



# City of Port Moody

## Minutes

### Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, April 6, 2022 via Zoom.

#### Present

Councillor Hunter Madsen – Chair  
Councillor Zoë Royer – Vice-Chair  
George Broderick  
Dustin Chelen  
Bill Laidler  
Sean Ogilvie (arrived at 7:03pm)  
Greg Pepler  
Robert Simons

#### Absent

Aaron Demes (Regrets)  
Ed Chan (Regrets)  
Robert Chorner (Regrets)

#### In Attendance

Esin Gozukara – Committee Coordinator  
Joji Kumagai – Manager of Economic Development

#### Also In Attendance

Jamie Van Struth – Principal, Vann Struth Consulting Group (re item 4.1)

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#### 1. Call to Order

#### Call to Order

- 1.1 The Chair called the meeting to order at 7:02pm.

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#### 2. Adoption of Minutes

#### Minutes

- 2.1 EDC22/008  
Moved, seconded, and CARRIED  
**THAT the minutes of the Economic Development Committee meeting held on Wednesday, March 2, 2022 be adopted.**

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#### 3. Unfinished Business

#### 4. New Business

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##### **Draft Economic Development Master Plan**

##### 4.1 Presentation: Jamie Vann Struth, Vann Struth Consulting Group Attachment: Draft Economic Development Master Plan

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

- the relatively higher cost of office space appears to be a challenge for attracting family health services to the city;
- rather than using a targeted jobs to population ratio, setting a minimum standard for employment floorspace as a percentage of total floorspace could be considered, and this calculation is used by the City of Coquitlam; and
- building a commercial marina could be considered but if truck access is required, North Shore would be a problematic location.

The Committee noted the following in discussion:

- including information about the Master Plan being prepared in support of Council's 2019-2022 Strategic Plan, and overemphasizing COVID may date the report in the short term;
- navigating City services may be more difficult compared to other municipalities;
- clarification about which version of the Official Community Plan (OCP) was used for the Plan should be included;
- loss of light industrial land in the Moody Centre Transit-Oriented Development Area is concerning;
- the Economic Development Master Plan should include a long-term vision as is included in other City Master Plans;
- Strategy 2, Encourage Investment in New Tourism Products Section, could be revised to note that the Tourism Committee has not met in 2021 and 2022;
- considering the employment space need in the city, clear direction regarding this need should be provided to developers;
- health services is a strong sector in Port Moody, and one of the biggest employers in the city and could be further strengthened;
- the Tri-Cities as a whole might have a broader ability to leverage the importance of Eagle Ridge Hospital, and health care needs of the changing demographic could be emphasized;
- ways to effectively nurture and grow tourism, as well as

the City's overall approach to tourism, could be clearly defined to coordinate the existing efforts;

- anchorage and a deep seaport are available in North Shore but transportation in and out of the area could be challenging;
- a recreational facility in North Shore, including day docking and amenities to make it attractive for tourists, could be planned;
- Strategy 4.2 could be reformulated indicating that the City is in support of a future expansion of port operations;
- connection between the current OCP review and industrial land strategy should be considered; and
- it should be clarified that mixed-employment means mixed business use and does not include residential use.

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

- reference to Council's 2019-2022 Strategic Plan should remain in the Master Plan as the two documents are closely connected;
- the Master Plan is not entirely data-driven, it is mostly based on evaluation and consultation, therefore an update upon receipt of 2021 Census datasets is not urgently required;
- 2021 Census datasets would likely not suggest trends materially different from the data included in the Plan;
- instead of focusing on a single sector, a range of opportunities could be pursued for the city;
- Eagle Ridge Hospital is not going to be a research centre, but engagement with Fraser Health suggested that there is interest in a discussion regarding more services around the hospital to meet the needs of the patients;
- Employment Floor Area Ratios (FARs) can be converted to percentages to provide a concrete number for employment space requirements in development projects; and
- these percentages could provide flexibility if a minimum standard for employment floorspace is identified by location and type of development.

The Chair noted the following:

- information about the rebuilding of downtown neighbourhoods, and updates to the OCP and Master Transportation Plan could be included in the introduction to provide timely context;

- the current projection in the Metro Vancouver Regional Growth Strategy for a 0.23 jobs-to-population ratio should be captured in the introduction;
- a high-level strategy could be “opportunistic openness”, indicating that building a business focus in the city is going to be determined by which players will make the first move;
- Fraser Health has not indicated that Eagle Ridge Hospital will be an advanced or research-focused medical centre in the future, therefore, economic development potential may be limited;
- clear and firm policies and procedures regarding the required employment space would help developers determine building costs; and
- examples of floor area ratios or percentage of employment floor space expectations in other municipalities could be investigated;
- the City’s Tourism Master Plan is not being implemented, and evolving the profile of the city, as well as how to brand and market it, could be discussed in this Master Plan; and
- a yearly scorecard that captures economic data, including number of business licences, value of tenant improvements etc., and a quinquennial scorecard that includes Census data, including job count, could be presented to Council.

The Manager of Economic Development noted the following:

- it is possible to acknowledge the usage of the 2014 OCP for the Master Plan, and the Plan could be updated with information from the new OCP and 2021 Census when necessary;
- key metrics are obtained through Census data, and estimations and other frequently updated data can be used to keep the Master Plan and Economic Development Office Work Plans current;
- after the Master Plan is in place, there may be more funding for other data packages, and the existing data would create a working baseline;
- one of the deliverables from the Tourism Master Plan, Wayfinding Strategy Project, is scheduled to be presented to Council in May 2022;
- tourism and other amenities that build the quality of life are important factors to attract investment;
- a vendor is being selected for the Industrial Land Strategy, and the project is scheduled to start in May 2022; and
- the City’s definition of mixed-employment includes residential leading to confusion with mixed-use and the

terminology used should be realigned.

The Vice-Chair left the meeting and did not return.

**Spike Awards –  
2021 Review**

- 4.2 Attachment: Memo, Recap of 2021 Spike Awards and Looking Ahead to the 2022 Program, dated March 30, 2022

The Manager of Economic Development provided an overview of the Recap of 2021 Spike Awards Looking Ahead to the 2022 Program memo and advised that a working group could be formed to plan for the 2022 Awards.

EDC22/009

Moved, seconded, and CARRIED

**THAT Dustin Chelen and Robert Simons be appointed to the Spike Awards Working Group.**

**Council Updates**

- 4.3 There were no updates at this time.

5. Information

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**Staff Updates**

- 5.1 There were no updates at this time.

**2022 Economic  
Development  
Committee Work Plan**

- 5.2 Attachment: 2022 Economic Development Committee Work Plan

This item was provided for information only.

6. Adjournment

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The Chair adjourned the meeting at 9:01pm.



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Councillor Hunter Madsen,  
Chair



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Esin Gozukara,  
Committee Coordinator