



City of Port Moody

Session 2 Working Draft Notes

Joint Economic Development Workshop

Notes of the Joint Economic Development Workshop held on
Wednesday, July 4, 2018 in the Brovold Room.

Present

Mayor Mike Clay
Councillor Barbara Junker – Economic Development Committee
Vice-Chair
Councillor Zoë Royer
Councillor Robert Vagramov

Samantha Agtarap – Economic Development Committee Member
Lisa Beecroft – Economic Development Committee Member
Adam Bird – Economic Development Committee Member
John Grasty – Economic Development Committee Member
Andrew Mackey – Economic Development Committee Member
Aaron Robinson – Economic Development Committee Member
Robert Simons – Economic Development Committee Member

Absent

Councillor Diana Dilworth – Economic Development Committee
Chair (Regrets)
Councillor Meghan Lahti (Regrets)
Councillor Hunter Madsen (Regrets)

Adam Crandall – Economic Development Committee Member
(Regrets)
Yvette Cuthbert – Economic Development Committee Member
(Regrets)
Matt Ferguson – Economic Development Committee Member
(Regrets)
Mary Vellani – Economic Development Committee Member
(Regrets)

Tim Savoie – City Manager (Regrets)
André Boel – General Manager of Planning and Development
(Regrets)

In Attendance

Jennifer Lester – Committee Coordinator
Angie Parnell – General Manager of Corporate Services
(Facilitator)
Maxwell Ridge – Corporate Planning Advisor
Kate Zanon – General Manager of Community Services
(Facilitator)

5. Economic Development Committee Perspective – Key Questions

At session 1 of the Joint Economic Development Workshop, the Working Group agreed that the balance of the agenda would be continued at the Economic Development Committee meeting to be held on Wednesday, July 4, 2018. The facilitators presented the outstanding key questions and facilitated discussion around each question. The input would be summarized into key findings and an action plan.

5.6 What other elements are needed to establish a coordinated approach to Economic Development in Port Moody that includes businesses, Council, Economic Development Committee, and the new Economic Development Manager?

- ensure the development community is represented on the Economic Development Committee, through the addition of a 'shop local' representative, a real estate representative and an industrial community representative;
- a joint vision and time horizons among all parties;
- a focus on business growth and attraction of new businesses;
- ensuring that the Economic Development Manager acts as a conduit between all interested parties;
- formulating a strategy with measurable results;
- clarification of the relationship between the Economic Development Office and Economic Development Committee;
- developing a close working relationship between the Economic Development Manager and the Planning Manager; and
- determining the mechanisms for changing priorities that are established by Council.

5.7 What is the role of new Economic Development Manager?

The job description provides that the Manager of Economic Development will promote the City as a development and investment opportunity and will seek out development and investment initiatives. The Manager of Economic Development will be responsible for attracting and facilitating the introduction of new industries, businesses, and services to the City and will facilitate the development and retention of existing local businesses. The ideal candidate will be the ambassador for the City for economic development.

The following roles were identified:

- act as a conduit providing a link to the City;
 - look at functionalities to support the business community;

- develop strategy;
 - with multiple time horizons;
 - with particular emphasis on business retention and expansion programs; and
 - formulate a daytime commerce strategy;
- understand and be well versed in economic development best practices in the region and throughout Canada;
 - develops policies and procedures to promote the community as a place to do business, and as an investment location through materials like investment websites and community profiles, and to develop relationships with possible investors;
- provide an economic development perspective on other municipal initiatives;
- facilitate funding opportunities and partnerships from private sources and other government agencies and programs for economic development projects and initiatives;
- acts as the liaison between various relevant local, regional, provincial, and federal agencies in the economic development context;
- make direct contact with local businesses to determine their challenges and needs;
 - engagement with existing business community;
 - help businesses in their interactions with the City;
- promote Port Moody as a business friendly community;
- build relationships;
 - liaise with the local business community, including through specific organizations such as the Chambers of Commerce and Business Improvement Associations, if relevant;
- assume accountability for the delivery of key projects;
- establish measurements of success;
 - implement annual work plans;
 - implement part of the tourism plan; and
- delve deeper to help Council understand economic development requirements.

A differentiation is required between the roles and tasks of the Economic Development Manager. The role is that of an advisor rather than that of a task manager as strategy drives their work.

The top roles of the Economic Development Manager were highlighted as follows:

- making contact with the local businesses;
- advising as strategy drives their work not projects or absorbing all the work but supporting other departments;
- establishing metrics and Key Performance Indicator's; and

- providing a conduct and link to the City by specifically looking at functionality that supports the business community.

Members of the Economic Development Committee offered their assistance to volunteer as required.

6. Closing Remarks and Next Steps

The facilitators provided a summary of both sessions and confirmed that an updated action would be circulated to all participants.

The facilitators confirmed that the senior leadership team are supportive of the Economic Development Committee, and the Economic Development Office.

Members of the Economic Development Committee thanked all staff for all the planning of the workshop and the Councillors for their major commitment towards the realization of the economic development strategy.