advise City Council and Staff on the implementation of the Economic Development and Tourism Strategy by monitoring progress, providing advice and advocating for resources.
- To advocate for policies and programs that sustain, grow, and nurture a thriving downtown core and resilient economic base throughout Guelph.
- To provide a forum for open forward-focused discussions to identify issues and challenges that impact Guelph's ability to attract, retain and expand businesses.
- To connect a network of businesses and leverage community expertise to facilitate strategic partnerships between the public and private sectors.
- To promote programming and amplify the messaging of the Economic Development Division in support of Guelph as a place to do business and invest.

## Guiding Principles

The GEDAC is guided:

By the City of Guelph Values of Integrity, Service, Inclusion, Wellness and Learning, and by the corporate strategic vision and plans.

To make data driven decisions to inform committee actions and initiatives.

To encourage economic vibrancy and diversity, while balancing the needs of the community, in all areas of the city including the downtown core.

By the principles of knowledge transfer (idea creation, sharing, evaluation, dissemination, and adoption) to emphasize economic perspectives in City plans, strategies, and programs.

To meet the community and City's long-term vision while working to provide innovative, environmentally sustainable, and equitable solutions for today's economic challenges.

### **Performance Indicators**

The GEDAC performance indicators are:

- Instances of feedback to staff on corporate initiatives that may have identified economic development impact.
- Provide a forum for discussion and co-ordination of economic development initiatives as measured by meeting quorum at each scheduled meeting of the committee.

### **Number of Members**

GEDAC will consist of eleven (11) members as follows:

- Eight (8) voting members representing businesses as outlined in member qualifications.
- Three (3) non-voting members representing business support organizations located or providing business services in Guelph.

### **Term of Appointment**

Appointment term to the GEDAC is outlined in the [Advisory Committees of Council - Public Appointment Policy](#)

### **Member Qualifications**

The GEDAC follows the City of Guelph Advisory Committees of Council - Public Appointment Policy as well as corporate diversity and inclusion practices for member appointments to GEDAC including the member eligibility and qualifications requirements. In addition, GEDAC endeavors to ensure full participatory representation of Guelph community and business operator diversity, including sector and business type representation as outlined below:

- A cross-section of business representatives from identified sectors (i.e. manufacturing, agriculture/agri-foods, clean technologies etc.) of the business community as informed by the Economic Development and Tourism Strategy.
- A cross-section of geographic business locations in Guelph with representation from multiple wards wherever possible.

- A cross-section of business size and market focus (i.e. local, provincial, national and international) shall be represented.
- A Guelph Junction Railroad business customer shall be represented in at least one (1) member appointment wherever possible.

## **Meetings**

GEDAC meetings are held once per month from January to December with no meetings in July and August. A minimum of 9 meetings will be held annually.

GEDAC meetings are scheduled for 1.5 hours and may run longer from time to time as agenda dictates. No scheduled GEDAC meeting shall exceed 4 hours.

## **Staff Resources**

The GEDAC is supported by staff from the Economic Development Division.

The Manager, Economic Development or delegate is the staff liaison for the Committee.

## **Reporting to Council**

Annual reports shall be informed by the staff liaison and written by GEDAC chair, vice-chair and a member selected by way of motion of the GEDAC and include a summary of key action items which were addressed through GEDAC activities.

## **Terms of Reference (TOR) Review**

A review of the TOR shall be conducted by GEDAC and staff in accordance with the once per term of Council reporting detailed in section 9.1 of the [Advisory Committee of Council – Administration Policy](#).

## **Code of Conduct**

Members of the GEDAC follow and adhere to the [Code of Conduct for Council and Local Boards](#).

## **City of Guelph Strategic Plan Priorities**

The GEDAC works to implement the [City's Strategic Plan 2019-2023](#). The strategic priority area of focus is *Powering Our Future – an economy that empowers us*.