

Economic Development Advisory Committee

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

NOTES

MEMBERS PRESENT:

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

MEMBER REGRETS:

Mayor Wayne Wright	- Council Member
Andy Bradshaw	- Downtown Business Improvement Association
Patrick O'Shaughnessy	- Community Member
Bart Slotman	- New Westminster Chamber of Commerce
Chuck Stewart	- Community Member

STAFF:

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

The meeting was called to order at 8:06 a.m.

1.0 ADDITIONS TO AGENDA

Adding new item 6.4: Pattullo Bridge Update – Councillor Harper

2.0 ADOPTION OF MINUTES

2.1 Adoption of the Minutes of February 7, 2014

Due to the lack of quorum, this item was not considered.

3.0 UNFINISHED BUSINESS

3.1 Metrics – Tristan Johnson

Tristan Johnson, Planning Analyst, provided an updated metrics document and reviewed the indicators that have been selected based on the Committee's feedback that was provided at the February 7, 2014 meeting. Mr. Johnson reported the following information:

- The indicators selected will focus on economic development and goals;
- The total floor space indicator also indicates the class of floor space offered;
- New Westminster has traditionally had a higher unemployment rate than the regional average;
- The City can make economic policies that can have an impact on unemployment rates;
- Licensing data does not track companies that do not renew their license, although it was noted that the Economic Development Office is working to amend this; and,
- Comparing value with respect to commercial and residential building permits could be useful when marketing the city to businesses.

Discussion ensued and the Committee noted the following information:

- Units in new rental buildings could have a higher rent initially, however it was noted that the units could become more affordable as the building ages;
- It was suggested that the City could develop and market the walkability of New Westminster; and,
- It was noted that the goals of the City may change due to the implementation of the Official Community Plan (OCP).

Staff noted that additional feedback regarding the indicators can be provided to Blair Fryer at bfryer@newwestcity.ca or Andréa Khan at akhan@newwestcity.ca.

4.0 PRESENTATIONS

4.1 Business Licensing – Keith Coueffin

Keith Coueffin, Manager, Licensing and Integrated Services, provided a presentation regarding business licensing. Mr. Coueffin reported the following information:

- Business licensing is a regulatory program which ensures that all businesses are complying with rules and regulations;
- The City is conscious of potentially problematic businesses, although it was noted that problematic applications are the minority;

- The program provides a basis for enforcement of businesses that could become problematic by providing the City an opportunity to refuse a license, suspend or revoke existing licenses, or work with businesses to bring them into compliance;
- An environmental screening process has not been implemented, however environmental issues can be considered as part of the regulatory process;
- Background checks are not part of the screening process;
- Business license costs are increased via inflation, and, on average, mid-point in comparison to other municipalities;
- Approximately 5500 licenses were issued in 2013; and,
- Growth in the city has been achieved by filling vacancies, building additional commercial space and adding density in existing commercial space.

Mr. Coueffin spoke to Inter-municipal Business Licenses, and reported the following information:

- The provincial government has approved changes that would allow municipalities to collaborate on licenses;
- A pilot program has been implemented that would allow six cities to provide a business with an additional license that would be valid in five other cities (Delta, Surrey, Richmond, Vancouver and Burnaby);
- The pilot program is revenue neutral; and,
- The province will operate a data base that tracks Inter-municipal Business Licenses, and all of the municipalities involved will be provided access to the database.

5.0 NEW BUSINESS

No items.

6.0 REPORTS AND INFORMATION

6.1 Intelligent Cities Advisory Committee Update – Reg Nordman

Reg Nordman, Community Member, provided an update regarding the Intelligent Cities Advisory Committee (ICAC) and reported the following information:

- A consultant was hired to provide options and assistance with the implementation of fiber optics in the city;
- The Committee recommended implementing the Leasing Fiber option, which would allow the City to generate the maximum amount of revenue;
- The Committee discussed applying for grants with respect to the implementation of fiber optics;

- The Committee has reviewed implementation processes of other cities, and has collected successful practices; and,
- Attracting business and marketing the city will be a key component of the program and it was noted that consultants could be hired to assist with the marketing.

It was suggested that Don Wong, Better Outcomes Consulting, be invited to the next Economic Development Advisory Committee meeting to provide a presentation regarding his work with the ICAC.

6.2 2014 Economic Forum Update – Blair Fryer

Blair Fryer, Manager, Communications and Economic Development, provided an update regarding the 2014 Economic Forum and reported the following information:

- Colin and Dale Bosa and Andrew Ramlo have been booked as keynote speakers;
- The Economic Development Office is pursuing media partnerships with two newspapers;
- Fortis and Port Metro Vancouver have responded to sponsorship requests;
- A video presentation will be created to market the forum; and,
- It was suggested that Joe Segal and a representative from the Jimmy Pattison Group be invited to speak at the forum.

6.3 Economic Development General Work Update – Blair Fryer

This item was deferred to the June 6, 2014 meeting.

6.4 Pattullo Bridge Update – Councillor Harper

Councillor Bill Harper, Chair, reviewed the City's position regarding the Pattullo Bridge, noting that Councillors will be presenting the position to local Councils. Councillor Harper reported that the issue of truck traffic in New Westminster has been handled separately, and that Council's goal is for trucks to adopt alternative routes.

7.0 CORRESPONDENCE

No items.

8.0 NEXT MEETING

June 6, 2014 at 8:00 a.m. – Committee Room #2, City Hall

9.0 ADJOURNMENT

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

Certified correct,

**COUNCILLOR BILL HARPER
CHAIR**

**LAUREN BLAKE
COMMITTEE CLERK**