



The **Minutes** of the **Economic Development Select Committee** meeting held in the **Boardroom** at the Economic Development Department Offices at B7337 Welton Street, Mission, British Columbia, on Wednesday, February 14, 2018 commencing at 8:00 a.m.

Members Present: Rocky Blondin, Blondin Enterprises Inc., EDSC Chair
Lesa Lacey, Lacey Developments Ltd.
Wade Peary, Riverside College
Pia Ritch, Mission Community Skills Centre Society
Edgar Sarfeld, Vinegar Hill Consulting Co. Ltd
Dan Schubert, Schubert Plumbing & Heating Ltd
Beverly Toews, Fraser Pacific Enterprises Inc.
Craig Toews, University of the Fraser Valley (UFV)
Ann Harper, Representative for the Mission Regional Chamber of Commerce (MRCC)

Members Absent: Raymond Szabada, Sumas Regional Consortium for High Tech. (SRCTec)
Ron Poole, Chief Administration Officer
Dan Sommer, Director of Development Services

Staff Present: Stacey Crawford, Economic Development Officer
Clare Seeley, Executive Assistant

1. **CALL TO ORDER**

The Chair called the meeting to order.

2. **ADOPTION OF AGENDA**

Moved by C. Toews and seconded by A. Harper

That the agenda of the February 14, 2018 meeting of the Economic Development Select Committee be approved

CARRIED

3. **MINUTES FOR APPROVAL**

Moved by P. Ritch and seconded by W. Peary

That the minutes of the January 10, 2018 meeting of the Economic Development Select Committee be approved.

CARRIED

The committee were reminded to consider potential conflict of interest issues with the agenda prior to New Business.

4. NEW BUSINESS

(a) Planning – Introduction to Dan Sommer, Director of Development Services

S. Crawford advised that D. Sommer, the Director of Development Services will begin attending the meetings in place of G. MacKay and has been requested to provide a quarterly planning update.

(b) Residential Fire Sprinklers

Several follow-up meetings have occurred since the discussion that took place with the Mission Fire Chief at the EDSC meeting on January 10, 2018, where concerns were raised regarding the lack of process, costs and communication from the District of Mission to all relevant parties including developers, Fraser Valley Home Builders Association (FVHBA) and the Mission Regional Chamber of Commerce (MRCC) regarding the adoption of the Residential Fire Sprinkler Bylaw.

A communication has since been issued (included in the February 14, 2018 Agenda Package) and a strategy is now being developed to ensure that external communication is considered with new or amended Bylaw's.

L. Lacey recommended that the District considers cost implications for the municipality and residents when reviewing Bylaws.

(c) Terms of Reference

The amendments to the Economic Development Select Committee Terms of Reference were adopted by Council. A copy was included in the February 14, 2018 Agenda Package.

(d) Request for Input: Changing from “District of Mission” to “City of Mission”

R. Blondin was approached by Councillor Hamilton to ask for the EDSC's input for the consideration of a name change for the municipality to the “City of Mission”.

Discussion ensued regarding the benefits and cost associations involved in changing to a city classification.

The committee was in support of the change, with a preference for “Mission City”, highlighting the community's heritage. It was noted that this may not be attainable due to the province's standards in name designation to “City of”.

The committee also discussed how the tourism rebranding could be impacted by this process and it was decided that the over-arching municipal brand identity, rather than the name, could be as effective as a reclassification to “City of”, while also helping to build visitor attraction.

(e) Economic Development Update

i. EDSC Nomination Process

The process will begin in March, 2018 where a nominations committee will be formed, with a minimum of two participants composing of the EDSC Chair and at least one EDSC member.

The process will include reviewing the self-assessments undertaken by the EDSC in 2017, advertising and reviewing applications for the vacant EDSC position, determining which current members are interested in running for another term and clarifying interest in the Chair and Vice-Chair positions. The election will take place in May, 2018 after which the recommendations for the composition of the committee will be passed to Council for approval.

The last meeting of the current EDSC will take place in June, 2018.

C. Toews left the meeting at 8:52 a.m.

ii. Visioning Exercise

S. Crawford recognized the work the EDSC has accomplished in the last year, with their advice validating many District initiatives.

The EDSC requested a more visionary approach regarding potential areas of focus at the January, 2018 meeting. With this in mind the following areas were discussed as possible items for the committee's consideration:

- District Brand Identity – brand, typography, logo & tag line.
- Bypass – Transportation movements east to west.
- Film –business support, attraction strategy.
- Policy Development – business license fees, bylaws etc.
- Red Tape Reduction – improving time, cost, process.
- Waterfront Redevelopment
- Industrial Land Expansion – lands currently recognized in the Official Community Plan (Agricultural Land Reserve)
- Innovation Zone – knowledge based economy, identifying potential zone locations, Smart City designation.
- Workforce & Education Development – soft and technical skills, align education with business requirements.
- Tourism Development – development of the business plan
- Other EDSC Suggestions – events centre (similar to the Tradex in Abbotsford), establish alternate locations for industrial land away from the ALR - upland, Downtown redevelopment (existing brownfield sites) & improvements, ease development process (red tape) and Innovation Zone Development with the City taking the lead.

W. Peary left the meeting at 9:25 a.m.

5. NEXT MEETING

EDSC Regular Meeting – Wednesday, March 14, 2018 at 8:00 a.m.

6. ADJOURNMENT TO CLOSED COMMITTEE MEETING

Moved by D. Schubert and seconded by B. Toews

That the meeting be adjourned.

CARRIED

The meeting adjourned at 9:35 a.m.