

City of Port Moody

Minutes

Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, March 4, 2020 in the Brovold Room.

Present

Councillor Hunter Madsen, Chair
Mayor Robert Vagramov, Vice-Chair (arrived at 7:06pm)
Taryn Barker
Lisa Beecroft (arrived at 7:12pm)
Edward Chan
Dustin Chelen
Matt Ferguson
Brian Krieger
Sean Ogilvie (arrived at 7:12pm)
Greg Pepler
Christopher Pope (arrived at 7:21pm)
Robert Simons

Absent

Sharleen Karamanian (Regrets)
Mary Vellani (Regrets)

In Attendance

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

1. Call to Order

Call to Order

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

2. Adoption of Minutes

Minutes

2.1 EDC20/004
Moved, seconded, and CARRIED
THAT the minutes of the Economic Development Committee meeting held on Wednesday, February 5, 2020 be adopted.

Agenda items were varied at this point.

3. Unfinished Business

4. New Business

Leave of Absence Request – Sharleen Karamanian

- 4.1 Attachment: Email, Sharleen Karamanian, Sharleen Karamanian Absence, dated February 17, 2020
File: 01-0360-20-03

The Chair provided an overview of the leave of absence request and requested Committee members' feedback.

The Committee noted concerns with the length of the leave and that the leave could be extended beyond the original request.

EDC20/006

Moved, seconded, and CARRIED

THAT leave of absence be granted for Sharleen Karamanian for the March, April, May, and June 2020 meetings.

(Voting against: Taryn Barker, Lisa Beecroft, and Sean Ogilvie)

Council and EDC Workshop Debrief

- 4.2 Attachment: Notes from Council and EDC Joint Workshop
File: 01-0360-20-03

The Chair noted that the Joint Workshop was a success where the Committee's skills were demonstrated and their potential as an advisory board for the City was appreciated. The Chair also noted that further conversation with Council could guide the Committee in understanding how Economic Development Committee could assist with the following items:

- updating the Official Community Plan;
- developing the Economic Development Master Plan; and
- improving the planning process.

The Manager of Economic Development provided an overview of the Summary of Council and EDC Workshop and requested Committee member's feedback on the Workshop and the following was noted:

- more time with Council would allow for more information to be shared;
- economic development is critical to the City's future and must be carefully planned to ensure success;
- accomplishing a few short-term goals could show the City is business savvy and undertaking improvements;
- a perceived lack of interest in economic development is shown through the lack of requests to the Committee from Council;
- a critical path is required to determine gaps and begin an action plan; and

- the Economic Development Office’s priorities for 2020 could provide valuable information to the Committee.

The Manager of Economic Development noted that a main priority for the Economic Development Office is to start the Economic Development Master Plan and the Committee will be contributing to the proposed Working Groups which will be discussed in item 4.3. The Manager of Economic Development further noted that the Working Groups’ research will help inform stakeholders of the vision for economic development in the City.

Proposed Working Groups

- 4.3 Attachments:
- a) Branding and Positioning
 - b) Establishing Job Targets and Business District
 - c) Business Engagement
 - d) Economic Development Microsite

File: 01-0360-20-03

The Manager of Economic Development provided an overview of the proposed Working Groups and the following was noted:

- a) Branding and Positioning
 - the goal of this Working Group is to provide research and guidance on the development of branding and positioning for the City of Port Moody;
 - the Tourism Committee could provide valuable input;
 - the separate branding for business and economic development is not unusual in cities;
 - the arts can be applied to other areas such as digital arts, butchery, baking, and science and technology;
 - the challenge is to clearly understand strengths and assets of community that businesses are interested in; and
 - the following Committee member’s volunteered for the Branding and Positioning Working Group:
 - Councillor Madsen, Dustin Chelen, Matt Ferguson, and Greg Pepler.

The Vice-Chair left meeting at this point and did not return.

- b) Establishing Job Targets and Business District
 - the goal of this Working Group is to provide guidance to Council by defining a central business district and present 2041 job targets to support creation of the economic development master plan;
 - recruitment and retention plans should be included;
 - the Metro 2040 Urban Centres and Frequent Transit Development Area (FTDA) Policy Review could

review the work generated from this Working Group;
and

- the following Committee members volunteered for the Establishing Job Targets and Business District Working Group:
 - Dustin Chelen, Sean Ogilvie, and Christopher Pope.

c) Business Engagement

- the goal of this Working Group is to create a survey for all Port Moody businesses to gather information on the current business climate in Port Moody;
- providing employment statistics such as level of income and education, and types of jobs and employees would be valuable;
- this work ties into the Branding and Positioning Working Group and could help inform the Master Plan and development of a retention plan; and
- the following Committee members volunteered for the Business Engagement Working Group:
 - Taryn Barker, Lisa Beecroft, Brian Krieger, Joji Kumagai, and Christopher Pope.

d) Economic Development Microsite

- the goal of this Working Group is to provide research and guidance on the development of an economic development microsite;
- the Communications Department has requested specific improvement ideas; and
- the following Committee members volunteered for the Economic Development Microsite Working Group:
 - Ed Chan, Matt Ferguson, and Robert Simons.

2020 Work Plan

4.4 Attachment: 2020 Work Plan – Economic Development Committee
File: 01-0360-20-03

The Chair provided an overview of the 2020 Work Plan and requested Committee members' feedback and approval, and the following was noted:

- add Microsite Working Group Update in June;
- add Jobs and Business District Working Group Update in June;
- change roundtable to survey;
- add Update on Clarke Street Revitalization Project;
- add Transportation Committee Workshop; and
- add Debrief with Council of EDC work done in 2020 and proposed 2021 work in November.

EDC20/005

Moved, seconded, and CARRIED

THAT the 2020 Economic Development Committee Work Plan be approved as amended.

Action: The approved 2020 Economic Development Committee Work Plan to be included in the April agenda package.

The agenda order was resumed at this point.

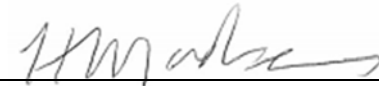
5. Information

Staff Updates

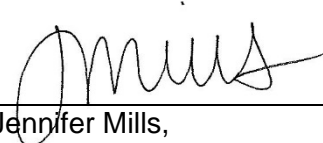
5.1 No updates were provided.

6. Adjournment

The Chair adjourned the meeting at 9:02pm.



Councillor Hunter Madsen,
Chair



Jennifer Mills,
Committee Coordinator