



# City of Port Moody

## Minutes

### Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, May 4, 2022 via Zoom.

#### Present

Councillor Hunter Madsen – Chair  
George Broderick  
Ed Chan (arrived at 7:05pm)  
Dustin Chelen  
Robert Chorner  
Bill Laidler  
Sean Ogilvie  
Robert Simons

#### Absent

Greg Pepler (Regrets)  
Councillor Zoë Royer – Vice-Chair

#### In Attendance

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

#### Also In Attendance

Jamie Van Struth, Principal, Vann Struth Consulting Group

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#### 1. Call to Order

#### Call to Order

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

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#### 2. Adoption of Minutes

#### Minutes

2.1 EDC22/010  
Moved, seconded, and CARRIED  
**THAT the minutes of the Economic Development Committee meeting held on Wednesday, April 6, 2022 be adopted.**

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#### 3. Unfinished Business

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#### 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:

- Strategy 7 (Encourage Growth of Amenity Services) calls for partnership with developers to grow the amenity services as part of a vibrant office district vision;
- current small business operators in Port Moody appear to be concerned about their long-term future in the city, and solutions for retaining a strong industrial base should be developed;
- Strategy 14 (Maintain Catalogue of Business Support Resources) aims to formalize the processes that are already in place for the Economic Development Office, and to encourage networking with the parties mentioned in the Master Plan;
- interviews with businesses could be conducted with a more systemic approach and by adopting the Business Retention and Expansion best practices and tools;
- creation and maintenance of a Port Moody identity within the business community is encouraged;
- updating the economic development information on the website, and including a community profile by pulling data from low-cost resources could be considered;
- no active involvement from the Economic Development Office is required for Strategy 5 (Support Expansion of Clean Energy Generation);
- Strategy 11 (Support Enhanced Development Approval Process) is already being worked on by other departments, and it is closely tied to investment attraction;
- strategy prioritization is based on the amount of Economic Development Office resources required and the strategy's potential impacts;
- more analysis from Appendix A (Port Moody's Role in the Regional Economy) and its relevance could be included in the main body of the Plan;
- two different categorization systems of regional jobs (cluster mapping and land use typologies) and data from 2016 Census were used to compare how Port Moody compares to select municipalities nearby and Metro Vancouver overall;
- the largest gap for Port Moody is in traded industries, compared to other municipalities, and these jobs are hard to attract since they are not drawn by local markets;
- for household-serving jobs, Port Moody's numbers are comparable to other municipalities in the region, and

these jobs do not appear to be a future source of growth for the city;

- targeting commercial and office employment could lead to future employment growth in Port Moody due to growth limitations for industrial land;
- redevelopment is the main way to acquire additional employment space in Port Moody considering the limited availability of vacant land;
- to identify properties that are the most probable candidates for redevelopment in the next several decades, a detailed analysis was conducted using a variety of resources (Appendix B – Employment Capacity Analysis); and
- this analysis did not include the accompanying rate of population growth that would go along with the employment floor space development.

The Committee noted the following in discussion:

- depending on the scope of the industrial land strategy, opportunities for the old landfill site could be explored;
- the City could partner with business schools to complete the tasks for maintaining a catalogue of business support resources;
- the Tri-Cities Chamber of Commerce would be supportive of business networking events in the city;
- it is important to add clear direction about the resources available to the Economic Development Office to implement the strategies identified in the Master Plan;
- a throughfare for the city could be discussed within the scope of Master Transportation Plan Update;
- traffic congestion is a problem for the entire Metro Vancouver region, and there are many commuters travelling east to west through Port Moody;
- based on the analysis provided in the appendix section, acting quickly is important when targeting commercial and office employment;
- the analysis from Appendix B – Employment Capacity Analysis could be included in the Executive Summary section;
- background information regarding jobs to population ratio could be included in the Master Plan;
- funds required for each strategy could be identified;
- the Master Plan could set the stage for an intensive discussion regarding where the City should concentrate its efforts; and
- the Committee, having outlined an action plan prior to it, could have a workshop session with Council to discuss the Master Plan in detail.

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

- calculation for the types of amenity services needed for different sizes of office districts, along with some examples, could be included in Strategy 7;
- commentary regarding resource planning for the Economic Development Office could be added to the Master Plan, and resources available for each strategy could be evaluated every year;
- site-specific filming opportunities, and ways to attract other activities and specialties that support the movie industry could be investigated; and
- businesses offering water-based recreation activities and entertainment are not large-scale employers, and they are already included in the analysis.

The Chair noted the following:

- Strategy 7 should include analysis regarding types of the amenity services needed;
- the need of a plan for City's old landfill site could be added to Strategy 9, as a part of it could be converted to a park, and there may be interest for it in its current condition;
- time priorities for each strategy were identified, and the Master Plan sets out a multi-year vision;
- assigning numbers instead of marking the strategies as low, medium, or high could be considered;
- Strategy 10 (Support Transportation System Improvements) could be reformulated based on the densification plans of the City, dropping transportation adequacy, and public transportation usage;
- average drive times for Port Moody commuters can be found in 2016 Census data, and 2021 Census data that includes transportation statistics is scheduled to be released by the end of this year;
- the pandemic provided some relief from traffic congestion in 2020 and 2021;
- Metro Vancouver's 2050 growth projections indicate a 3.5% population growth for Port Moody and traffic will be affected by this growth in the future;
- the analysis from Appendix B – Employment Capacity Analysis should be included in Strategy 8 (Establish Employment Standards for New Development);
- the community's voice and vision should be included in the Plan;
- the jobs-to-population ratio has been utilized to guide development applications and help Council make land use decisions; and

- in its current state, the Master Plan is missing a big, vision-led idea.

The Manager of Economic Development noted the following:

- identifying and focusing the Economic Development Office's time and energy on the most impactful strategies will be important;
- the economic development section of the website will be updated by adding visuals and improving the interface, and a potential future microsite could have separate branding and social media feeds;
- it is possible to include a map to show how the density could be clustered through redevelopment;
- recognizing that employment spaces are one of the amenities that the City considers important, a minimum standard for employment floorspace for development projects could be negotiated with the developers based on the particularities of their projects;
- the Master Plan will be presented to Council, and if it is endorsed, staff is expected to report back with a budget and an implementation and resource plan with priorities and timelines identified;
- the intent of the Plan was to develop recommendations based on data without a prescriptive approach; and
- a vision to mobilize and energize the community and centralize the efforts included in the Master Plan is worthwhile to consider.

George Broderick left the meeting at this point and did not return.

EDC22/011

Moved, seconded, and CARRIED

**THAT the draft Economic Development Master Plan be received for information and the comments made in the Economic Development Committee meeting of May 4, 2022 be considered for the final version of the Plan.**

**Spike Awards Working Group Update**

- 4.2 Attachment: Memo, Recommendations from Spike Awards Working Group for 2022 Spike Awards, dated May 4, 2022

EDC22/012

Moved, seconded, and CARRIED

**THAT the meeting be extended for up to 15 minutes.**

The Manager of Economic Development noted that the existing format will be used for 2022 Spike Awards, and the Committee members could recognize the 2019 and 2020 winners this year as they did not receive their awards at the Gala. The Manager

of Economic Development also noted that the nomination process for the awards will begin sooner compared to previous years, promotion opportunities will be sought, and the Committee will receive updates regarding the process.

EDC22/013

Moved, seconded, and CARRIED

**THAT the Spike Awards Working Group recommendations be approved as presented in the memo dated May 4, 2022 from the Manager of Economic Development regarding Recommendations from Spike Awards Working Group for 2022 Spike Awards.**

**Council Update on Economic Development Microsite**

- 4.3 Attachment: Report considered at the April 12, 2022 Council Meeting – Economic Development Microsite

The Manager of Economic Development noted that the City’s new dedicated Economic Development webpage will be built with added features and will include the work completed by the Committee, and that a microsite could be an option in the future. The Manager of Economic Development also noted that a request for quotation will be issued for photography services.

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5. Information

**Staff Updates**

- 5.1 The Manager of Economic Development noted that the City of Port Moody Wayfinding Strategy is scheduled to be discussed at the Special Council meeting on May 17, 2022.

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6. Adjournment

The Chair adjourned the meeting at 9:04pm.



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Councillor Hunter Madsen,  
Chair



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Esin Gozukara,  
Committee Coordinator