



Economic Development Advisory Committee

Friday, February 7, 2020 – 8:00 a.m.
City Hall, Committee Room #2

MINUTES

MEMBERS PRESENT:

- | | |
|---------------------------|---|
| Councillor Mary Trentadue | - Chair, City Council Member |
| Councillor Chinu Das | - City Council Representative |
| Artemisa Bega | - Sectoral Representative from Local Business Community |
| Bob Crockett | - Sectoral Representative from Local Business Community |
| Alejandro Diaz | - Community Representative from Commercial Area |
| Mark Evans | - Sectoral Representative from Local Business Community |
| Jolene Foreman | - Community Representative from Commercial Area |
| Kendra Johnston | - Representative Downtown New Westminister Business Improvement Association |
| Vera Kobalia | - Sectoral Representative from Local Business Community |
| Richard Patterson | - Representative, Uptown Business Association |
| Paul Romein | - Sectoral Representative from Local Business Community |
| Quinn Waddington | - Representative, New Westminister Chamber of Commerce |
| Catherine Williams | - Sectoral Representative from Local Business Community |

MEMBER REGRETS:

- | | |
|-------------|---|
| Jorden Foss | - Community Representative from Commercial Area |
|-------------|---|

GUESTS:

- | | |
|-------------------|-------------------|
| Sukhdeep Jassar | - Fraser Health |
| Courtney Pankratz | - Purpose Society |
| Dave Wharf | - EVO Car Share |
| Lindsay Wyant | - EVO Car Share |

STAFF PRESENT:

- | | |
|-----------------|--|
| Jen Arbo | - Economic Development Coordinator |
| Blair Fryer | - Manager of Communications & Economic Development |
| Harry Gill | - Business License Coordinator |
| Heather Corbett | - Committee Clerk |

The meeting was called to order at 8:01 a.m.

1.0 HOUSEKEEPING

Procedural Note: Item 1.1 was addressed after Item 4.2

1.1 Committee Orientation and Oaths of Office

Heather Corbett, Committee Clerk, led a round of introductions and provided a Committee orientation presentation, reviewing the following documents:

- Economic Development Advisory Committee (EDAC) Terms of Reference;
- Committee Advisory Policy;
- Committee Rules of Conduct;
- City of New Westminster Respectful Workplace Policy;
- City of New Westminster Social Media Policy; and,
- Freedom of Information Permission Forms.

Ms. Corbett administered the Oath of Office to all members of the Committee present.

2.0 ADDITIONS / DELETIONS TO THE AGENDA

2.1 Additions to the Agenda

MOVED AND SECONDED

THAT the Agenda of the February 7, 2020 Economic Development Advisory Committee meeting be adopted with the following amendments:

- *Items 4.1 and 4.2 be addressed prior to Item 1.1*

CARRIED.

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

3.0 ADOPTION OF MINUTES

3.1 Adoption of the Minutes of December 6, 2019

MOVED AND SECONDED

THAT the Minutes of the December 6, 2019 Economic Development Advisory Committee meeting be adopted as circulated.

CARRIED.

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

3.2 Adoption of the Minutes of the Intelligent City Advisory Committee (ICAC) of January 17, 2020

MOVED AND SECONDED

THAT the Minutes of the January 17, 2020 Intelligent City Advisory Committee meeting be adopted as circulated.

CARRIED.

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

4.0 PRESENTATIONS

Procedural Note: Items 4.1 and 4.2 were addressed before Item 1.1

4.1 EVO Car Share Presentation

Dave Wharf and Lindsay Wyant, EVO Car Share provided a PowerPoint presentation highlighting Evo Car Share's operations in New Westminster, including the following information:

- The majority of EVO trips ending in New Westminster start and end in the City;
- Approximately 10% of EVO members (5700) are from New Westminster;
- Parking turnover statistics, which demonstrate high demand for EVOs and short turnover times in most areas of the City;
- The reserved parking spots in Sapperton (where there is high demand) are well used; and,
- Most of the complaints received by EVO are focused on technology.

In response to questions from the Committee, Mr. Wharf and Ms. Wyant provided the following information:

- EVO works with the City and attends Residents Associations' meetings to disperse information and address complaints that come from the City;
- Relocation of cars occurs at 11:00 pm and focuses on thinning out clustering, particularly in boundary areas; and,
- Provision of car seats and snow tires are logistically challenging and are not likely to be a service that EVO would provide.

4.2 Overdose Crisis: The Needs and Challenges of Local Businesses – Purpose Society/Fraser Health

Sukhdeep Jassar, Fraser Health and Courtney Pankratz, Purpose Society, provided a PowerPoint presentation outlining information about the New Westminster Overdose Community Action Team (NWOCAT), including:

- NWOCAT's history, objectives and statistics about the opioid crisis; and,

- Details of a survey oriented towards businesses which NWOCAT needs help disseminating through the business community.

In response to a request for comments about what support NWOCAT could provide to the business community, Committee members provided the following comments:

- Training sessions on approaches for managing overdose situations would be beneficial; however there may be a risk of small audiences;
- Creating a document or video on the topic of overdoses, which could be readily accessible and sent out, may be an effective tool for businesses to refer to; and,
- A key aspect would be to make it easy for businesses to access the relevant information.

5.0 UNFINISHED BUSINESS

There were no items.

6.0 NEW BUSINESS

6.1 Appointment of Alternate Chair to Economic Development Advisory Committee

MOVED and SECONDED

THAT Kendra Johnston be appointed as the Alternate Chair of the Economic Development Advisory Committee for the 2020 term.

CARRIED.

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

6.2 Economic Development 2020 Work Plan

Blair Fryer, Manager of Communications and Economic Development, provided a PowerPoint presentation containing information and details of the City's Economic Development Plan (EDP), including the actions already completed and in progress.

In response to questions from the Committee, Mr. Fryer and Jen Arbo, Economic Development Coordinator, provided the following information:

- The intention of the business inventory item within the EDP is to develop a system that would work alongside the current business license system; expand on the amount of fields and categories available, as a means to improve the data that is currently gathered and tracked;

- An opportunity would be provided for the EDAC, BIAs, Chamber of Commerce and other relevant organizations to provide feedback on the planned business inventory system in order to establish what data would be most useful to collect;
- A deeper analysis of the reasons behind the success or failure of businesses in the City could be a piece of work that would be established through the planned retail strategy; and,
- As the business inventory is developed, the Committee will play an important role in informing staff on what should be done with the information that would be collected.

Committee members provided the following comments:

- When business licenses are available to be purchased online, it would be preferable to send them out without a fold; and,
- The proposed business inventory system would be an excellent opportunity for the City and the relevant business organizations to work together and collect relevant and applicable data.

7.0 REPORTS

There were no items.

8.0 CORRESPONDENCE

There were no items.

9.0 NEXT MEETING

Friday, April 3, 2020 at 8:00 a.m. in Committee Room #2

10.0 ADJOURNMENT

ON MOTION, the meeting was adjourned at 9:53 a.m.

Certified Correct,

ORIGINAL SIGNED

Councillor Mary Trentadue
 Chair

ORIGINAL SIGNED

Heather Corbett
 Committee Clerk