



City of Port Moody

Minutes

Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday September 2, 2020 via Zoom.

Present

Councillor Hunter Madsen, Chair
Mayor Robert Vagramov, Vice-Chair (arrived 7:08pm)
Taryn Barker
Lisa Beecroft
Edward Chan
Dustin Chelen
Matt Ferguson
Sharleen Karamanian
Brian Krieger
Sean Ogilvie
Greg Pepler
Christopher Pope
Robert Simons

Absent

Mary Vellani

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 EDC20/020
Moved, seconded, and CARRIED
THAT the minutes of the Economic Development Committee meeting held on Thursday, July 30, 2020 be adopted.

3. Unfinished Business

4. New Business

Wayfinding Update

- 4.1 Presentation: Joji Kumagai, Manager of Economic Development
Attachment: Wayfinding Update
File: 01-0360-20-03

The Manager of Economic Development gave a presentation on Wayfinding Update and the following was noted:

- the Joint Wayfinding Subcommittee convened to review City policies and documents that support the wayfinding initiative, and had discussions related to policy review, connectivity and impact, audience, content, and implementation;
- the review of wayfinding impact studies could be applied as best practice for Port Moody's plan;
- the current technology options for digital and analogue signage could be reviewed to ensure the best fit for Port Moody's locations;
- the scope and scale of the project must be established prior to any budget estimates; and
- the Resort Municipality of Whistler and the City of Langley were noted as good wayfinding references.

The Committee members noted that the signage could be simple directional information that focusses on moving people from the Skytrain stations to other locations that could be aesthetically enhanced at a later date.

Spike Awards Update

- 4.2 Presentation: Joji Kumagai, Manager of Economic Development
Attachment: 2020 Spike Awards
File: 01-0360-20-03

The Manager of Economic Development gave a presentation on 2020 Spike Awards and the following was noted:

- the event and award hold value in the business community and provide an opportunity for the City to say thank you to businesses who have weathered the pandemic;
- the gala evening will not be held due to the COVID-19 Provincial Guidelines; however, the winners will be recognized during Small Business Week; and
- the distribution of event materials is scheduled to begin on September 3, 2020 which will allow for a four-week nomination period.

The Manager of Economic Development asked that Committee members spread the word about the 2020 Spike Awards and requested volunteers for a 2020 Spike Awards Working Group and the following Committee members were noted:

- Taryn Barker;
- Lisa Beecroft;
- Brian Krieger ;
- Christopher Pope; and
- Robert Simons.

The Committee noted that recognizing milestone businesses could be included in the 2020 Spike Awards and noted the following ways in which milestone businesses could be recognized:

- a video compilation of all the winners and the milestone businesses;
- on City banners;
- on the City website; and
- on the billboards at Newport Drive and Ioco Road.

Working Group – Update

4.3 To be distributed on-table.

The Manager of Economic Development provided an overview of the EDC Micro-Site Working Group's work-to-date and the following was noted:

- the Working Group researched best practices and determined that the focus areas should be user experience, up-to-date data, incentives, and process improvements;
- these focus areas should be incorporated as soon as possible into the Economic Development Microsite webpage to help improve the current website with little cost associated with the improvements;
- the consolidated and up-to-date data and information on Provincial and Federal grants are quick wins that could be completed on the website;
- the Business License improvements will provide a more user friendly experience and improve the processes efficiency and timeliness;
- the Business License Flow Chart mapping will provide both applicants and staff a communication tool with a visual process to engage all in understanding and anticipating the next steps in the process; and
- the Working Group is scheduled to convene in September to finalize the details and provide a specific set of recommendations for the Committee's approval at a future meeting.

The Committee members noted the following in response to the overview of the Working Group's efforts:

- the Economic Development Microsite should be able to be updated by the Manager of Economic Development;
- the business licensing process should strive to be more business friendly by being more transparent and offering checklists and timelines; and
- the Business License Flow Chart improvements must not be isolated from other City Departments and a process to ensure process improvements are implemented in other departments should be developed.

**2020 R&D
Management
Symposium Recap**

4.4 This item was postponed to a future meeting.

**Discussion with
Province on
Innovation Precincts**

4.5 Attachment: Memo, Mayor Vagramov and Councillor Madsen, Moody Innovation Centre – Innovation Precinct Support, dated July 22, 2020
File: 01-0360-20-03

The Chair gave a presentation on Moody Innovation Centre: Next Steps Toward an Innovation Precinct and the following was noted:

- the City gave a presentation to the Department of Jobs, Economic Development, and Competitiveness on August 6, 2020 to discuss the vision of the Moody Innovation Centre and seek funding;
- the funding could help enhance the downtown core improvements and help achieve the Economic Prosperity goals outlined in the Council Strategic Plan;
- the uniqueness of Port Moody must be highlighted and differentiated from other municipalities in areas such as the marine research centre and work related to pollution and sea management; and
- the future design of business operations due to the impacts of COVID-19 could be an opportunity to design a unique facility.

The Chair requested Committee members' feedback on the presentation and ideas for inclusion to achieve endorsement as an Innovation Precinct from the Province and the following was noted:

- the presentation must demonstrate why the Port Moody tech hub is different than the rest by highlighting a tangible and unique project;

- the marine centre concept could be the unique project opportunity and research could be undertaken to determine if this is a worthwhile opportunity.

Action: The Chair and the Manager of Economic Development to provide information on the coastal and marine science research centre in the October agenda package.

White Paper

4.6 To be distributed on-table.

The Manager of Economic Development provided an overview of the EDC Recommendations Toward an Economic Development Master Plan and the following was noted:

- the Brief is on track for presentation to Council in November;
- the Brief's major update involves the reorganization of the information to generate a conversational tone to the writing and ultimately make the Brief easier to read;
- the Brief stresses the urgency of the work that must be undertaken and explains the need for a Port Moody Economic Development Master Plan; and
- the pandemic has caused a shift in home-based jobs and capturing the different types of employees working at home should be considered in the calculations.

EDC20/021

Moved, seconded, and CARRIED

THAT the meeting be extended for 20 minutes.

The Committee members and staff discussed the proposed jobs target ratios for Port Moody and the related opportunities and obstacles for each.

EDC20/022

Moved, seconded, and DEFEATED

THAT the jobs target ratio of 0.35 to achieve 17,500 jobs by 2041 be used for planning purposes.

(Voting against: Taryn Barker, Lisa Beecroft, Dustin Chelen, Matt Ferguson, Sean Ogilvie, Christopher Pope, and Robert Simons.)

EDC20/023

Moved, seconded, and CARRIED

THAT the jobs target ratio of 0.42 to achieve 21,000 jobs by 2041 be used for planning purposes.

**Extension of the
Temporary
Assistance Program
for Businesses**

- 4.7 a) Attachment: Letter, Alliance of Beverage Licensees, Request for Support for Expanded Patio Permissions, dated August 26, 2020
b) Link: <https://www.portmoody.ca/en/business-and-development/covid-19-temporary-assistance-program-for-businesses.aspx>

The Chair provided an overview of the Request for Support for Expanded Patio Permissions, dated August 26, 2020 from the BC Restaurant and Foodservices Association, the Alliance of Beverage Licensees, and the BC Craft Brewers Guild.

EDC20/024

Moved, seconded, and CARRIED

THAT the following recommendations as outlined in the letter dated August 26, 2020 from the BC Restaurant and Foodservices Association, the Alliance of Beverage Licensees, and the BC Craft Brewers Guild be supported:

- expediting applications for businesses to winterize patios in public and private spaces to provide operators with the opportunity to capitalize on the confidence of outdoor space
- approving temporary patios for Summer 2021 now so operators are able to plan ahead; and
- creating a program for designated pick up zones so that businesses can enhance contactless curbside pick-up in the fall and winter months.

AND THAT these recommendations be considered for application in the City of Port Moody for fall and winter 2020 and as a 2021 pilot project.


5. Information

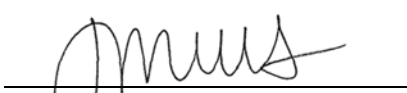
Staff Updates

- 5.1 No updates were provided at this time.

6. Adjournment

The Chair adjourned the meeting at 9:21pm.


Councillor Hunter Madsen,
Chair


Jennifer Mills,
Committee Coordinator