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The Regional Municipality of Durham

Community Growth and Economic Development Committee Minutes

Tuesday, May 5, 2026

A regular meeting of the Community Growth and Economic Development Committee was held on Tuesday, May 5, 2026 in the Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby, Ontario at 9:30 AM.

Councillor Chapman assumed the Chair.

1. Roll Call

Electronic participation was offered for this meeting.
* indicates individuals who participated electronically.

Members

Present: Councillor Chapman, Chair
Councillor Pickles*, Vice-Chair
Councillor Collier*
Councillor Kerr
Councillor Shahid
Councillor Woo
Councillor Wotten
Regional Chair Henry

Also

Present: Councillor Carter* attended the meeting at 10:46 AM
Councillor Foster* attended the meeting at 10:00 AM
Councillor Neal

Staff Present: S. Austin, E. Baxter-Trahair, S. Ciani, D. Ellis*, H. Finlay*, L. Fleury, L. Foulds, S. Gill, C. Goodchild, B. Holmes, R. Inacio, S. Jibb, J. Kilgour*, I. McVey, M. Scott, and R. Woon

2. Declarations of Pecuniary Interest

There were no declarations of pecuniary interest.

3. Adoption of Minutes

Motion #41

Moved by Councillor Shahid, Seconded by Councillor Wotten,
That the minutes of the regular Community Growth and Economic Development Committee meeting held on Tuesday, April 7, 2026, be adopted.

Carried

4. **Statutory Public Meetings**

There were no statutory public meetings.

5. **Presentations**

5.1 Lauren Nucciarone, Manager, Marketing and Tourism Re: Investment Promotion Marketing Campaign (2026-EDT-4) [Item 8.2 A)]

Lauren Nucciarone, Manager, Marketing and Tourism provided a presentation regarding Report #2026-EDT-4: Investment Promotion Marketing Campaign.

Highlights from the presentation included:

- Campaign Overview and Purpose
 - Purpose
 - Campaign Overview
 - Campaign Rationale
 - Why Now?
- Strategic Alignment
 - Strategic and Partner Alignment
 - Jurisdictional Scan
 - Examples of Other Jurisdictional Marketing
- Campaign Priority Sectors
 - Priority Sectors
 - Target Markets and Audience
 - Target Markets
 - Target Audience
- Campaign Approach
 - Overall Approach
 - Success Metrics
 - Measurement
 - 5 Goals of Investment Promotion
- Financial Overview
 - Proposed Budget and Funding Source
- Conclusion

L. Nucciarone responded to questions from the Committee regarding how much Durham Region spends annually on economic development; the rationale for bringing Report #2026-EDT-4 to the Committee at this time and not during the regular budget process; the importance and value of attending trade shows and various other events in-person in order to promote Durham's initiatives; what work is being done with the local municipalities to align with their current economic development programs; how the efforts of staff and success are being measured; what the results of the Hanover Messe event were; promoting North Durham while also noting certain restrictions due to the servicing of the lands and the surrounding Greenbelt lands; whether the request for the \$1.8 million could be

spent in two increments; and what would occur within the first 3-6 months of the start of The Campaign.

Discussion ensued regarding the type of metrics that are provided to the Committee and whether additional details could also be provided including the specific companies that have located to Durham and what the associated economic impact has been for Durham.

Staff advised that they would report to the Committee within the first quarter of 2027 to outline the successes and the expenses to date. The report would also outline examples of what happened to the leads that started 5 years ago and would provide a timeline from the initial lead meetings to any subsequent major investments and the value that was added to the community.

Motion #42

Moved by Regional Chair Henry, Seconded by Councillor Woo,
That the agenda be altered to consider Report #2026-EDT-4: Investment
Promotion Marketing Campaign [Item 8.2 A)] next.

Carried

8. Economic Development

8.2 Reports

A) Investment Promotion Marketing Campaign ([2026-EDT-4](#))

Report #2026-EDT-4 from S. Austin, Commissioner of Community Growth and Economic Development, was received.

Motion #43

Moved by Regional Chair Henry, Seconded by Councillor Woo,
That we recommend to Council:

- A) That the Region of Durham's Economic Development and Tourism Division (Invest Durham) launch a significant, targeted, international, promotional marketing campaign (The Campaign) to showcase Durham as a prime location for new business expansion and investment;
- B) That the following proposed 2026 and 2027 budget totalling \$1.8 million to develop and implement the promotional marketing campaign known as The Campaign be approved:

| Item | Budget (2026/2027) |
|---|-----------------------|
| Media/Advertising including: <ul style="list-style-type: none"> • Meta and LinkedIn ads, Search ads, Display Banners, Online Video ads, Digital or Traditional Out of Home, Radio, Television, etc. • Other experiential marketing tactics such as international pop-ups, in-language translation, etc. | \$1,300,000 |
| Professional Services including: <ul style="list-style-type: none"> • Strategy, research and development, creation of all digital and traditional advertising components, landing page development, etc. | \$500,000 |
| Total | \$1,800,000 |

C) That one-time funding in the amount of up to \$1.8 million be provided from the Economic Development Reserve Fund in order to develop and implement the promotional marketing campaign known as The Campaign.

**Carried Later in the Meeting on a Recorded Vote
 (See Following Motion)**

Motion #44

Moved by Councillor Shahid, Seconded by Councillor Wotten,
 That Motion #43 of Regional Chair Henry and Councillor Woo be amended as follows:

“That staff be authorized to spend \$900,000 from the Economic Development Reserve Fund now, with a report coming back to the new council to approve the remaining \$900,000.”

Defeated on the following Recorded Vote:

Yes: Councillor Shahid

No: Councillor Collier
 Regional Chair Henry
 Councillor Kerr
 Councillor Pickles
 Councillor Woo
 Councillor Wotten
 Councillor Chapman, Chair

Members

Absent: None

Declarations

of Interest: None

The Main Motion #43 of Regional Chair Henry and Councillor Woo was then put to a vote and **Carried on the following Recorded Vote:**

Yes: Regional Chair Henry
Councillor Kerr
Councillor Pickles
Councillor Shahid
Councillor Woo
Councillor Wotten
Councillor Chapman, Chair

No: Councillor Collier

Members

Absent: None

Declarations

of Interest: None

Motion #45

Moved by Councillor Pickles, Seconded by Regional Chair Henry,
That the agenda be altered to consider Item 9.1 A) Resolution passed at
Prince Edward County Council meeting held on January 29, 2026 in
support of Bill 21, Protect Our Food Act, 2025, next.

Carried

9. Advisory Committee Resolutions

9.1 Durham Agricultural Advisory Committee

A) Resolution passed at Prince Edward County Council meeting held on January 29, 2026, in support of Bill 21, Protect Our Food Act, 2025

Motion #46

Moved by Councillor Pickles, Seconded by Regional Chair Henry,
That the Durham Agricultural Advisory Committee Resolution regarding
the resolution passed at the Prince Edward County Council meeting held
on January 29, 2026, in support of Bill 21, Protect Our Food Act, 2025
[Item 9.1A)], be deferred until the June 2, 2026, Community Growth &
Economic Development Committee meeting.

Carried

6. Delegations

- 6.1 David Ward, Durham resident (In-Person Attendance)
Re: Economic Growth and United nations report "Replacement Migration: Is it a solution to Declining and Ageing Population?"
-

David Ward was not in attendance when called upon by the Chair.

7. Community Growth

7.1 Correspondence

- A) Memorandum received from Sandra Austin, Commissioner of Community Growth & Economic Development
Re: Bill 21, Protect Our Food Act, 2025 – Motions and Discussions
-

Motion #47

Moved by Councillor Kerr, Seconded by Councillor Wotten,
That the memorandum received from Sandra Austin, Commissioner of Community Growth & Economic Development regarding Bill 21, Protect Our Food Act, 2025 – Motions and Discussions be referred to consideration of the Durham Agricultural Advisory Committee (DAAC) Resolution [Item 9.1 A)].

Carried

7.2 Reports

There were no Community Growth reports to consider.

8. Economic Development

8.1 Correspondence

- A) Correspondence received from Doug Glass, Ajax Resident
Re: Report #2026-EDT-4: Investment Promotion Marketing Campaign and Report #2026-EDT-5: Invest Durham Annual Report 2025
-

Motion #48

Moved by Councillor Kerr, Seconded by Councillor Shahid,
That the correspondence received from Doug Glass, Ajax Resident regarding Report #2026-EDT-4 and Report #2026-EDT-5 be referred to consideration of Item 8.2 A) and Item 8.2 B).

Carried

8.2 Reports

A) Investment Promotion Marketing Campaign
([2026-EDT-4](#))

This item was considered earlier in the meeting. See pages 3 to 5 of these minutes.

B) Invest Durham Annual Report 2025
([2026-EDT-5](#))

Report #2026-EDT-5 from S. Austin, Commissioner of Community Growth and Economic Development, was received.

Motion #49

Moved by Regional Chair Henry, Seconded by Councillor Wotten,
That Report #2026-EDT-5 of the Commissioner of Community Growth
and Economic Development be received for information.

Carried

C) Allocation of Funds from Reserve for New Post-Secondary Investment Attraction
([2026-EDT-6](#))

Report #2026-EDT-6 from S. Austin, Commissioner of Community Growth and Economic Development, was received.

Motion #50

Moved by Councillor Kerr, Seconded by Regional Chair Henry,
That we recommend to Council:

- A) That up to \$400,000 be allocated from the Economic Development Reserve Fund for work required to attract a new, prestigious, comprehensive satellite university campus to Durham Region; and
- B) That the Commissioner of Finance be delegated the authority to execute any agreements deemed advantageous or necessary by staff to advance this work, with terms satisfactory to the Regional Solicitor.

Carried

9. Advisory Committee Resolutions

9.1 Durham Agricultural Advisory Committee

A) Resolution passed at Prince Edward County Council meeting held on January 29, 2026 in support of Bill 21, Protect Our Food Act, 2025

This item was considered earlier in the meeting. See page 5 of these minutes.

10. Confidential Matters

There were no confidential matters to be considered.

11. Other Business

There was no other business to be considered.

12. Date of Next Meeting

The next regularly scheduled Community Growth and Economic Development Committee meeting will be held on Tuesday, June 2, 2026 at 9:30 AM in Council Chambers, Regional Headquarters Building, 605 Rossland Road East, Whitby.

13. Adjournment

Motion #51

Moved by Councillor Woo, Seconded by Councillor Shahid,
That the meeting be adjourned.

Carried

The meeting adjourned at 11:03 AM

Respectfully submitted,

B. Chapman
Chair

S. Ciani
Committee Clerk