



City of Port Moody

Minutes

Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, February 3, 2021 via Zoom.

Present

Mayor Robert Vagramov, Vice-Chair
Taryn Barker (joined at 7:18pm)
Lisa Beecroft
George Broderick
Dustin Chelen
Matt Ferguson
Sharleen Karamanian
Brian Krieger
Greg Pepler
Christopher Pope
Aaron Robinson
Robert Simons

Absent

Councillor Hunter Madsen, Chair
Edward Chan

In Attendance

Joji Kumagai – Manager of Economic Development
Philip Lo – Committee Coordinator

1. Call to Order

Call to Order

- 1.1 The Vice-Chair called the meeting to order at 7:04pm.

2. Adoption of Minutes

Minutes

- 2.1 EDC21/002
Moved, seconded, and CARRIED
THAT the minutes of the Economic Development Committee meeting held on Wednesday, January 6, 2021 be adopted.

3. Unfinished Business

4. New Business

Draft 2021 Committee Work Plan

4.1 The Manager of Econ Dev reviewed the draft 2021 Committee work plan:

- the work plan is based on the work of four working groups;
- the OCP Master Plan working group will spearhead a review of Chapters 9 and 15 of the OCP, including the jobs-to-population ratio, industrial sites; and helping the consultant with business roundtable discussions;
- In 2020, BC's Innovation Commission released a report which noted the need for areas with different aspects to drive and accelerate innovation under a more formal structure;
- the Innovation Precinct working group will conduct research on what this could mean within the Port Moody context, and take on additional branding discussions (continuation from last year);
- the Microsites is currently targeted for launch by Fall 2021;
- there is a placeholder for a Council workshop towards the end of 2021; and
- the Economic Development Master Plan is targeted for Council approval by the end of 2021.

The Committee noted the following in discussion:

- the wayfinding item should happen in the Spring or Summer and not be pushed back, as people will be walking more;
- business retention needs to be more dominant theme in the work plan;
- consult with businesses on the business licensing program and solicit feedback on their experiences;
- consider adding a working group for business retention; the Spike Awards subcommittee may be able to look at emerging issues from current businesses;
- business retention should include an understanding of the problem first, such as what businesses are at risk, and what they are currently facing;
- the microsite should be very specifically focused on new and existing businesses, and could include business licensing information, quick facts and information about Port Moody, and the steps to relocate a business to the City;
- the microsite can also be a dedicated tool for ongoing communications with businesses; the microsite working group can be expanded to include ongoing business engagement.

The Economic Development Manager noted the following:

- as part of the Tourism Strategic Plan, a Wayfinding consultant will be awarded and the work on a Wayfinding strategy will be underway, including assessing current signage, potential placement locations, and reviewing designs and fabrication options; the consultant's work is scheduled to be completed by May 2021;
- a cross-committee Wayfinding Subcommittee will be consulted as part of the consultant's work;
- the City is awaiting the results of a grant application for Wayfinding implementation funding; if grant funding is not received, this work will be included in the 2022 capital funding cycle;
- business retention will be a strong part of the Economic Development Master Plan; the scope of work for business retention should be established first before considering a subcommittee or working group; and
- the purpose of the microsite is to create a central location for business information, and could be geared towards both business attraction and retention.

EDC21/003

Moved, seconded, and CARRIED

THAT the draft 2021 Economic Development Work Plan be approved.

Working Group Assignments

4.2 The following working group assignments were made:

1.) OCP Master Plan working group:

- George Broderick
- Dustin Chelen
- Aaron Robinson

2.) Innovation Precinct working group:

- Dustin Chelen
- Matt Ferguson
- Greg Pepler
- Aaron Robinson

3.) Spike Awards/Business Retention working group:

- Taryn Barker
- Lisa Beecroft
- Brian Krieger
- Chris Pope
- Robert Simons

4.) Microsite/Business Engagement working group:

- Sharleen Karamanian
- Robert Simons

**Economic
Development Master
Plan RFP**

4.3 Attachment: Draft Economic Development Master Plan RFP
File: 01-0360-20-03

The Manager of Economic Development reviewed the draft Economic Development Master Plan RFP, noting the following:

- the consultant RFP is targeted for issuing in March 2020;
- other City master plans will be integrated into the Economic Development Master Plan;
- for other City master plans, the consultants have typically been responsible for the technical work, while staff have done the writing, formatting, and finalizing; and
- staff are seeking feedback on the project scope and desired outcomes.

The Committee noted the following comments in discussion:

- higher priority items in the Background section should be placed near the top of the bullet list;
- integration with other City plans is necessary, but the main focus should be on economic development;
- it is important for the consultant to understand what the consensus key issues are;
- the final outcomes should include best practices, detailed actions, and ways to measure success; limit investment into superficial and high-level strategies that do not lead to actions;
- the RFP should be very specific about outcomes and scope, as permitted by the budget;
- RFP scoring should provide greater weight to previous work that is similar to what the City is trying to achieve;
- the project scope should identify short-term goals as well, to achieve “quick wins” for the business community;
- Project Scope #4 should include milestones and key performance indicators (KPIs) to measure progress and outcomes; there should be a methodology around measuring success;
- Desired Outcomes #2 should be contextualized to reflect Council and community ambitions;
- Desired Outcomes #6 should be higher priority on the list;
- for Desired Outcomes #4, the targeting of sectors should be part of an environmental scan to determine the effectiveness of similar municipal targeting strategies; the market and landowners are part of the equation;
- Desired Outcomes #4 should include leveraging of both City and regional assets, based on an understanding of the City’s role in the region;

- consider removing Desired Outcomes #7, as branding could be costly work that could consume the entire project budget;
- leverage the City's existing consultation assets, and use the budget on expertise, research, and strategic thought, rather than on collecting ideas and performing statistical analysis, etc.;
- consider a broader scope than just local commercial activity, as some local businesses are active internationally; and
- the proponents' approach to public engagement should be an important consideration.

Single-Use Items

4.4 Attachment: Email from Lisa Beecroft, dated January 28, 2021
File: 01-0360-20-03

The Vice-Chair noted that the Federal Government is taking action on this issue, and that Council has also approved moving forward with the single-use plastics ban.

The Manager of Economic Development noted that staff recommend that the bylaw come into effect in Spring 2022, and that staff's recommendation aims to strike a balance between requirements and the need to provide businesses with the opportunity to transition.

The Committee noted the following in discussion:

- extending the timeline to 2022 is reasonable and necessary, as it gives businesses more time to prepare and to deplete existing products;
- significant investment and large increases in overhead are required for business to transition, as replacement products are expensive, especially through the economy of scale;
- a list of items that will be banned should be made available, so businesses can find replacement products; and
- there are single-use plastic items that are not as visible but used extensively.

The Manager of Economic Development noted that the City can reach out to businesses to address concerns regarding transitioning.

Council Updates

4.5 a. [Coronation Park](#)
b. [Consultation with Businesses Affected by Street Construction Projects](#)
c. [Fitness Space Options for Individuals or Private Businesses](#)

The Vice-Chair provided the following updates:

- Council gave First Reading to the Coronation Park project, supported staff's list of considerations, and provided additional considerations; the Committee's feedback was provided, including increasing employment generating floorspace;
- Staff were directed to reach out to businesses affected by street construction for feedback, and to report back to Council with recommendations; and
- Council directed staff to provide options for businesses to use outdoor spaces.

Taste of the Tri-Cities Kickoff

4.6 Link: <https://tricitiechamber.com/taste-of-the-tri-cities/>

The Committee encouraged residents to support local restaurants, and noted that the Taste of the Tri-Cities event will run from February 15 to March 19, 2021.

5. Information

Staff Updates

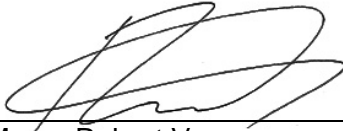
- 5.1 a. [Most Vancouver office workers won't return to workplace until summer at the earliest](#)
b. [BC Economic Briefing](#)
c. The Future of the Mall

The Manager of Economic Development noted the following:

- the Economic Briefing provides economic data for November and December 2020;
- the Future of the Mall article provides interesting commentary on how retail is adjusting to the pandemic; and
- the Tri-Cities Business Excellence Awards were held virtually on January 30, 2021, with Butter Studios winning Chamber Member of the Year and Business of the Year (1-10 Employees), and Rocky Point Ice Cream winning Business of the Year (30+ Employees); there was a good representation from Port Moody businesses.

6. Adjournment

The Vice-Chair adjourned the meeting at 8:44pm.



Mayor Robert Vagramov,
Vice-Chair



Philip Lo,
Committee Coordinator