



# City of Port Moody

## Minutes

### Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, January 8, 2020 in the Brovold Room.

#### Present

Councillor Hunter Madsen, Chair  
Mayor Robert Vagramov, Vice-Chair  
Taryn Barker  
Lisa Beecroft  
Matt Ferguson (arrived at 7:09pm)  
Sharleen Karamanian  
Brian Krieger  
Sean Ogilvie  
Greg Pepler  
Christopher Pope  
Mary Vellani

#### Absent

Edward Chan (Regrets)  
Dustin Chelen (Regrets)  
Robert Simons (Regrets)

#### In Attendance

Joji Kumagai – Manager of Economic Development  
Jennifer Mills – Committee Coordinator

#### 1. Call to Order

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#### Call to Order

##### 1.1 The Chair called the meeting to order at 7:00pm.

The Chair welcomed new and returning Committee members and led a roundtable discussion to introduce members, to learn about their backgrounds, and to hear why they wanted to be on the Committee.

#### 2. Adoption of Minutes

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#### Minutes

##### 2.1 EDC20/001

Moved, seconded, and CARRIED

**THAT the minutes of the Economic Development Committee meeting held on Wednesday, December 4, 2019 be adopted.**

### 3. Unfinished Business

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### 4. New Business

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#### **Committee Orientation**

#### 4.1 Attachments:

- Committee Orientation Manual – January 2020
- Economic Development Committee – Terms of Reference
- Respectful Workplace Policy
- [Draft Five Year Financial Plan – 2020-2024](#)
- [2019-2022 Council Strategic Plan](#)

File: 01-0360-20-03

The Committee Coordinator gave a presentation on the 2020 Committee Orientation.

The Chair provided an overview of Economic Development Committee – Terms of Reference and noted the following:

- the Committee can assist in understanding how job targets relate to the vision for the community in the review of the Official Community Plan;
- the review of business incentives could be explored further to consider additional factors that influence start-ups and new ventures; and
- an economic roundtable with the Minister of Jobs, Trade, and Technology may be undertaken in 2020.

The Chair provided an overview of the High Level Discussion of Council's Economic Vision for Port Moody and the following was noted:

- the largest employers in the city are the government, School District 43, and Fraser Health; however, they are not great sources of business revenue;
- the loss of the BC Hydro Thermal Plant has had a large impact on revenue for the City;
- the retail sector generates low paying jobs which makes achieving the live, work, play vision difficult;
- developing a well-paying job hub in the downtown area is a top priority for the City;
- a tactical plan and economic development master plan would help in meeting the actions outlined in the Council Strategic Plan beyond the regional context of the Official Community Plan;
- the job target statistics should include the amount of jobs forecasted as well as the class and pay;
- the vision for the Moody Centre area must not be too

prescriptive and could include post-secondary tenants in the plan;

- the promotional language must be chosen carefully; be aware of buzz words that could be of disservice; and
- the sectors of the economy that are doing well and expected to generate high-paying, sustainable jobs should be researched.

## **2019 Committee Annual Report**

- 4.2 Attachment: Draft 2019 Annual Report – Economic Development Committee  
File: 01-0360-20-03

**Action:** The Manager of Economic Development to finalize the 2019 Annual Report – Economic Development Committee for review and approval at the February meeting.

## **Council and EDC Joint Workshop**

- 4.3 Attachment: Council and EDC Joint Workshop Outline  
File: 01-0360-20-03

The Chair provided an overview of the Economic Development Committee Council and EDC Joint Work Shop Outline and the following was noted:

- the workshop is scheduled for February 5, 2020;
- the Communications Department is open to receiving suggestions that were generated from the review of the City website; and
- the essential presentations were identified as the Website Best Practices, the Process for Potential Future Permitting and Licensing Review, Developing Science and Tech Sector, Business and Tax Incentives, and Planning for Economic Development.

Committee members noted that consideration should be given for having a non-Council member as the facilitator for the workshop and Committee member Matt Ferguson volunteered for the role.

The Manager of Economic Development noted that Council will be given the workshop package well-ahead of the workshop and that the format of the meeting, such as having break-out group conversations or one large conversation, timing of the presentations, and the roles for members will be finalized in the coming weeks.

## 2020 Work Plan

### 4.4 Attachment: EDC Work Plan Template File: 01-0360-20-03

The Chair reviewed the Economic Development Committee – 2019 Work Plan Calendar and Staff and Committee members noted the following ideas for the 2020 Work Plan:

- the items that were not completed, such as the Business Website Review and Best Practices, and the Innovation Ecosystems in Metro Vancouver in 2019, can be carried forward;
- the development of an annually-updated economic profile to assist in tracking and measuring the business community performance which could create a baseline for the economic master plan;
- a presentation by Shop Local to understand what Shop Local's mandate is and how the Committee can assist;
- the development of a business retention strategy/plan where the Committee could conduct a walk-about to meet and establish relationships with existing businesses;
- the development of an inventory space list for potential businesses including timelines for upcoming inventory;
- the creation of a forum, such as a mix-and-mingle with staff and business owners, where quick fixes can be addressed and long term issues can be looked at through the Official Community Plan;
- the creation of a form or website page for businesses to contact the City on challenges they face that could also be an opportunity to receive ongoing feedback from the businesses community;
- a meeting with recently opened business owners to review their experience with the process and identify areas for improvement; and
- a study of environments where university campuses become part of the growth strategy for an ecosystem and how the Marine Mammal Research Station at Reed Point Marina could be developed in such a way.

## Wayfinding

### 4.5 Attachment: Branding, Wayfinding, and photo tour of districts presentation File: 01-0360-20-03

The Manager of Economic Development gave a presentation on Branding, Wayfinding, and Photo Tour of Districts and noted the following:

- the Tourism Committee has been reviewing wayfinding in Port Moody and would like to continue with the current branding guidelines that are in place;

- the goal is to develop a joint working group with members from the Tourism, Arts and Culture, and Economic Development Committees;
- the pilot project would be done at Moody Centre where the response to using existing branding guidelines for wayfinding to Brewers Row, Clarke Street, and Rocky Point Park would be examined; and
- the joint working group would determine how the results would be measured.

The following Committee members volunteered for the joint working group:

- Lisa Beecroft; and
- Christopher Pope.

## 5. Information

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### Staff Updates

- 5.1 The Manager of Economic Development noted that the Metro Vancouver Regional Prosperity Service has completed their Terms of Reference and is scheduled to have its first meeting this month and that he hopes to provide Council with an update shortly.

### 2020 Economic Development Committee Meeting Schedule

- 5.2 Attachment: 2020 Meeting Schedule – Economic Development Committee  
File: 01-0360-20-03

This item was provided for information only.

## 6. Adjournment

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The Chair adjourned the meeting at 8:59pm.



Councillor Hunter Madsen,  
Chair



Jennifer Mills,  
Committee Coordinator