



Economic Development Advisory Committee

Friday, March 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
Kendra Johnston	- Downtown New Westminster Business Improvement Association Representative (exited at 9:15 a.m.)
Lizz Kelly	- New Westminster Chamber of Commerce Representative (exited at 9:50 a.m.)
Michael McGreer	- Community Member
David Moulton	- Community Member
Reg Nordman	- Community Member (exited at 9:48 a.m.)
Chuck Stewart	- Community Member (exited at 9:45 a.m.)

MEMBER REGRETS:

Jorden Foss	- Community Member
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STAFF PRESENT:

Blair Fryer	- Manager of Communications and Economic Development
Ruby Campbell	- Intergovernmental and Community Partnerships Manager
Patricia Jecks	- Intelligent City Project Coordinator
Andrea Khan	- Economic Development Coordinator
JoAnn Tosh	- Committee Clerk

The meeting was called to order at 8:04 a.m.

1.0 HOUSEKEEPING

1.1 Committee Orientation

JoAnn Tosh, Committee Clerk, provided a PowerPoint presentation regarding the Committee Orientation. Ms. Tosh provided an overview of the Rules of Conduct, Respectful Workplace and Human Rights Policy, and the Social Media Policy.

1.2 Oath of Office

JoAnn Tosh, Committee Clerk, administered the Oath of Office to the Committee members.

1.3 Appointment of Vice-Chair

Due to the loss of quorum, this item will be considered at the May 5, 2017 meeting.

2.0 ADDITIONS TO THE AGENDA

2.1 The following items were added:

- Item 4.2 – Memorandum of Understanding
- That Jordan Foss, Community Member, be elected as Vice Chair
 - **CARRIED.**
- All members of Council present voted in favor of the motion.
- **MOVED and SECONDED**

3.0 ADOPTION OF MINUTES

3.1 Adoption of the December 2, 2016 Minutes

MOVED AND SECONDED

THAT the December 2, 2016 Economic Development Advisory Committee minutes be adopted.

CARRIED.

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

4.0 PRESENTATIONS

4.1 Economic Development Plan: Workshop and Survey Feedback

Blair Fryer, Manager of Communications and Economic Development, provided an On-Table PowerPoint presentation regarding the Economic Development Plan.

Andrea Khan, Economic Development Coordinator, and Mr. Fryer led to Committee through a prioritization workshop where each member was asked to select their top three actions and top three recommendations for each of the identified goals.

The actions and recommendations that were provided to the Committee were gathered from the raw comments of the Mustel Group findings and feedback from the business community through workshops.

The Committee identified their preferred actions and recommendations for each goal:

Goal 1: Promote and market New Westminster as a place to do business.

Actions:

- Develop a marketing strategy (crossover with Intelligent City)
- Define/answer “Why New West”
- Share more information with the business community

Recommendations:

- Be proactive in the community
- Know your markets and focus on them in detail
- Lift New West’s image so that it is not a negative in terms of prestige to be located here

Goal 2: Support continuous process improvement of the business experience.

Actions:

- Facilitate industries wanting to get together/network
- Educate businesses (i.e.: info/how to sessions)
- A “guide” person for businesses in City Hall

Recommendations:

- Be proactive rather than reactive; identify main causes of reactivity and find solutions
- Increase resources (staff and monetary)
- Innovation in processes

Goal 3: Foster business recruitment and retention, economic diversification, and development.

Actions:

- Define role of City and BIAs/Chamber
- Have a business package that can be used by any group to promote New West
- Develop structure/facilitate all business organizations to work together

Recommendations:

- Tie in with Arts and Culture
- Create a “follow up with new business” program
- Create an environment where you foster the creation of start ups
- Becoming “the place to be” for something
- Reach out to business for potential collaborations

The Committee also noted that a Sales Customer Relationship Management Strategy could be added to the marketing strategy in goal 1.

Procedural note: Kendra Johnston, Lizz Kelly, Reg Nordman, and Chuck Stewart exited the meeting.

4.2 Memorandum of Understanding

Ruby Campbell, Intergovernmental and Community Partnerships Manager, advised that a Memorandum of Understanding (MOU) for an Innovation Partnership between the City of New Westminster’s Economic Health Care Cluster (IDEA Centre), Health Tech Innovation Foundation (HTIF), and Pacific Health Innovation eXchange (PHIX) has been signed. The MOU acknowledges the partnership between all three parties to promote collaboration on innovation in health care technology and practices.

5.0 UNFINISHED BUSINESS

There were no items.

6.0 NEW BUSINESS

There were no items.

7.0 REPORTS

There were no items.

8.0 CORRESPONDENCE

There were no items.

9.0 NEXT MEETING

9.1 May 5, 2017 at 8:00 a.m. in Committee Room #2

10.0 ADJOURNMENT

ON MOTION, the meeting was adjourned at 9:52 a.m.

Certified Correct,

Councillor Bill Harper
Chair

JoAnn Tosh
Committee Clerk