

Economic Development Advisory Committee

Friday, November 3, 2017 – 8:00 a.m.
City Hall, Committee Room #2

MINUTES

MEMBERS PRESENT:

Councillor Bill Harper	- Chair, City Council Member
Councillor Mary Trentadue	- City Council Representative
Danison Buan	- Community Member
Jorden Foss	- Community Member
Kendra Johnston	- Downtown New Westminister Business Improvement Association Representative
Lizz Kelly	- New Westminister Chamber of Commerce Representative
Michael McGreer	- Community Member
David Moulton	- Community Member
Reg Nordman	- Community Member
Chuck Stewart	- Community Member

STAFF PRESENT:

Blair Fryer	- Manager of Communications and Economic Development
Carolyn Armanini	- Economic Development Coordinator
Tristan Johnson	- Planning Analyst
Jacque Killawee	-Acting City Clerk (exited at 8:45 a.m.)
April Darke	-Committee Clerk (arrived at 8:45 a.m.)

The meeting was called to order at 8:05 a.m.

1.0 ADDITIONS / DELETIONS TO THE AGENDA

The following items were added to the agenda:

- Item 5.1 - Chamber of Commerce Update
- Item 5.2 – Regional Plan

2.0 ADOPTION OF MINUTES

2.1 Adoption of the May 26, 2017 Minutes

MOVED AND SECONDED

THAT the May 26, 2017 Economic Development Advisory Committee Minutes be adopted.

CARRIED.

All members of the Committee present voted in favor of the motion.

3.0 PRESENTATIONS

3.1 Intelligent City Update

Blair Fryer, Manager of Communications and Economic Development, provided the following update:

- Intelligent City Advisory Committee (ICAC) sub-groups met in June at the Anvil Centre. A key note speaker from The City of Edmonton provided the sub-groups with information regarding the open-data network;
- The BridgeNet sub-group participated in an infrastructure workshop in October;
- The Knowledge Workforce received over two hundred responses from a Marker Space Survey. A report regarding these findings could be presented to the Committee at a later date;
- Motions were passed by the Committee regarding the investigation of cloud- based digital tools, and the need to develop a tool for social service agencies to increase their digital skills through their organizations;
- A Motion of Support was passed regarding the New Westminster Police Department and the Parking Department providing information to the open-data platform;
- ICAC initiatives would be working with the library to offer free Wi-Fi and internet access sign out to families in need;
- A BridgeNet connection tool is being developed to illustrate where services are currently being offered; and,
- The Marketing and Advocacy sub-group would be creating an Intelligent City video to present at Innovation Week.

Councillor Bill Harper, Chair and City Council Member, reported the following additional information:

- Infrastructure for Bridgenet is progressing, with strata groups becoming more aware and interested in the initiative;
- The backbone for the BridgeNet infrastructure would be implemented in the Queensborough area in 2018;
- Currently there are seven Internet Service Providers (ISPs) working with the fibre network;
- Douglas College and the Justice Institute of British Columbia are both currently utilizing BridgeNet; and,
- Initiatives around the costs of fibre for small businesses are being examined.

Procedural Note: This item was addressed prior to item 3.1

3.2 Innovation Week Update

Councillor Bill Harper, Chair and City Council Member, summarized an On-Table Item regarding the schedule of events for Innovation Week in New Westminster.

In response to questions from the Committee, Councillor Harper reported that sponsors for the event would be participating and hosting their own information sessions and booths.

Discussion ensued, and the Committee provided the following comments:

- It was suggested that Committee members each take a topic and report back in an effort to properly capture ideas and discussions from Innovation week;
- Data collection from the event could be important; however, it could be more relevant if this was a yearly event;
- Hosting a dinner for sponsors of the event could lead to valuable dialogue and relationships; and,
- Sponsorship feedback is important, as is maintaining contact with the organization.

3.3 Localintel Website Tools

Blair Fryer, Manager of Communications and Economic Development, and Tristan Johnson, Planning Analyst, summarized a PowerPoint Presentation regarding Localintel Website Tools.

In response to questions from the Committee, Mr. Fryer provided the following information:

- A press release was distributed by the City regarding the implementation of these tools on the City website; and,
- Creators of the Localintel Website tool could allow access to the Application Programming Interface (API) in order to further cater to the needs of the City.

Discussion ensued, and the Committee agreed that providing user-friendly data could be an advantage for all residents of the city.

4.0 UNFINISHED BUSINESS

4.1 Economic Development Plan (EDP) Update – draft strategies and actions

Blair Fryer, Manager of Communications and Economic Development, summarized a PowerPoint presentation regarding the draft strategies and actions for the Economic Development Plan (EDP).

Discussion ensued, and the Committee provided the following comments:

- The EDP offers a modification of the metrics that have previously been reviewed by the Committee;
- It was suggested that the main strategy for this document could be summarized as ‘Making New Westminster an attractive place to do business for small and medium sized enterprises in the healthcare, education, technology and green sectors’;
- The current document outlines important tactics in order to achieve an overall strategy;
- A clear, strong strategy could help predict the path for economic development in the future;
- The strategy for the EDP could drive structure for the city;
- Customer service could be considered an important aspect of this strategy; and,

- Sector-specific staff members could be utilized to offer a greater value to businesses in the area.

Councillor Bill Harper, Chair and Council Member, enquired on an update regarding the examination of City Departments and how new technology could be used to make work more efficient.

Tristan Johnson, Planning Analyst, reported that the City hired an outside consultant to perform an organizational review. Outcomes from this review indicated that processes for communication between departments could be improved. It was further indicated that employees could benefit from additional training regarding how best to utilize technology in their role within the City.

Procedural note: Blair Fryer exited the meeting at 9:43 a.m.

4.1.1 New Westminster Sectoral Analysis

Tristan Johnson, Planning Analyst, provided a PowerPoint presentation regarding the New Westminster Sectoral Analysis.

Procedural Note: Councillor Bill Harper left the meeting at 9:46 a.m.

Procedural Note: Blair Fryer returned to the meeting at 9:47 a.m.

Procedural Note: Councillor Bill Harper returned to the meeting at 9:49 a.m.

Discussion ensued, and the Committee noted the following:

- Future steps for this analysis could articulate how to increase value to certain sectors;
- Providing a metric regarding where people work and where they live was suggested; and,
- Enquiries were made regarding how this information could assist the City in finding ways to work with the initiatives of Surrey, or other municipalities.

Mr. Johnson reported that further statistics were expected at the end of November regarding education, employment and transportation to and from work. This information could be utilized to better understand a relationship between where people are living and where they are working. A ten year trend report could also be helpful to better understand the developments of each industry in New Westminster.

5.0 NEW BUSINESS

5.1 Chamber of commerce Announcements

Carolyn Armanini, Economic Development Coordinator, provided the following update:

- A Leadership Dinner would be held on November 9th at 6 p.m. The topic for the dinner would be ‘Inside City Hall’, with members from several City departments attending the function; and,
- The Platinum Award, celebrating the work of businesses and service organizations, would be held on November 23rd at the Starlight Casino.

Procedural Note: This item was addressed prior to item 5.1

5.2 Regional Plan

David Morton and Reg Nordman, Community Members, suggested that the Committee make a motion regarding regional prosperity in New Westminster. It was suggested that the City take a strong stand and encourage businesses to not feel limited when looking to present business opportunities to people in Metro Vancouver.

Blair Fryer, Manager of Communications and Economic Development, clarified that the goal of the regional prosperity plan was to grow regional economy without taking from other areas. Further clarification regarding this could be provided from the Regional Prosperity Initiative (RPI) level.

MOVED AND SECONDED

THAT clarification be provided regarding the parameters for economic development for each municipality under the new Regional Prosperity Initiative.

CARRIED.

All members of the Committee present voted in favor of the motion.

6.0 REPORTS

There were no items.

7.0 CORRESPONDENCE

There were no items.

8.0 NEXT MEETING

December 1, 2017 at 8:00 a.m. in Committee Room #2

9.0 ADJOURNMENT

ON MOTION, the meeting was adjourned at 10:09 a.m.

Certified Correct,

Councillor Bill Harper
Chair

April Darke, Committee Clerk