

TO:	CHAIR AND MEMBERS FINANCE AND ADMINISTRATIVE SERVICES COMMITTEE MEETING OF FEBRUARY 27, 2012
	GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON
SUBJECT	SOUTHWEST ECONOMIC ALLIANCE (SWEA)

RECOMMENDATION

That, on the recommendation of the Director of Intergovernmental and Community Liaison, the following actions be taken with respect to SWEA:

- a) the following individuals **BE APPOINTED** as the voting representatives of the City of London at the Annual General Meeting of the Southwest Economic Alliance (SWEA) to be held in Stratford, June 13-14, 2012.

Joe Fontana, Mayor, City of London
Peter White, President and CEO, London Economic Development Corporation
Anne Marie DeCicco-Best, Government and Community Relations Advisor,
Fanshawe College
Pam Waeland, Manager, Government Relations, 3M Company Canada
Tim Dobbie, Interim City Manager, or Designate, City of London

- b) Civic Administration **BE AUTHORIZED** to continue paying the annual membership fee to SWEA, it being noted that the fee for 2012 is \$10,000 plus HST, with the cost to the corporation being offset by contributions of \$2,000 each from the London Economic Development Corporation and Fanshawe College.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Board of Control (verbal): March 22, 2006; April 26, 2006; May 10, 2006; May 30, 2006.
Board of Control: August 23, 2006; March 21, 2007 (two reports), May 9, 2007.
City Council May 12, 2008
Board of Control: August 13, 2008, September 10, 2008, September 24, 2008, October 8, 2008.
Board of Control: July 22, 2009; August 26, 2009
Board of Control: April 14, 2010; May 13, 2010
Finance and Administration Committee: February 2, 2011

BACKGROUND

The Southwest Economic Alliance (SWEA) will hold its Annual General Meeting and Assembly in Stratford, June 13-14, 2012. The City of London has been a voting member of SWEA since 2008 and has participated in SWEA since its creation in 2005. Voting membership offers London the opportunity to have five voting members at the Annual General Meeting. The SWEA region includes 15 counties and regional municipalities that stretch west from Wellington County to Essex County - essentially the entire "519" area code. The region is responsible for nearly 25% of Ontario's economy. SWEA's role is to link governments, business, industry and academic sectors, to create a vision for the region, and to encourage cooperative regional action in order to generate sustained growth and prosperity.

As has been the case in previous years, the City has asked contributing partners Fanshawe College and the London Economic Development Corporation to nominate one voting representative and the above named individuals are the partners' chosen representatives.

This year's conference will launch a multi-year strategy of branding Southwest Ontario as an *Intelligent Communities* Region.

An Annual General Meeting and a meeting of SWEA's Advisory Council will take place on June 13. Stratford Mayor Dan Mathieson leads a board of eleven, which includes Peter White, President of the London Economic Development Corporation.

Details will be available soon at www.swea.ca.

PREPARED BY:	RECOMMENDED BY:
JILL TANSLEY MUNICIPAL POLICY SPECIALIST	GRANT HOPCROFT DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON