



Economic Development Advisory Committee

Friday, February 7, 2014 – 8:00 a.m.
Committee Room #2
City Hall

MINUTES

MEMBERS PRESENT:

Councillor Bill Harper	- Chair, City Council
Andy Bradshaw	- Downtown Business Improvement Association
David Moulton	- Community Member
Reg Nordman	- Community Member
Marie Szklarz	- Community Member
Bart Slotman	- New Westminister Chamber of Commerce
Chuck Stewart	- Community Member

MEMBER REGRETS:

Mayor Wayne Wright	- Council Member
Patrick O'Shaughnessy	- Community Member
Dana Woods	- Community Member

STAFF:

Blair Fryer	- Manager, Communications and Economic Development
Andréa Khan	- Economic Development Coordinator
Lauren Blake	- Committee Clerk

The meeting was called to order at 8:07 a.m.

1.0 ADDITIONS TO AGENDA

No additions.

2.0 ADOPTION OF MINUTES

2.1 Adoption of the Minutes of November 29, 2013

MOVED and SECONDED

THAT the minutes of the November 29, 2013 meeting of the Economic Development Advisory Committee be adopted.

CARRIED.

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

3.0 PRESENTATIONS

3.1 Metrics – Tristan Johnson

Tristan Johnson, Planning Analyst, provided an overview of the draft metrics document created to track the economic progress of New Westminster. Mr. Johnson reported that the indicator categories have been created to be broad, in order to capture the maximum amount of information for each category. Mr. Johnson reviewed and explained the overall importance of each indicator category.

Discussion ensued and the Committee provided the following comments:

- It was suggested that the purpose of the document could be reconsidered, and the indicators be reset.
- It was suggested that a practical element be included with the document to reflect factors that attract businesses, including the availability of industrial and office space within New Westminster.
- It was suggested that the indicators for the document be quantitative.
- It was suggested that an economic dashboard be utilized with respect to the regular examination of the economic indicators to review the City's economic progress.
- The various ways in which economic development can be influenced, both in the short and long term, were discussed.
- Methods for retaining business in New Westminster were discussed.

Mr. Johnson requested that the Committee review the indicators and provide feedback to redesign the indicators to reflect the purpose of the document. Comments may be sent to Blair Fryer, Manager, Communications and Economic Development, or Andréa Khan, Economic Development Coordinator. Mr. Johnson will update the metrics document to reflect the comments provided by the Committee.

3.2 Business Licensing – Keith Coueffin

No presentation was provided.

3.3 Larco Presentation – Carolyn Armanini

Carolyn Armanini, Planning Analyst, provided a presentation regarding the Larco development located at 660 Quayside Drive, noting that the rezoning of the site has been initiated by the City to enhance the economic viability of the

project, increase the sustainability of the location, and to address concerns that were raised during the Downtown Parking study consultation.

In response to questions from the Committee, Ms. Armanini provided the following information:

- The City has not considered developing a marina in this area due to the speed of the river;
- A tie up for tall ships could be provided;
- Infrastructure revisions to account for the added density the development could bring were discussed;
- A whistle cessation agreement has been reached between the City and the Railways to support a more livable environment; and,
- The project will be phased, and will require ten or more years to be completed.

Discussion ensued and the Committee provided the following comments:

- It was suggested that the impact of the Plaza 88 development could be reviewed to investigate potential services that could be provided by the Larco development.
- The principles regarding iconic buildings were discussed.
- Yaletown was noted as a district that could provide inspiration for the project.
- The impact of the railroad on the building infrastructure was discussed.

4.0 UNFINISHED BUSINESS

No items.

5.0 NEW BUSINESS

5.1 Economic Development Work Plan – Blair Fryer

Blair Fryer, Manager, Communications and Economic Development, reviewed the Economic Development Work Plan, including an overview of the five economic development categories, and highlighted actions the City has initiated to achieve these goals. Mr. Fryer noted that all economic activity within the city should focus on one or more of the economic goals, as well as provide support for a secondary goal.

Mr. Fryer reported that tracking the progress of the stated goals can assist in measuring the success of economic development in New Westminster.

Discussion ensued and the Committee provided the following comments:

- A sixth goal regarding creating opportunities was suggested.
- Land use opportunities in New Westminster could be highlighted at the Economic Development Forum to attract businesses.
- A development tour of local business that was held last year was noted as being a success, and it was suggested that the City host an annual development tour to connect with developers.
- The next phase of economic development for the city could be an era of creation, and it was suggested that the City provide a space for individuals to create and develop prototypes.

6.0 REPORTS AND INFORMATION

No items.

7.0 CORRESPONDENCE

No items.

8.0 NEXT MEETING

April 4, 2014 at 8:00 a.m. – Committee Room #2, City Hall

9.0 ADJOURNMENT

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

Certified correct,

**COUNCILLOR BILL HARPER
CHAIR**

**LAUREN BLAKE
COMMITTEE CLERK**