

CULTURE AND ECONOMIC DEVELOPMENT TASK FORCE
MINUTES

Friday, May 13, 2022
Meeting Held Electronically

PRESENT

Councillor Mary Trentadue Chair
Councillor Chinu Das

REGRETS

Councillor Jaimie McEvoy

GUESTS

Ed Mansfield Mansfield Consulting

STAFF PRESENT

Emilie Adin	Director, Development Services
Jen Arbo	Economic Development Coordinator
Carolyn Armanini	Planner, Economic Development
Todd Ayotte	Manager, Community Arts and Theatre
Gordon Duggan	Director and Curator, New Media Gallery
Blair Fryer	Manager, Communications and Economic Development
Sarah Joyce	Director and Curator, New Media Gallery
Robert McCullough	Manager, Museums and Heritage Services
Lisa Spitale	Chief Administrative Officer
Denise Tambellini	Intergovernmental and Community Relations Manager
Harji Varn	Chief Financial Officer / Director, Finance
Katie Stobbart	Committee Clerk

1. CALL TO ORDER AND LAND ACKNOWLEDGEMENT

Councillor Mary Trentadue opened the meeting at 9:31 a.m. and recognized with respect that New Westminster is on the unceded and unsurrendered land of the

Halkomelem speaking peoples. She acknowledged that colonialism has made invisible their histories and connections to the land. She recognized that, as a City, we are learning and building relationships with the people whose lands we are on.

2. INTRODUCTIONS

There were no items.

3. CHANGES TO THE AGENDA

MOVED and SECONDED

THAT the agenda of the May 13, 2022 Culture and Economic Development Task Force meeting be adopted.

Carried.

All members present voted in favour of the motion.

4. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

4.1 Minutes of April 4, 2022

MOVED and SECONDED

THAT the minutes of the April 4, 2022 Culture and Economic Development Task Force meeting be adopted.

Carried.

All members present voted in favour of the motion.

5. REPORTS AND PRESENTATIONS

5.1 RCH Economic Impact Analysis 2022 Update

Blair Fryer, Manager, Communications and Economic Development, introduced Ed Mansfield from Ed Mansfield Consulting to provide an update on the Royal Columbian Hospital Economic Impact Analysis for 2022.

In response to questions from the Task Force, Mr. Mansfield and Mr. Fryer advised:

- It was surprising that the percentage of Royal Columbian Hospital (RCH) staff who live in New Westminster has not changed over five years;
- RCH has established suppliers, e.g. laundry suppliers, that are not available in New Westminster;
- What we are trying to do by understanding the economic impacts of the hospital is to allow the conditions to exist that maximize the economic impact for New Westminster; and
- Part of the challenges with locating a medical supplier in New Westminster in the past were that the Braid Industrial area is not above the floodplain, which was an issue for technology protection.

The Task Force had the following comments:

- This is an area where providing cultural amenities and vitalization of the area could make a difference in drawing residential purchases;
- The quality of the public realm and amenities on the hospital's doorstep are what draw people to spend more time in New Westminster on breaks and after work, visiting and becoming part of the community;
- Until the expansion, the hospital campus was built in an insular way, in terms of linkages to skytrain, location of the entrance to the emergency room, etc. So things could be repositioned to make the hospital a bit more open on the Sherbrook and East Columbia side; and
- Perhaps due to proximity of the skytrain, and the ability to just hop on and not go anywhere in between, RCH and Douglas College both have people coming to the campus, spending time there, and then leaving, rather than staying and spending in the community.

5.2 Update on Pay-What-You-Can Initiative

Gordon Duggan, Director and Curator, New Media Gallery, provided an update on the pay-what-you-can initiative, noting the following:

- Staff overwhelmingly felt that true inclusivity could only be achieved through a pay-what-you-can system;

- A big driving force behind this is to understand a way of achieving this without being intrusive (i.e. asking for documents to prove one's income is under a certain threshold);
- To receive more income from the people who are paying what they can, the provider needs to express that they share proceeds with a charity, provide a suggested price, and have a positive reputation;
- Parks and Recreation are largely agentic and individual-focused where cultural services are communal—the system of pay what you can is less likely to be successful in an agentic environment;
- Currently looking at tap-to-donate, installed at the gallery so people can simply tap to make a donation. Would set it up so that there is no sound, so if someone does not pay, it's anonymous and preserves their dignity;
- So far, have run into two challenges: with pay what you can, the booking system will not allow someone to type in their own amount, and the tap-to-donate software is not compatible with Chase, which the City uses for processing transactions. This is being worked on with Finance.

In response to questions from the Task Force, Mr. Duggan advised that abuse of the system would be visible as high attendance and low income, but, based on the people who take our programs, that is not expected to be an issue.

The Task Force had the following comments arising from discussion:

- A pay-what-you-can system might draw more corporations and businesses willing to be sponsors, as they appreciate being associated with the equity component of pay-what-you-can;
- Provided the example of Kidsport and how they are looking at removing barriers for participants, and discussed challenges like funders wanting an evaluation metric for subsidized participants;
- This is a great opportunity for the City to lead the way and truly remove barriers as the City would be the funder;
- Should consult with the Library on their programs as well; and
- After the pay-what-you-can model has been launched, if things are going well and we think it should be applied to other areas, it should be taken to the Reconciliation, Social Inclusion, and Engagement Task Force as well as the Social Inclusion, Engagement, and Reconciliation Advisory Committee.

MOVED and SECONDED

THAT the Culture and Economic Development Task Force begin exploring pay-what-you-can as a trial for the City.

Carried.

All members present voted in favour of the motion.

6. UNFINISHED BUSINESS FROM PREVIOUS MEETINGS

There were no items.

7. STANDING REPORTS AND UPDATES

There were no items.

8. NEW BUSINESS

There were no items.

9. MOTION TO MOVE THE MEETING INTO CLOSED MEETING

MOVED AND SECONDED

THAT the Culture and Economic Development Task Force will now go into a meeting which is closed to the public in accordance with Section 90 of the Community Charter, on the basis that the subject matter for all agenda items relate to matters listed under section:

(1)(k)negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public;

Carried

All members present voted in favour of the motion.

10. END OF MEETING

The meeting ended at 11:14 a.m.

11. UPCOMING MEETINGS

Remaining scheduled meetings for 2022, which take place at 9:30 a.m. unless otherwise noted:

- June 20
- July 11 at 1:00 p.m.
- November 21

Certified Correct,

Councillor Mary Trentadue
Chair

Katie Stobbart
Committee Clerk