



City of Port Moody

Minutes

Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, April 7, 2021 via Zoom.

Present

Councillor Hunter Madsen, Chair
Mayor Robert Vagramov, Vice-Chair
Taryn Barker (arrived at 7:02pm)
Lisa Beecroft
George Broderick
Edward Chan
Dustin Chelen
Matt Ferguson
Brian Krieger
Bill Laidler
Greg Pepler
Christopher Pope (arrived at 7:02pm)
Aaron Robinson
Robert Simons

Absent

Sharleen Karamanian (Regrets)

In Attendance

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

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:01pm.

2. Adoption of Minutes

Minutes

2.1 EDC21/010
Moved, seconded, and CARRIED
THAT the minutes of the Economic Development Committee meeting held on Wednesday, March 3, 2021 be adopted.

3. Unfinished Business

**March 9, 2021
Council Meeting
Debrief**

4. New Business

4.1 Attachments:

- a. Resolutions from March 9, 2021 Council meeting
- b. 2021 EDC Work Plan (February 2021)
- c. [Metro Vancouver Industrial Lands Strategy](#)
- d. Report to Council – Metro Vancouver Regional Industrial Lands Strategy, dated November 6 2020 and considered by Council at the November 24, 2020 Council meeting
- e. Implementation of the Regional Industrial Lands Strategy
- f. Map – Industrial Lands of Port Moody
- g. Letter from Metro Vancouver re: MV Regional Industrial Lands Strategy, dated July 30, 2020

File: 01-0360-20-03

The Chair provided the following update regarding the March 9, 2021 Council meeting:

- Council expressed concerns that the OCP/Master Plan Working Group was performing work that staff are already engaged in, and removed the Working Group from the Committee work plan;
- the work of the OCP/Master Plan Working Group can be incorporated into the Committee work plan;
- the Committee will conduct a high-level review of the draft Economic Development Master Plan when the draft is ready;
- a new working group will be added to the work plan to determine how the City can apply the Metro Vancouver Industrial Lands Strategy; and
- the Industrial Lands Strategy Work Group will focus on the protection and optimization of existing industrial land uses, reviewing the current and future definitions of “industrial”, and consider any relevant inter-municipal issues.

The Manager of Economic Development noted the following:

- the Industrial Lands Strategy Working Group’s work should be coordinated with staff accordingly;
- the Working Group should request guidance from staff on where input may be helpful, and to establish a pathway for how the input will be used and considered by Council; and
- the Industrial Lands Strategy is under the purview of the City’s Policy Planning division, and also overlaps with the ongoing OCP review.

The Committee noted the following in discussion:

- the Working Group should consider other potential industrial lands that are not included in the map;
- the densification of industrial applications could provide interesting opportunities for the City; and
- all Working Groups should be in alignment with regards to the Industrial Lands Strategy.

The Industrial Lands Strategy Working group will consist of Committee members Bill Laidler and George Broderick.

**Innovation Precinct
Working Group
Update**

4.2 Attachments:

- a. Working Group Meeting Notes (March 22, 2021)
- b. The Rise of Innovation Districts: A New Geography in America

File: 01-0360-20-03

The Chair and the Manager of Economic Development noted the following:

- Dr. Alan Winter issued a report on innovation precincts (IPs) in 2020 which outlined how the province can help drive innovation, and the need for partnerships with post-secondary institutions and the private sector;
- City representatives met with the Ministry in August 2020, where provincial representatives noted that the province cannot support every jurisdiction that has expressed interest in IPs, and that it is up to municipalities to demonstrate the value of their projects for further investment by the province;
- there is a need to leverage existing assets, to build a business plan, and to rally stakeholders on a common vision;
- there is a need to understand clearly what constitutes an IP, and what the best practices are, and what the differentiations will be between municipalities, and
- the next steps include working with the province to understand IP criteria, and drafting an outline for an IP roadmap, including how to put the concept in place and how to receive IP status.

The Working Group noted the following in discussion:

- the Working Group will also review whether adhering to provincial IPs guidelines is the appropriate path for the City, or whether the City should chart its own course.
- some IPs and industrial clusters are anchored by one large company, such as Boeing and Texas Instruments;

some are government-led, and some are university and research-led;

- strong local and regional government lead can help start an IP project, along with strong anchor companies to help generate momentum and sustainability; and
- the next steps will also include a SWOT analysis, an inventory update, and the creation of a table of content for the roadmap.

Action: staff to report back to the Committee after the meeting with provincial representatives regarding IPs.

Microsite Working Group Update

- 4.3 Attachment:
a. Working Group Meeting Notes (March 18, 2021)

File: 01-0360-20-03

The Manager of Economic Development noted the following:

- the Working Group built on previous work done by the Committee in 2019 and 2020;
- Port Coquitlam, Squamish, and New Westminster have been identified as good examples of microsites to aspire to;
- the branding and ethos should inspire people to want to start businesses in the City;
- there will be a three-phase approach: microsite development using existing information, brand development, and software backend integration;
- staff have started to put together software packages to integrate the additional platforms;
- the microsite should be a repository of useful local information that is not available elsewhere; and
- the next steps include generating a draft wireframe and exploring content and other platforms that can be embedded into the site.

The Committee noted the following in discussion:

- due to Communications staff workload, there may not be many iterations of the site; the Working Group should investigate whether or not to base the microsite on an existing platform that is not dependent on City staff's update cycle; and
- the ability to customize and update content and real-time information quickly and easily is important;

The Working Group noted the following in discussion:

- the microsite should not include planning or development information not directly related to starting or owning a business in the City;
- the microsite should cater to businesses wanting to do business in Port Moody and with Port Moody;
- the flexibility and complexity of the City's current content management system is not known;
- there are concerns that adopting a different platform may cause complex integration issues in the future; the current preference is to build within the City's current information infrastructure;
- after the wireframe has been drafted, the Working Group will engage staff regarding the capabilities of the platform; and
- there could be other external repositories and sites that have information on current space availability for businesses.

Matt Ferguson left the meeting at this point and did not return.

**Spike Awards/
Business Retention
Working Group
Update**

4.4 Attachments:

- Working Group Meeting Notes (March 26, 2021)
- 2021 Spike Awards Proposed Timeline

File: 01-0360-20-03

The Manager of Economic Development noted the following regarding the Spike Awards:

- the Spike Awards program is moving in the right direction;
- there is value in having nominees provide useful and meaningful information on how they fit within their nominated category;
- those who nominate businesses are also encouraged to provide information for each criteria;
- there were not as many nominations in 2020 due to the pandemic;
- there is interest in exploring a longer timeline for the Awards, as the current timeline and process is rushed; consider tying awards to BC Buy Local week in November/December;
- the Working Group recommends improving the nomination forms to include comment requirements, and to separate each criteria into its own line; there is also a recommendation to increase the number of finalists to five in each category, and to allow only self-nominations for the Business of the Year Award.

The Working Group noted the following:

- currently there are “spam” nominations without meaningful connection to the award criteria;
- quality information is needed on what the businesses have done to deserve the awards;
- better quality applications are needed, and the number of low-quality applications need to be reduced; and
- in recent years, award considerations have been reliant on information provided by the Committee outside of the applications.

The Manager of Economic Development noted the following regarding the business retention:

- light industrial districts have been identified as being most vulnerable to displacement;
- light industrial businesses should be surveyed, followed by a round-table discussion to understand their concerns and reasons for being in Port Moody; how this input can be used will need to be determined; and
- the next steps include confirming that Committee can lead such a project, and reviewing the 2020 business survey.

The Committee noted the following in discussion:

- over-surveying businesses could lead to lower response rates; consider offering both in-person and online surveys options, followed by a round-table discussion for more in-depth feedback and more context;
- determine how to separate land use issues from issues related to the pandemic, and how to draw this information out from businesses;
- there are a variety of business types and density of employment within the light industrial category; a flexible mix of land-use could stimulate employment clusters;
- with regards to light industrial spaces, consideration of any one parcel in isolation may not be the best approach; there is a need to consider what else may be developed around it;
- light industrial businesses require more space-per-person, and is more about the type of job rather than the quantity of jobs.

The Manager of Economic noted that the disbanded OCP/Master Plan Working Group had planned to consider the importance of a diversity of employment spaces to adapt to changes in business climate, including new industries that can arise in the future that are not currently foreseen; flexibility is needed to accommodate these types of future uses.

Taste of the Tri-Cities 4.5 The Manager of Economic Development noted the following:

- the event finished on March 19, 2021;
- the Tri-Cities Chamber of Commerce is working on summary report of the event;
- the Chamber reported receiving positive feedback from the community, with 55 participating establishments and large media coverage through various outlets; and
- there is interest in pursuing the event next year.

EDC Liaison on the Land Use Committee 4.6 The Chair noted that Committee members who are interested in joining the City's Land Use Committee as the EDC Liaison should contact the Manager of Economic Development.

5. Information

Staff Updates 5.1 The Manager of Economic Development provided the following updates:

- Council gave first readings to the bylaws for the Woodland Park development project;
- Council gave first readings to the bylaws for the Mosaic Homes development on Murray Street;
- the Art in Pub Spaces presentation given to Council on April 6, 2021;
- the Economic Development Master Plan consultant RFP will be issued this week; and
- work is ongoing with the Wayfinding consultant; an update will be provided to the Committee next month.

6. Adjournment

The Chair adjourned the meeting at 8:25pm.



Councillor Hunter Madsen,
Chair



Philip Lo,
Committee Coordinator