



City of Port Moody

Minutes

Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, October 6, 2021 via Zoom.

Present

Councillor Hunter Madsen, Chair
George Broderick
Edward Chan
Dustin Chelen
Matt Ferguson (arrived at 7:46pm)
Brian Krieger
Bill Laidler
Christopher Pope
Aaron Robinson (arrived at 7:19pm)
Robert Simons

Absent

Mayor Robert Vagramov, Vice-Chair
Taryn Barker (Regrets)
Lisa Beecroft
Sharleen Karamanian (Regrets)
Greg Peppler (Regrets)

In Attendance

Esin Gozukara – Committee Coordinator
Joji Kumagai – Manager of Economic Development
Jennifer Mills – Committee Coordinator
Kate Zanon – General Manager of Community Development

Also In Attendance

Jamie Vann Struth, Vann Struth Consulting Group (re item 4.1)

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:08pm.

2. Adoption of Minutes

Minutes

2.1 EDC21/017

Moved, seconded, and CARRIED

THAT the minutes of the Economic Development Committee meeting held on Wednesday, September 1, 2021 be adopted.

3. Unfinished Business

4. New Business

Economic Development Masterplan

- 4.1 Jamie Vann Struth, Vann Struth Consulting Group
Presentation: Jamie Vann Struth, Vann Struth Consulting Group
To be distributed On-Table

Jamie Vann Struth, Principal, Vann Struth Consulting Group, gave a presentation on the Economic Development Master Plan, noting the following:

- the consultation phase may include the utilization of the Bang the Table app;
- the four phases of the Master Plan preparation include: analysis, consultation, draft strategies, and final report and presentation;
- the three main analysis topics include: commercial market analysis (office and retail), commercial development potential (office and retail), and community competitive analysis (extending past studies);
- about 15% of jobs have no fixed workplace and do not get captured in data;
- the inclusion of construction industry jobs in projection calculations should be considered;
- the analysis will include a side-by-side comparison of population growth, commercial development, and employment; and
- the City's business licence directory, StatsCan business counts, "Place of Work" employment by different areas, and historic development records will be explored.

The Committee noted the following in discussion:

- analysis framework indicates large service and market-oriented, and technology sectors, could be included in the analysis;
- the fastest growing and highest paying sectors should be targeted instead of the retail-oriented sectors;
- many residents are unable to find job opportunities in the city and must commute a far distance to their workplace; the Master Plan should aim to increase the number of residents who are able to live, work, and play in Port Moody;
- a healthy active business economy helps broaden the City's tax base and helps lessen the financial impacts to residential homeowners;
- comparable communities in the Greater Victoria area

- and West Kelowna could also be reviewed; and
- cities with healthy local economies with a mix of job types could be researched.

In response to questions from the Committee, Mr. Vann Struth noted the following:

- hybrid employment will be included in the analysis;
- typology includes every job in the community;
- population growth is not closely related to the number of jobs in the city;
- data indicates that certain industries correlate with higher wages due to the education and skills required, and raising the level of the quality of jobs is an objective of the analysis;
- historical analysis indicated a strong link between specialized locations and employment, but current data indicates this link has weakened; and
- an interim draft of the Master Plan could be presented to the Committee in December.

Mr. Vann Struth left the meeting at this point and did not return.

Innovation Precinct Working Group

4.2 Innovation Precinct Working Group Attachments:

- a) Innovation Precinct Roadmap, dated September 20, 2021
- b) Innovation Precinct Roadmap Diagram, dated October 2021

The Manager of Economic Development gave a presentation on the Innovation Precinct Working Group, noting the following;

- Australian Government's Innovation Precinct Insight – Guidance for Innovation Precincts outlines the seven steps for planning a new innovation precinct and the Working Group is recommending the development of a work plan to focus on steps one to three at this time;
- more quantitative data is required to strengthen the need and approach for an innovation precinct in the city;
- a dedicated and experienced support to lead the process is important;
- the creation of innovation precincts is a long-term plan and will include incremental planning to help reach the City's goals; and
- an outreach group could be created for initial outreach efforts.

The Committee noted the following in discussion:

- a business case could be built around an innovation precinct;
- this is an active process that requires creating connections, relationship building, and effort; and there may be upcoming provincial and federal economic development recovery funding that could be beneficial;
- the City of Coquitlam's bonus density for developers could be referenced to incentivize job space creation in Port Moody.

The General Manager of Community Development left the meeting at this point and did not return.

Microsite Working Group

4.3 Microsite Working Group Attachment: Economic Development Microsite Content, dated September 2021

The Microsite Working Group provided an update on the economic development microsite work and the following was noted:

- a mock-up microsite has been created based on the Discover Port Moody and Port Moody Fire Rescue websites;
- revisions are being done to add a Mayor's welcome message, and a list of the City's aspirations;
- the microsite currently has links for a business directory, commercial listings, the Economic Development Master Plan, and news;
- business intelligence tools, finance findings, and information for starting a business in the city, and a widget that lists available commercial spaces in Port Moody could be included in the microsite;
- the reasons for why business should choose Port Moody should be prominently featured and developed from the perspective of an entrepreneur or a business owner wishing to start or relocate a business to Port Moody;
- a map showing Port Moody's location and relative distances to transit, downtown Vancouver, airports, and other key business locations could be included;
- some sections are complete and some sections require photos; and
- the inclusion of individual business profiles cannot be undertaken as it conflicts with the *Community Charter*; general profiles are permitted.

**Industrial
Lands/Business
Retention Working
Group**

4.4 Industrial Lands/Business Retention Working Groups
Attachments:

- a) Industrial Lands/Business Retention Working Groups Joint Meeting, Meeting Notes, dated September 23, 2021
- b) Survey of Businesses in Light Industrial Lands in Port Moody - Draft
- c) Western Speedway Brochure

The Business Retention Working Group provided an update and the following was noted:

- feedback from businesses' about their decisions to stay, expand, or leave the city, and their aspirations about continuing to operate their business in Port Moody are important;
- the survey is ready to be distributed to the City's business licence-holders and the results are scheduled to be presented at the November Committee meeting;
- weighing the options in the answers, providing a way to indicate priority or intensity, and limiting the number of choices to five for some questions could be reviewed; and
- to be able to generalize the survey results, at least one-third of the participants should respond and for the data to be complete, it is important to get responses from the whole area;

EDC21/018

Moved, seconded, and CARRIED

THAT the meeting be extended for up to 30 minutes.

Action: The Manager of Economic Development to email the revised draft survey to the Business Retention Working Group by Thursday, October 7, 2021.

Spike Awards

4.5 Joji Kumagai, Manager of Economic Development

The Manager of Economic Development noted the following:

- an in-person gala will not be held this year due to Public Health Orders;
- the Spike Awards are scheduled to be presented to business owners by Council's members; and
- event staff will assist with lighting and decorations with the goal of bringing the gala to the businesses.

5. Information

Staff Updates

- 5.1 The Manager of Economic Development advised that Metro Vancouver Regional Prosperity Service launched the regional economic development brand called Invest Vancouver that is the gateway into the region for any kind of investment inquiries or business attraction efforts.

The Committee Coordinator advised that the committee recruitment period is upcoming and that notifications will be sent to members whose terms are expiring and that applications for appointment can be submitted through the City website up to November 7, 2021.

Additional Material

- 5.2 Link: [Monthly estimates of business openings and closures, June 2021](#)

Attachments:

- a) Colliers Canada National Market Snapshot 2021 Q3
- b) Canadian Federation of Independent Business, Business Barometer, August 2021
- c) Memo, Community Development Department - Economic Development Office, dated September 13, 2021

This item was provided for information only.

6. Adjournment

The Chair adjourned the meeting at 9:03pm.



Councillor Hunter Madsen,
Chair



Esin Gozukara,
Committee Coordinator