



City of Port Moody

Minutes

Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, May 5, 2021 via Zoom.

Present

Councillor Hunter Madsen, Chair
Mayor Robert Vagramov, Vice-Chair
George Broderick
Edward Chan
Dustin Chelen
Matt Ferguson
Sharleen Karamanian
Brian Krieger
Bill Laidler
Greg Pepler
Christopher Pope (arrived at 7:03pm)
Robert Simons

Absent

Taryn Barker (Regrets)
Lisa Beecroft
Aaron Robinson (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 EDC21/011
Moved, seconded, and CARRIED
THAT the minutes of the Economic Development Committee meeting held on Wednesday, April 7, 2021 be adopted.

3. Unfinished Business

4. New Business

Revised Work Plan

- 4.1 Attachment: Economic Development Committee - 2021 Work Plan
File: 01-0360-20-03

The Chair noted the following updates to the Work Plan:

- the SFU Marine Centre presentation has been moved to June;
- the Capilano University presentation has been moved to September; and
- the first report back from the Industrial Lands Working Group will be in July.

Shaping the Next Port Moody

- 4.2 Attachments:
- a) Report, Councillor Hunter Madsen, Shaping the Next Port Moody – 7 Development Pitfalls and 7 Guidelines for Prudent Growth, dated March 21, 2021
 - b) Shaping the Next Port Moody – 7 Growth Pitfalls, 7 Development Guidelines, Councillor Hunter Madsen, dated April 4, 2021

File: 01-0360-20-03

The Chair gave a presentation regarding the report titled “Shaping the Next Port Moody”, noting the following:

- the report had been considered by Council during the past month, with Council endorsing most of the guidelines;
- the City tends to review development projects one at a time; the report considers potential cumulative impacts of development projects;
- eight potential growth pitfalls include: crowding, congestion, towers, disruption, City finances, amenity impacts, affordability, and economic impacts;
- Port Moody is projected to have a population of 72,000 and 30,000 homes by 2045 if current pipeline of relevant projects moves forward;
- traffic is the number one quality of life concern; roads are currently approaching capacity limits, and the transit-oriented development (TOD) does not guarantee that residents will use transit;
- there could be as many as 50 towers in Port Moody city centre by 2041;
- there is a need to mitigate and manage nuisances due to development;
- City finances could become strained by capital expansion to serve the growing population, or residents could experience a lower quality of life; ~~City finances~~

**As amended by EDC21/011 on
June 2, 2021.*

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June 2, 2021.*

~~could become strained, or residents could experience a lower quality of life;*~~

- new developments could add additional pressure on Rocky Point Park, which is already heavily used;
- there are insufficient affordable units, and projects are currently not meeting interim guidelines for 15% affordable units;
- populating downtown with housing could leave insufficient room for economic purposes; the business sector is key to the City's finances;
- Council supported the Committee's recommendation for job target of 42 jobs per 100 residents; and
- possible development guidelines to inform Council decisions and OCP update include growing according to the OCP, prioritizing rebuilding the City's economy, and building an innovative cityscape less focused on towers.

The Committee noted the following in discussion:

- one member expressed support for the guidelines, noting that development has been done in an "ad hoc" manner so far;
- one member suggested that the guidelines are robust and requests a great deal from developers; however developers can generally budget for amenities if they clearly know what the expectations are at the land acquisition stage;
- one member disagreed with the proposed solutions in the report, suggesting that restricting housing stock does not help solve the housing crisis, that residential developments are not necessary in direct conflict with a liveable community, that municipalities should not try to restrict population growth, and that young families need to know that they have a place in the City's future;
- one member suggested that a vision is missing in the report, and that Council and residents should determine what they want the City to be;
- what Coquitlam plans in the future will have a significant impact on Port Moody;
- there is a need to determine how to generate employment locally so residents are not commuting out; retail jobs in towers do not support people to live in the City;
- consider not focusing only on near-term items, as development circumstances will evolve over time;
- it is incumbent on City to engage the community fully to obtain ideas as to what may be required in different timelines in the future; and
- it is important to determine how younger residents can enter the housing market.

**Innovation Precinct
Working Group
Report Back**

4.3 Attachments:

- a) Meeting Notes, Innovation Precinct Working Group, dated April 28, 2021
- b) IP Roadmap Outline
- c) DRAFT: Port Moody SWOT Analysis, dated June 4, 2018

File: 01-0360-20-03

The Manager of Economic Development noted the following:

- there is no set provincial definition for an innovation precinct; municipalities need to determine out what their own competitive advantages are and build from there;
- an approach using backcasting and gap analysis can be taken;
- there is a good foundation based on the previously-done SWOT analysis, and which was refreshed in 2019;
- the next steps include determining potential key players to help anchor and build the ecosystem.

The Working Group noted the following:

- it may be more difficult to define locally what an innovation precinct would be for Port Moody;
- the role of municipalities is to provide data around potential opportunities for an innovation precinct, and gathering stakeholders;
- there is currently insufficient data and stakeholder engagement to determine a particular industry focus; and
- a sufficiently large company or a small company that is growing present opportunities for an innovation precinct.

The Committee noted the following in discussion:

- an analysis is needed on potential seed companies, and what ecosystem would need to be built to support them;
- post-secondary institution could become partners; it may be an option to align the innovation precinct with an academic presence;
- the City's adjacency to SFU could be an advantage;
- some specific requirements within the Zoning Bylaw could be a deterrence to some businesses;
- innovation is not a sector; there is a need to home-in on particular sectors and an anchor business or an educational institution to build on;
- determine which reasonably well-defined sector would be most suitable for Port Moody;

- the developed and undeveloped areas of the City need to dovetail and align so they can support one another; and
- one challenge is that small companies could drive innovation and then become larger; consider what will be innovative in the future and not necessarily today.

The Manager of Economic Development noted the following:

- local businesses are important to foster job creation and growth;
- research and development capacity is critical to the success of innovation precincts; and
- the next steps include creating a draft roadmap, reviewing Port Moody's competitive advantage, and identifying potential stakeholders.

Microsite Working Group Report Back

4.4 Attachment: City of Port Moody Economic Development Microsite, dated April 2021 File: 01-0360-20-03

The Microsite Working discussed their work over the last month, noting the following:

- staff confirmed that the current City website architecture does not allow for additional content to be added;
- the existing economic development tab can focus on two or three specific topic areas as points of interest to lead to the next level of information;
- use a mix of pictorial and narrative icons to represent key topics, and avoid a text-heavy design;
- use a customer-focused design, by considering how the customer would interact and use the site;
- site designs should be tested by users to determine the optimal interface;
- there are common documents between business and development; have a logical flow for each process where these documents remain accessible;
- the Squamish economic development site is an example of an interesting and inviting graphical design, and was the result of a significant economic development strategic plan which leverages Squamish's branding;
- Squamish is focused on attracting young start-up enterprises and entrepreneurs; and
- the next step is to create a wireframe mock up based on the feedback;

The Manager of Economic Development noted the following:

- Communications staff is open to ideas and can assist if there is a consensus on the changes to be made;
- changes to the economic development site could impact other department functions; the degree of change will need to be determined to minimize impact; and
- research will need to be done to determine the types of data needed to support a microsite.

The Committee noted the following in discussion:

- the microsite should reflect Port Moody's position as part of the larger Tri-Cities economic zone, and its adjacency to resources;
- the Squamish example harnesses the "DIY" spirit in how it is presented; and
- determine the resources and funding needed to set up the microsite, and how to secure them, and provide the necessary data and information to the site developers.

Business Retention/ Spike Awards

The Manager of Economic Development gave a presentation on the work of the Business Retention and Spike Awards Working Group, noting the following:

- the recommendation for the Business of the Year format is self-nomination by businesses;
- the proposed nomination process is for businesses to contact the City directly to express interest; the City would provide the application forms, the Working Group would select five finalists, with the Committee selecting the winner;
- if an in-person Spike Awards event is permitted and feasible, consider requesting Council for an event budget;
- business retention assesses at-risk businesses and sectors and potential losses for the City;
- the Working Group is interested in proceeding with the business survey and roundtable; however, Communications staff currently do not have the capacity to take on an additional project;
- consider aligning business survey with ongoing OCP review, or leverage the Engage Port Moody platform and engage light industrial and industrial businesses to participate; and
- consider requesting Council for funding to cover assistance from Communications staff.

5. Information

Staff Updates

5.1 The Manager of Economic Development noted the following:

- the economic study is near completion, with a report back to the Committee in July;
- proposals have been received for the Economic Development Master Plan consultant;
- the draft Wayfinding plan has been received and is being reviewed by staff; and
- an OCP review update is scheduled for the June meeting.

6. Adjournment

The Chair adjourned the meeting at 9:04pm.



Councillor Hunter Madsen,
Chair



Philip Lo,
Committee Coordinator