



Economic Development Advisory Committee

Friday, May 31, 2013 – 8:00 am
EOC 2, City Hall

MINUTES

MEMBERS PRESENT:

Councillor Bill Harper - Chair, City Council
Dana Woods - Community Member
Reg Nordman - Community Member
Marie Szklarz - Community Member
Patrick O'Shaughnessy - Community Member
David Moulton - Community Member

MEMBER REGRETS:

Frank Gregus - New Westminster Chamber of Commerce
Andy Bradshaw - Downtown Business Improvement Association
Chuck Stewart - Community Member

STAFF:

Blair Fryer - Manager, Communications and Economic Development
Mark Allison - Senior Planner
Bev Grieve - Acting Director of Development Services
Jackie Teed - Senior Planner
Carolyn Armanini - Planning Analyst
Alvin Chok - Chief Information Officer
Rod Carle - General Manager, Electrical Operations
Andréa Parkerson - Economic Development Coordinator/Recording Clerk

The meeting was called to order at 8:11 am.

1.0 APPROVAL OF AGENDA

MOVED and SECONDED

THAT metrics be added and discussed under agenda item 7.

CARRIED.

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

2.0 ADOPTION OF MINUTES

MOVED and SECONDED

THAT the March 22, 2013 meeting minutes be adopted.

CARRIED.

All members of the Committee present voted in favour of the motion

3.0 ENVISION 2032

3.1 Envision 2032 – Mark Allison

Mr. Allison introduced the Envision 2032 presentation as an overview of the sustainability framework through which all of the City of New Westminster's projects, plans, and procedures will be viewed. The City will be working with community partners to achieve the goals set out in the Envision 2032 plan.

Mr. Allison's presentation addressed the following points:

- What is sustainability?
- Why is sustainability important?
- Institutionalizing sustainability
- New Westminster's goals – historical, livable, sustainable community
- The steps in creating Envision 2032 and the 10 principles that guide are used to guide the goals, ensuring that they are sustainable long term
- The “funnel” analogy – increasing demand and consumption, and decreasing resources
- Envision 2032's policy areas that are most applicable to the EDAC – land use and development, transportation, economic development
- Descriptions of success which included:
 - Sound and transparent fiscal management
 - Diverse and growing economy
 - Well-connected, transit oriented community
 - Builds on existing economic strengths
 - Vibrant, safe, and comfortable commercial centres
 - Support the development of small family oriented local businesses
 - “Buy local” and hire local culture
 - “green” business community
 - Well known, high quality events
 - Vibrant arts and culture scene
 - Cultural industries as an economic driver and employer
 - Amenities and neighbourhoods with character
 - Ample opportunities for residents to live and work in the community
 - Strong partnerships between local institutions and businesses
 - Develop a tech-savvy local workforce

The Committee discussed the emerging connections between the tech savvy local workforce and “intelligent city”. The digital connectivity in the New Westminster community is good and can be even better.

The Committee also discussed the method of implementation which includes: analysis of plans, projects, policies and practices; alignment of existing plans and policies over time; sustainability report card; metrics; annual action plan; and involvement of community partners with a staff sustainability team. To move the

population along together, communication of progress, purpose and benefits will be done on a regularly basis, largely through community outreach.

An area that the Committee can focus on is identification of the industries that will experience the greatest success with Envision 2032.

For more information on Envision 2032, visit www.envision2032.ca or email mallison@newwestcity.ca or envision2032@newwestcity.ca

4.0 QUEENSBOROUGH OFFICIAL COMMUNITY PLAN

4.1 Queensborough Official Community Plan Overview – Bev Grieve, Jackie Teed, Carolyn Armanini

Ms. Grieve, Ms. Teed, and Ms. Armanini presented the overview of the Queensborough Official Community Plan (QOCP). They began by explaining that the QOCP development began in 2008 and is now nearing completion. The QOCP is the long term policy that will dictate how the land development will evolve, with the plan spanning from 2013 – 2041. The Livable City Strategy and Industrial Lands Strategy have informed the QOCP.

The Queensborough Official Community Plan presentation highlighted the following points:

- The plan includes the tools, policies, actions, and development guidelines to implement to vision
- Industrial lands, economy, floodplains, and attractive buildings have been the focus of the plan
- One of the goals with this plan is to be clear and transparent to support economic development and enhance certainty
- Key points from the Livable City Strategy (2008) and the Employment Lands Strategy (2010)
- The light industrial tax rate was recently reduced by 34% (the reduction is being implemented over three years, 2013-2015)
- The industrial land study looks at what land parcels can support industrial use, and how residents are being served for their daily needs
- Residents have requested pedestrian-friendly retails shops and services that are easily accessible. Queensborough Landing is going to be made more accessible for pedestrians and cyclists
- Vision for Queensborough:
 - Intensification of existing commercial
 - Light industrial and entertainment use
 - Preservation of the port lands
 - Increased accessibility to shopping and provision of parks/trail

- Reduced conflict between industrial use, goods movement corridors and adjacent land uses
- Preserve heritage buildings
- The QOCP will be presented to Council on June 17, 2013, and then posted online to garner further input from the community. There will be an open house in September 2013, with a targeted completion and approval of December 2013.

The Committee discussed the state of the soil and flood controls in Queensborough. There currently are not specific tax categories for Queensborough; however taxes are based on assessed value, which tend to be lower in Queensborough. Flood control will be raised to be more in line with the provincial level – similar to the City of Richmond.

Input is welcomed and can be sent to: Bev Grieve (bgrieve@newwestcity.ca), Jackie Teed (jteed@newwestcity.ca), or Carolyn Armanini (carmanini@newwestcity.ca).

4.2 Discussion of economic development opportunities

No items.

5.0 INTELLIGENT CITY

5.1 Overview and progress – Rod Carle, Alvin Chok

Mr. Carle and Mr. Chok introduced themselves, and proceeded to present the “Intelligent City” and its history. Their presentation covered the following points:

- The original vision was created in 2008 with the goal of completion in 2015. This included broadband, fibre, and wireless infrastructure
- Technology usage has tripled between 2005 and 2010
- There is opportunity to leverage wifi to increase the efficiency of the municipality
- The plan looked at using the City’s utility to implement the fibre backbone and use the poles for wifi, thereby making New Westminster a hotspot
- A wifi pilot project was successfully carried out in 2009-2010. The project was delayed by 8 months to await a new technology that would extend the usage lifetime to 10 years
- The City made an agreement with a Shaw to allow them to install wifi access points, on condition that the City is able to utilize some of them
- The Intelligent City project has recently begun to take shape and is becoming a greater focus
- Should to Intelligent City initiatives be done well, there are many economic benefits that the City and local economy would reap
- Overview of the Recommendations Roadmap from the 2012 Intelligent City Task Force report

- The Intelligent City initiative will be a 15-20 year project
- Short term goal: Create an action plan for 2014, put in an application to the Intelligent Communities Forum (ICF)

The Committee discussed some of the goals and necessary components for the Intelligent City initiative. These included: a strong Mayor and visionary CAO; increased transparency in City Hall; a complete digital infrastructure; revenue plan; and a marketing strategy. Councillor Harper noted that by the fall there should be a business plan for the fibre network, including implementation, cost, and financing.

5.2 Funding – Rod Carle, Alvin Chok

No Items

6.0 ECONOMIC DEVELOPMENT OFFICE ACTIVITY UPDATE

No items.

7.0 OTHER BUSINESS

7.1 Metrics

Blair Fryer, Reg Nordman, David Moulton, and Andréa Parkerson scheduled to meet separately regarding discuss possible metrics for the Economic Development department. Meeting scheduled for June 14, 2013.

8.0 ADJOURNMENT

The meeting was adjourned at 10:11am.

Next meeting: July 19, 2013 @ 8am, Committee Room 2, City Hall

Councillor Bill Harper
Chair

Andréa Parkerson
Committee Clerk