



## **Economic Development Advisory Committee**

**Friday, December 6, 2019 – 8:00 a.m.**  
**City Hall, Committee Room #2**

### **MINUTES**

#### **MEMBERS PRESENT:**

Councillor Mary Trentadue	- Chair, City Council Member
Alejandro Diaz	- Community Representative from Commercial Area
Jolene Foreman	- Sectoral Representative from Local Business Community
Jorden Foss	- Community Representative from Commercial Area
Jonathan Graves	- Community Representative from Commercial Area
Richard Patterson	- Uptown Business Association Representative
Paul Romein	- Sectoral Representative from Local Business Community
Kendra Johnston	- Downtown New Westminster Business Improvement Association Representative
Vera Kobalia	- Sectoral Representative from Local Business Community
Quinn Waddington	- New Westminster Chamber of Commerce Representative
Catherine Williams	- Sectoral Representative from Local Business Community

#### **MEMBER REGRETS:**

Councillor Chinu Das	- City Council Representative
Mark Evans	- Sectoral Representative from Local Business Community

#### **STAFF PRESENT:**

Jen Arbo	- Economic Development Coordinator
Carolyn Armanini	- Planner, Economic Development
Blair Fryer	- Manager of Communications & Economic Development
Heather Corbett	- Committee Clerk

The meeting was called to order at 8:02 a.m.

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

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

#### **MOVED and SECONDED**

*THAT the agenda of the December 6, 2019 Economic Development Advisory Committee meeting be adopted, with the following amendments:*

- 3.1 EVO Presentation to be postponed until the February 2020 meeting;*
- 5.4 Introduction to the Level Up My Brand Contest; and,*
- 5.5 City's Budget Process.*

**CARRIED.**

All Committee members present voted in favour of the motion.

## **2.0 ADOPTION OF MINUTES**

### **2.1 Adoption of the Minutes of September 6, 2019**

#### **MOVED AND SECONDED**

*THAT the Minutes of the September 6, 2019 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**

### **3.1 EVO Presentation**

This item was postponed to the February 2020 meeting.

## **4.0 UNFINISHED BUSINESS**

There were no items.

## **5.0 NEW BUSINESS**

### **5.1 Economic Development Website Redevelopment**

Jen Arbo, Economic Development Coordinator, provided a PowerPoint presentation to demonstrate the updates recently made to the Economic Development section of the City's website, including the following:

- Updates to the page structure, images and menus, including removal of old and irrelevant items;
- Addition of new "Business & Investment Assistant" tool;

Ms. Arbo noted that scheduled updates would continue on the website, and it would be benchmarked against other municipalities' Economic Development websites.

The Committee noted that the website looked suitable and the information was useful.

## **5.2 General Economic Development Office Update**

### **a. Tourism New Westminster Municipal Regional Destination Tax**

Blair Fryer, Manager of Communications and Economic Development, updated the committee on recent developments at Tourism New Westminster, noting the following:

- Tourism New Westminster (Tourism NW) has traditionally been funded by a grant from the City and has never been able to access a Municipal Regional Distribution Tax (MRDT), in which local accommodation providers add a tax onto hotel bills, which is then collected by the Province, remitted to the local municipality, and distributed to the local tourism organizations;
- Recently, the City and Tourism NW worked through some challenges and have gained the support for an MRDT from local accommodation providers;
- The Tourism NW Board sent a letter to Mayor and Council to the City for one-time funding of a consultant to help Tourism NW prepare a successful MRDT application for 2020, which would include a five year strategic plan and other documents; and,
- It is likely that the application would be sent in Fall 2020, with approval in early 2021, establishing secured funding for Tourism NW in future.

The Committee made the following comments:

- Thanks and gratitude were conveyed on behalf of Tourism NW to Mr. Fryer and Council for their help; and,
- The introduction of the MRDT could eventually be linked to affordable housing, as there is an option to submit for a 2% or 3% tax on accommodation. If they opt for 3%, 1% can be submitted for affordable housing initiatives in the City.

### **b. BridgeNet Marketing**

Jen Arbo, Economic Development Coordinator, presented the updated BridgeNet website, which contains a dashboard and map of all connections to the network, as well as information on available Internet Service Providers (ISPs) and an updated FAQ page.

Ms. Arbo also noted that a marketing consultant had recently been engaged to help develop materials to support the ISPs in selling their services to the end users.

In regards to the Intelligent New Westminster strategy, Ms. Arbo noted that the City had recently been ranked #6 in Canada and #1 in BC on the Open Cities Index (OCI), which measures open data maturity.

In response to questions from the Committee, Ms. Arbo provided the following information about the BridgeNet statuses:

- On-Net means connected;
- Near-Net means that the fibre infrastructure is available nearby, but connection is not completed;
- Planned means that a connection is planned or has been identified; however, a connection timeline is unknown; and,
- Further information and clarification of the status language is available on the website.

### **c. Fremtid Media Proposal**

Jen Arbo, Economic Development Coordinator, discussed a proposal from Fremtid Media, including the following details:

- The proposal is for a pilot project which would include the installation of digital kiosks on City streets providing charging stations, smart tourism, wayfinding, and WiFi connectivity;
- Council has approved the installation of two of the kiosks downtown, two uptown, one in Queensborough, and one in Sapperton;
- The pilot would take advantage of strategic partnerships between Fremtid and educational partners;
- The benefits to the City would include:
  - 20% in advertising revenue share, which may increase at the completion of the pilot, and it would be an opportunity for local businesses to access low-cost advertising;
  - Other revenue from electricity and BridgeNet usage;
  - Support of climate emergency work, with small monitoring stations installed within the kiosks to support the City's environmental air quality measurement;
  - Ability to broadcast emergency messages on the kiosks; and,
- To discourage graffiti, Fremtid proposes to wrap the kiosks in licensed indigenous art, which the City could evaluate through the Public Art Advisory Committee.

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

- Fremtid has reached out to eight academic partners and each partner is taking ownership of a part of the kiosk hardware;
- Fremtid Media was put in touch with Douglas College and the Applied Research and Education Department's Street Level Digital Connectivity project;
- Post-secondary institutions would be able to secure funding through grants and use the pilot for student projects;
- The City could engage in a licensing and procurement process in future to acquire the kiosks;
- The data from the environmental monitoring sensors could be made available on the City's open data website;
- The project's data management and storage implications are still to be finalized; and,
- The development of the kiosks would likely take six months, and the first unit could be installed by July at the earliest.

#### **d. Downtown Transportation Plan Update**

Carolyn Armanini, Economic Development Planner, updated the Committee on the Downtown Transportation Plan, noting that it is currently in Phase 3, and a broad consultation effort would occur in the Spring of 2020, with the community and the Committee.

#### **e. Downtown Wayfinding Project**

Carolyn Armanini, Economic Development Planner, updated the Committee on the status of the interim Downtown wayfinding strategy that would build on and align with existing signage in the Downtown, and that would be geared towards pedestrians and cyclists.

In response to a question from the Committee, Ms. Armanini noted that follow-up on the Downtown parking strategy would be provided to the Committee at the February 2020 meeting.

#### **f. Open For Business Award**

Jen Arbo, Economic Development Coordinator, noted that the City would be applying for the Small Business BC "Open for Business Award", based on a case study about the City's Economic Development Plan.

In response to a question, Ms. Arbo noted that the awards involve a self-submitted application that would be voted on by a panel, and further information was available on the Small Business BC website.

### **5.3 Committee Restructure and New EDAC Terms of Reference**

Blair Fryer, Manager of Communications and Economic Development, reviewed the recent process undertaken by Council to re-structure the City's Committees, noting that they have been aligned with Council's strategic priorities.

Mr. Fryer discussed that the terms of reference for the Economic Development Advisory Committee (EDAC) had been amended and expanded to include the arts and culture portfolio and discussed the relationship between the Culture and Economic Development Task Force and the EDAC going forward.

In response to a question from the Committee, Mr. Fryer noted that the Committee would be asked for input into the work plan at the start of the new Committee year.

Heather Corbett, Committee Clerk, confirmed that all Committee members would need to re-apply for the EDAC, and noted that Committee appointments would be announced in late January 2020.

### **5.4 Level Up My Brand Contest**

Rich Patterson, Uptown Business Association Representative, discussed the 'Level Up My Brand Contest', giving background on the previous contest held in 2018, and provided details on the 2020 contest, noting the following details:

- The prize package includes a brand and business makeover;
- All New Westminster businesses are eligible to apply;
- This year's event has been designed to be more valuable for applicants and sponsors, but the basic premise is the same; and,
- If there is any interest from the Committee members, judging panellists are still needed.

In response to a question, Mr. Patterson noted that there would likely be 10-12 finalists, who would be provided with the opportunity to participate in a trade fair and have the opportunity to share best practices with other businesses.

### **5.5 City's Budget Process**

Carolyn Armanini, Economic Development Planner, updated the Committee on the City's upcoming budget consultation process and outlined the opportunities for community members to get involved, familiarize themselves with the budget, and provide feedback on the key items.

## **6.0 REPORTS**

There were no items.

**7.0 CORRESPONDENCE**

There were no items.

**8.0 NEXT MEETING**

Councillor Trentadue thanked the Committee members for volunteering their time on the Economic Development Advisory Committee and advised that, should they be re-appointed, the first meeting of the 2020 Committee would be February 7, 2020 at 8:00 a.m. in Committee Room #2.

**10.0 ADJOURNMENT**

**ON MOTION**, the meeting was adjourned at 9:13 a.m.

Certified Correct,

**ORIGINAL SIGNED**  
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**Councillor Mary Trentadue**  
**Chair**

**ORIGINAL SIGNED**  
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**Heather Corbett**  
**Committee Clerk**