



Economic Development Advisory Committee

Friday, November 5, 2021

Meeting held electronically and in Meeting Room G, City Hall

MINUTES

MEMBERS PRESENT:

- | | |
|----------------------------|----------------------------------------------------------------------------|
| Councillor Mary Trentadue* | - Chair, City Council Member |
| Councillor Chinu Das* | - City Council Representative |
| Artemisa Bega* | - 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 |
| Jorden Foss | - Community Representative from Commercial Area |
| Kendra Johnston* | - Representative Downtown New Westminster Business Improvement Association |
| Paul Romein* | - Sectoral Representative from Local Business Community |
| Bart Slotman* | - Representative, Uptown Business Association |
| Catherine Williams | - Sectoral Representative from Local Business Community |

MEMBER REGRETS:

- | | |
|--------------|---------------------------------------------------------|
| Bob Crockett | - Sectoral Representative from Local Business Community |
| Vera Kobalia | - Sectoral Representative from Local Business Community |
| Nikki Morris | - Representative, New Westminster Chamber of Commerce |

GUESTS

- | | |
|----------------|------------------------|
| Serena Trachta | - Manager, Inspections |
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STAFF PRESENT:

- | | |
|------------------|--------------------------------------------------|
| Jen Arbo | - Economic Development Coordinator |
| Carolyn Armanini | - Planner, Economic Development |
| Blair Fryer | - Manager, Communications & Economic Development |
| Katie Stobbart | - Committee Clerk |

The meeting was called to order at 9:02 a.m.

*Denotes electronic attendance

Councillor Trentadue provided a land acknowledgement.

1.0 ADDITIONS / DELETIONS TO THE AGENDA

MOVED and SECONDED

THAT the Agenda of the November 5, 2021 Economic Development Advisory Committee be adopted, with the addition of an update from Catherine Williams as item 4.1.

CARRIED.

All members present voted in favour of the motion.

2.0 ADOPTION OF MINUTES

2.1 Adoption of the Minutes of September 10, 2021

MOVED and SECONDED

THAT the Minutes of the September 10, 2021 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 Building Permitting Process & Timelines

Serena Trachta, Manager, Inspections, provided a presentation entitled “New West BIA: City of New Westminster Building Permitting Impacts.”

In response to questions from the Committee, Ms. Trachta advised:

- Typically, a tenant will come to the City with drawings and is encouraged to seek professional help. An agent could be a useful person to help navigate the process;
- The staff team at the City is diverse and speaks several languages, and otherwise will work with people to ensure they are able to understand the forms;
- Requiring a complete application helps the City to ensure timelines are efficient; and
- A large portion of applications are submitted incomplete, which creates barriers in the approval process.

The Committee advised that the knowledge from this presentation is valuable and could be useful to have as a recording for business owners to access.

Blair Fryer, Manager, Communications and Economic Development, will connect with the Committee to consider how to move forward on this topic.

3.2 Temporary Patio Program

Carolyn Armanini, Planner, Economic Development, provided a presentation slide entitled: “COVID Patio Program Review.”

There were no comments or questions from the Committee.

4.0 UNFINISHED BUSINESS

Procedural Note: The update from Catherine Williams took place prior to presentations. The minutes are recorded in numerical order.

4.1 Update from Catherine Williams

Catherine Williams, Sectoral Representative from the Local Business Community, provided a short presentation entitled “Business Internships”.

Procedural Note: Catherine Williams left the meeting at 9:55 a.m.

4.2 e-Apply Initiative Update

Blair Fryer, Manager, Communications and Economic Development, provided an update on the e-Apply Initiative, advising the following:

- At this point, there are some process improvements. It is at the stage where business owners can fill out a fillable PDF at any time, though it is not yet as smooth as staff would like.
- The completion date will likely be in the spring, around May.

4.3 ReDiscover New West & BC Buy Local

Jen Arbo, Economic Development Coordinator, advised:

- BC Buy Local Week is coming up (November 29 to December 5, 2021), and Buy Local BC will get in touch with businesses to determine what to profile;
- The ReDiscover New West campaign is reaching an end; it has focused on inviting people from neighbouring communities to rediscover New Westminster;
- In 2022, the City will be proceeding with a program called SuperFans, an influencer marketing campaign which will start in January and extend

through the summer. A call will go out soon to ask community boosters to apply to promote New Westminster.

4.4 City-Wide Retail Strategy

Carolyn Armanini, Planner, Economic Development, provided a presentation slide entitled “New Westminster Retail Strategy”, and advised that staff will present the information gathered from data and engagement at the next meeting of the Committee.

5.0 NEW BUSINESS

There were no items.

6.0 REPORTS

6.1 Standing Reports:

a) Downtown New Westminster Business Improvement Association

Kendra Johnston, Representative, Downtown New Westminster Business Improvement Association (DBIA), reported the following:

- In addition to challenges related to the pandemic, businesses are still experiencing a lot of construction in the Downtown; the DBIA continues to navigate that and advocate for businesses;
- Working with the City on livability priorities downtown such as waste management and putting 24/7 public restrooms into place;
- Heading into winter, will be installing a number of lighting activations to encourage people to get outside and enjoy Downtown. Thursday nights in December the DBIA will be promoting a shop hop, including experiences like serving mulled wine, live music, a photo booth, etc. Making those nights a time to increase foot traffic within the district.

b) Uptown Business Association

Bart Slotman, Representative, Uptown Business Association, reported the following:

- Uptown is relatively stable, but a lot of subsidies have faded away and economic realities will be settling in now. Businesses who received subsidies will need to adjust over the next few months or not survive;
- Planning for the 2022 year, which includes:

- Working with community partners on mutually beneficial projects;
- Street activation, with funding available to partner with other community groups to have people bring events into Uptown; and
- Participating and partnering with other groups and the City to contribute to parklets and patios.

c) New Westminster Chamber of Commerce

No report was given.

7.0 CORRESPONDENCE

There were no items.

8.0 NEXT MEETING

To be determined.

9.0 ADJOURNMENT

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

Certified Correct,

Original Signed _____
Councillor Mary Trentadue
Chair

Original Signed _____
Katie Stobbart
Committee Clerk