



## **Economic Development Advisory Committee**

**Friday, September 7, 2018 – 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  |
| Mark Evans                | - Community Member   |
| Jorden Foss               | - Community Member   |
| Lizz Kelly                | - New Westminster Chamber of Commerce Representative<br>(Left at 8:49am) |
| Catherine Williams        | - Community Member   |

#### **MEMBER REGRETS:**

- |                 |   |
|-----------------|---|
| Danison Buan    | - Community Member  |
| Kendra Johnston | - Downtown New Westminster Business Improvement<br>Association Representative |
| David Moulton   | - Community Member  |
| Julia Zhou      | - Community Member  |

#### **STAFF PRESENT:**

- |                  |  |
|------------------|--|
| Jen Arbo         | - Innovation Week Coordinator (Arrived at 9:00 am)   |
| Carolyn Armanini | - Economic Development Coordinator                   |
| Ruby Campbell    | - Intergovernmental & Community Partnerships Manager |
| Blair Fryer      | - Manager of Communications & Economic Development   |
| Patricia Jecks   | - Intelligent City Program Manager                   |
| Heather Corbett  | - Committee Clerk                                    |

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

### **1.0 ADDITIONS / DELETIONS TO THE AGENDA**

#### **1.1 Additions to the Agenda**

##### **MOVED AND SECONDED**

*THAT the Agenda of the Economic Development Advisory Committee meeting be adopted as circulated.*

**CARRIED.**

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

## **2.0 ADOPTION OF MINUTES**

### **2.1 Adoption of the Minutes of May 18, 2018**

#### **MOVED AND SECONDED**

*THAT the Minutes of the May 18, 2018 Economic Development Advisory Committee meeting be adopted as circulated.*

**CARRIED.**

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

## **3.0 PRESENTATIONS**

There were no items.

## **4.0 UNFINISHED BUSINESS**

### **4.1 Draft Economic Development Plan – Review and Discussion**

Blair Fryer, Manager of Communications and Economic Development, reviewed the status of the Economic Development Plan and provided some context to its development, noting the following information:

- The plan has been through multiple revisions and consultation processes since the winter of 2017;
- The draft plan received Council endorsement on August 27, 2018 and was approved for public comment;
- Public comment is underway via an online survey that has been sent to the business community;
- A few revisions, as suggested by Council, were made to the Plan prior to its approval, such as:
  - Added a component addressing the changing face of retail in the city;
  - Added an action to respond to demand for office space as the community and economy grows;
  - Added an action to work with the planning division in development of a lower Twelfth Street plan;
  - Reworded the action on supporting the tourism sector;
  - Made the section referring to the IDEA Centre more general and tied to growing opportunities in the RCH area;
- Next steps include:
  - Public consultation on the draft plan;
  - EDAC consultation; and,
  - Approval by Council on October 1, 2018.

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

- Once the final Economic Development Plan is approved by Council, the primary and secondary actions of the strategy would be presented to Council to prioritize and then these would generate a workplan for the department to put the strategy into action; and,
- Strategy 6 contains a measurement tool for the plan which can be used in ongoing analysis of the strategy's impact.

The Committee made the following comments:

- The plan demonstrates the following key elements in the City's economic development:
  - Developing relationships between the City and the business community are very valuable;
  - Engaging with stakeholders is crucial;
- The plan demonstrates the opportunity for new areas of growth in several industries; and,
- The Business Hub concept at City Hall, as laid out in the plan, is a positive step to ensure there are no impediments to business growth.

**MOVED and SECONDED**

*THAT the Economic Development Advisory Committee endorse the draft Economic Development Plan 2018-2023, and recommend approval by Council.*

**CARRIED.**

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

**5.0 NEW BUSINESS**

**5.1 Intelligent New West - Strategy Update**

Patricia Jecks, Intelligent City Program Manager, provided the Committee with a PowerPoint presentation summarizing the Intelligent New Westminster (INW) Strategy, noting that it speaks to Strategy 4 in the Economic Development plan.

The Committee made the following comments:

- New Westminster is leading the region in this area due to the work that has already been completed in the original INW strategy; and,
- It is likely that this strategy would work well in conjunction with the Economic Development Strategy to attract tech companies.

**MOVED and SECONDED**

*THAT the Economic Development Advisory Committee endorse the draft Intelligent New Westminster Strategic Plan, and recommend approval by Council.*

**CARRIED.**

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

## 5.2 New Business Update

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

- Two new food businesses have opened recently, in Sapperton and Uptown;
- Space in the Westminster Building has recently been taken up CL Simplex and Offworld Industries, both technology companies;
- Headstart Medical, who work in children's health technology, has recently connected to BridgeNet; and,
- Arrowtech, a recruiting and staffing agency, is opening soon in the Anvil Centre.

Blair Fryer, Manager of Communications & Economic Development, updated the Committee on the City's progress on Cannabis legalization, providing the following information:

- The City is currently finalizing details of regulations and land zoning; and,
- It is predicted that cannabis retail would affect the business environment, as the City is currently receiving many calls and requests for information.

Committee members made the following comments:

- Evidence from other jurisdictions (in the US) has shown:
  - A marginal amount of a population often consumes up to 80% of the products that come to market;
  - There is often a large uptake at first, which then then drops;
  - Major concerns include poisoning due to edibles and "tourism consumption"; and,
- The City will be dealing with new issues once the new regulations come into force, including consumption, cross-border relations and public perception of smoking.

## 5.3 Innovation Week 2019

Jen Arbo, Innovation Week Coordinator, provided the Committee with an update on the Innovation Week 2019 events, including the following information:

- Innovation Week will take place March 2-8, 2019;
- The event was recently endorsed by Council as an annual event and is seen as a value-added opportunity for connecting with government and sponsorship partners, as well as a showcase for the City's strategic initiatives;
- Some changes were made to the program development this year to ensure that relevant events were included in the overall week;
- The thread of "Social Innovation" has been adopted as the common theme for Innovation Week;

- Confirmed events are as follows:
  - Children’s programs on the subject of coding, to be held in the learning lab at the New Media Gallery;
  - Innovation Forum, in partnership with Public Services and Procurement Canada, which will include trade show and networking components;
  - Transportation Forum, in partnership with TransLink, with a focus on accessibility and inclusion;
  - Advancing women in STEAM event;
- Sponsors already confirmed include: Vancity, Landcor, TransLink, Douglas College, and Amazon; and,
- New branding and website have been created and aims to launch before Thanksgiving.

Committee members made several suggestions about potential speakers and noted that it may be effective to get one main speaker about social innovation who could act as a big draw.

Councillor Harper advised the Committee to pass any feedback about speakers or the event to Ms. Arbo.

## **7.0 REPORTS**

There were no items.

## **8.0 CORRESPONDENCE**

There were no items.

## **9.0 NEXT MEETING**

The next meeting is scheduled for Friday, November 2, 2018 at 8:00 a.m. in Committee Room #2, but this may be subject to change.

## **10.0 ADJOURNMENT**

Councillor Harper was thanked for his leadership and involvement on the Economic Development Advisory Committee, and his considerable service and contribution to the City.

Councillor Harper thanked the Committee members for their support and involvement in the Committee’s work.

**ON MOTION**, the meeting was adjourned at 9:36 a.m.

Certified Correct,

**ORIGINAL SIGNED**

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**Councillor Bill Harper**  
**Chair**

**ORIGINAL SIGNED**

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**Heather Corbett**  
**Committee Clerk**