

The **Agenda** of the **Economic Development Select Committee** meeting to be held in the Boardroom at the Economic Development Office at B- 7337 Welton Street, Mission, BC on **Wednesday, May 15 at 8:00 a.m.**

1. CALL TO ORDER

2. ADOPTION OF AGENDA

3. MINUTES FOR APPROVAL

- (a) Minutes of the Economic Development Select Committee meeting held on Wednesday, April 10, 2019 Page 2

4. OLD BUSINESS

- (a) Overview of new Agenda format – E. Sarfeld
- (b) EDSC Representative and recommendations for Tourism Committee – C. Seeley
- (c) Waterfront revitalization updates – S. Crawford
1. Workforce Development: focus to shape workforce, sector development and educational development efforts – E. Sarfeld
 2. Employment Lands: focus on commercial and industrial land to help shape EDSC advice associated with the identification and development of future employment lands – E. Sarfeld
 3. Transportation: focus on the movement of people and goods to help shape policy and advice that supports growth and development in the community – E. Sarfeld

5. NEW BUSINESS

- (a) EDSC Roundtable (time permitting) – opportunity to speak about your business, the local economy, issues, opportunities or ideas. Please keep brief to allow time for others. Time Permitting

6. CONSENT AGENDA

None

7. NEXT MEETING

EDSC regular meeting – Wednesday, June 15, 2019 at 8:00 a.m.

8. ADJOURNMENT

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 a.m.

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 Rep.: 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 at 8:05 a.m.

2. ADOPTION OF AGENDA

Moved by R. Blondin and seconded by C. Toews

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

CARRIED

3. MINUTES FOR APPROVAL

March's minutes are not available for approval at this time.

4. OLD BUSINESS

(a) Tourism & Film Update – C. Seeley

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, Saunderson 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 are coming to Mission on April 17, 2019 at 6:30pm 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 – D. Sommer was unable to attend and sent his apologies. No update was available.

(c) Waterfront Update – S. Crawford

The overseeing body for the Gas Tax Fund have 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. NEW BUSINESS

(a) 2019/20 Economic Development Operational Plan – S. Crawford

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.

(b) 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.

(c) EDSC Roundtable

N/A

6. CONSENT AGENDA

None

7. NEXT MEETING

EDSC Regular Meeting – Wednesday, May 15, 2019 at 8:00 a.m.

8. ADJOURNMENT

Moved by R. Blondin and seconded by P. Ritch

CARRIED

The meeting adjourned at 9:30am.

Cultural Resources Commission

The Cultural Resource Commission provides the expertise of a diverse group of people to make recommendations that will shape the infrastructure and support base for regional cultural activities, services and organizations. Their recommendations will sustain and enhance the social and economic benefits of culture which includes arts, multiculturalism and throughout the District.

Council Representative: Councillor Gill
Staff Lead: Deputy Director of Parks, Recreation & Culture

Mission Community Heritage Commission

The Mission Community Heritage Commission advises Council on progress toward the implementation of the Heritage Strategic Plan and promotes awareness of the importance of heritage to reflect economic, social, cultural, environmental, spiritual and aesthetic values and provide the expertise of a culturally diverse group of people to connect groups, individuals, and heritage initiatives.

Council Representative: Councillor Crawford
Staff Lead: Member of Planning

Mission Traffic and Transit Committee

The mandate of the Mission Traffic and Transit Committee (MTTC) is to oversee traffic safety and transit within Mission. The MTTC is established to engage the community to receive its concerns and suggestions and to make recommendations regarding all traffic safety and transit issues including those related to the Central Fraser Valley Transit System and West Coast Express. From time to time, recommendations are also made to maximize efficiency with regional transit systems such as the Translink system in Metro Vancouver and the Chilliwack Transit System.

Council Representative: Councillor Plecas
Staff Lead: Director of Development Services

Sustainable Housing Committee

To provide advice and information to Council concerning the ongoing challenges of affordable and sustainable housing impacting Mission citizens across the age continuum and to identify potential solutions for increasing available housing options.

Council Representative: Councillor Hamilton
Staff Lead: Manager of Social Development

Parks and Recreation Advisory Committee

The Parks and Recreation Advisory Committee provides the expertise of a diverse group of people to make recommendations that will shape the infrastructure and support base for the District of Mission's parks, trails, recreational activities, services and organizations.

Note: A staff member from Parks and Rec. will be attending the Tourism Committee meetings.

Council Representative: Councillor Herar

Staff Lead: Director of Parks, Recreation and Culture

Mission Community Wellness Committee

The Mission Community Wellness Committee acts as an advisory body regarding matters pertaining to social planning, community well-being, and quality of life indicators for all members of the community.

Council Representative: Councillor Davies

Staff Lead: Director of Parks, Recreation and Culture

Joint Shared Services Committee (JSSC)

The Joint Shared Services Committee (JSSC) is comprised of elected officials from both the District of Mission and the City of Abbotsford, and acts on behalf of Mission and Abbotsford to accomplish shared joint services goals.

- **Water & Sewer Services**
- **Joint Transit System**
- **Abbotsford Mission Recycling Depot**

Council Representative: Mayor Alexis