

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, April 10, 2019 commencing at 8:00 am.

Members Present: Edgar Sarfeld, Vinegar Hill Consulting Co. Ltd., EDSC Chair
Sean Melia, MRCC / Prospera Credit Union
Pia Ritch, Mission Community Skills Centre Society
Beverly Toews, Fraser Pacific Enterprises Inc.
Craig Toews, University of the Fraser Valley (UFV)
Lesa Lacey, Lacey Developments Ltd.
Dan Schubert, Schubert Plumbing & Heating Ltd
Rocky Blondin, Blondin Enterprises Inc.
Raymond Szabada, Sumas Regional Consortium for High Tech. (SRCTec)

Members Absent: Wade Peary, Riverside College
Greg McPhail, Summit Earth Works

Council
Representative.: Mayor Pam Alexis

Staff Present: Stacey Crawford, Economic Development Officer
Clare Seeley, Manager of Tourism
Barclay Pitkethly, Deputy Chief Administrative Officer

1. CALL TO ORDER

The Chair called the meeting to order.

2. ADOPTION OF AGENDA

Moved by R. Blondin and seconded by C. Toews,

That the agenda of the Economic Development Select Committee meeting held on April 10, 2019 be approved as circulated.

CARRIED

3. MINUTES FOR APPROVAL

None.

4. OLD BUSINESS

(a) Tourism and Film Update

Clare Seeley provided the Committee with an update regarding tourism and film in Mission. Highlights include:

- The Request for Proposal (RFP) for the tourism website has been awarded.
- Two student led projects are nearing completion with the University of British Columbia, Sauder School of Business. The first project focused on tourism marketing strategies, with the final presentations included some notable ideas that will stimulate dialogue as we move forward. The second project focus is for Mission's branding and this is due for completion later this month.
- The Visitor Information Clerk position is now advertised and receiving much interest. Two summer student positions will also be advertised in the next week.
- The 2019 Visitor Guide by Black Press is now available for distribution.
- The Tourism Sub-Committee advertisement is complete and will be distributed later this week.
- Tourism Mission is partnering with the Fraser Valley Group to bring free Google workshops to Chilliwack on May 1 and 2, for any interested tourism related businesses to attend.
- Move date to the Visitor Centre is now scheduled for May 14, 2019. It was noted that the EDSC meetings will continue to be held at the Welton location.
- The large movie production, Playing with Fire wrapped up in March. This is projected to have brought \$150,000 in direct revenue to the community over the three days filming.
- Creative BC is coming to Mission on April 17, 2019 at 6:30 pm at the Mission Leisure Centre to present to the local business community on the value of film, expectations of being a film location, and to answer questions. This has been directly aimed at the Downtown Business Association (DBA) who has concerns over filming in the downtown core. If any Committee members are interested in attending, please advise C. Seeley.

As part of the discussion process with the DBA, we may also look to engage with a locations manager who will work with the DBA and production companies to ensure all filming runs smoothly. These costs are covered by the production companies directly and have proven successful in Maple Ridge and Abbotsford.
- 2018 wage statistics for the film industry highlight Mission having 556 crew, paid a total of \$13,764,436 in wages.

(b) Development Services Update

The Director of Development Services was unable to attend this meeting. No update was provided.

(c) Waterfront Update

Stacey Crawford provided an update to the Committee regarding the Waterfront project. He noted that the overseeing body for the Gas Tax Fund has agreed that the funds remaining can carry forward into their next fiscal year. This will enable contractors to be hired for the assigned pre-development work.

5. OLD BUSINESS

(a) 2019/20 Economic Development Operational Plan

A presentation was given outlining Council's new strategic plan and how this aligns with the EDSC priorities. The vision is for the District of Mission (DOM) to be a bold, progressive, forward looking, transparent and professional leader serving the citizens and businesses of Mission. With bold economic development being one of the strategic pillars with a focus to create employment growth and diversification of the tax base.

The key areas included in the operational plan will align with Councils goals and focus on employment lands, workforce development and transportation improvements. Tourism development and film production services will remain part of the economic development mandate, but not be key areas for the EDSC moving forward.

The group discussed the committee's responsibilities and how they can get engaged with the plan and help with the vision.

Staff resources were raised as a concern.

A list of other municipal committees was requested to determine which overlay with the economic development mandate, as connection with these will help the EDSC to achieve its outcomes collaboratively.

(d) EDSC Nominations & Elections/Terms of Reference

S. Crawford advised that all members are up for renewal in 2020, not 2019. However, several of the current committee members may be leaving due to other commitments.

(e) Roundtable

There were no comments.

6. CONSENT AGENDA

None.

7. NEXT MEETING

Wednesday, May 15, 2019 at 8:00 am in the Board Room at the Economic Development Office.

8. ADJOURNMENT

Moved by R. Blondin and seconded by P. Ritch,

That the meeting be adjourned.

CARRIED

The meeting adjourned at 9:30 am.