



The **Minutes** of the **Economic Development Committee** meeting held in the **Conference Room** of the Welton Common, 7337 Welton Street Mission, British Columbia on Wednesday May 15, 2019 commencing at 8:00 am.

Members Present: Edgar Sarfeld, Vinegar Hill Consulting Co. Ltd., Chair
Rocky Blondin, Blondin Enterprises Inc.
Lesa Lacey, Lacey Developments Ltd.
Greg McPhail, Summit Earthworks
Wade Peary, Riverside College
Pia Ritch, Mission Community Skills Centre Society
Dan Schubert, Schubert Plumbing & Heating Ltd.
Beverly Toews, Fraser Pacific Enterprises Inc.
Craig Toews, University of the Fraser Valley (UFV)

Members Absent: Sean Melia, Mission Chamber of Commerce / Prospera Credit Union
Raymond Szabada, XLRator
Craig Toews, University of the Fraser Valley (UFV)

Council Rep.: Mayor Pam Alexis

Staff Present: Stacey Crawford, Economic Development Officer
Barclay Pitkethly, Deputy Chief Administrative Officer
Clare Seeley, Manager of Tourism
Dan Sommer, Director of Development Services
Mike Younie, Chief Administrative Officer
Katie Myers, Auxiliary Relief Clerk

1. CALL TO ORDER

The Chair called the meeting to order at 8:05 am.

2. ADOPTION OF AGENDA

Moved by P. Ritch and seconded by B. Toews,

1. That the following item be added to this agenda under "Old Business":

(d) Operational Plan; and

2. That the May 15, 2019 Economic Development Select Committee agenda be approved as amended.

CARRIED

3. MINUTES FOR APPROVAL

Moved and seconded,

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

CARRIED

4. OLD BUSINESS

(a) Overview of New Agenda Format

L. Lacey, S. Crawford, and E. Sarfeld presented their prior discussion involving the development of a new agenda format with the goal of more effective meetings and the Committee's strategic focus.

Agenda improvement ideas that were discussed included the reduction of District staff reports. For example, to have Dan Sommer's Development Services report every 3rd meeting instead of every meeting. Another idea considered, was to have a task topic sent out prior to the meetings for the Committee to consult over and resolve during the meeting, resulting in a full report and direction that can be given to Council.

(b) EDSC Representative and Recommendations for Tourism Committee

Clare Seeley advised the Committee that the selection of the recommended Tourism Committee applicants was finalized with the assistance of R. Blondin and E. Sarfeld.

Discussion ensued and it was:

Moved by D. Schubert, seconded by G. McPhail, and

RESOLVED: To accept the recommendations made by the Manager of Tourism for individual appointments to the Tourism Committee of the EDSC.

CARRIED

Letters of confirmation will be sent to the new members within the next few weeks.

(c) Waterfront Revitalization Updates

Stacey Crawford explained that there are four integral parts to the Waterfront Plan:

1. Closed Council Meeting June 10, 2019 to provide Council update and feedback:
 - Update on process/progress to date (pre-development action plan and strategy): landowner/stakeholders/technical engagement
 - Determine high level vision for Mission Waterfront (10, 20 years out)
 - Determine goals, objectives and priorities to achieve vision
 - Explore the community value and impact: social, environmental and economic
 - Determine role of the municipality in achieving Mission Waterfront revitalization efforts
 - Policy and Land Use approach or a more direct and active role (e.g., development corporation)
2. First Nations consultation with Sumas, Leqamel and Matsqui which has brought in three themes for First Nations involvement and engagement strategy:
 - Protect the Fraser River (environmental/habitat/species)

- Active advisory role and participation (in collaboration with one another)
 - Opportunities may exist for partnered efforts where jurisdiction overlaps
3. Technical studies will be done by GeoPacific and Aplin & Martin to determine structural needs in order to assist development. This process will begin within the next two weeks. A considerable amount of time is required to coordinate landowner participation.
 4. Preliminary Business Case Assessment to provide a high level overview of the social and economic impacts and value that may be realized/unlocked with this effort.

(d) Operational Plan

S. Crawford provided the presentation, Vision 2020: District of Mission Joint Council and EDSC Operational Plan.

He also presented the report; Council Strategic Focus Areas, Goals and Priority Actions including a Summary of EDSC Tactics for the Committee's consideration and discussion.

In the Vision 2020 presentation, he pointed out the five strategic pillars; Employment Lands, Workforce Development, Transportation Improvement, Tourism Development and Film Production Services. It was proposed that the committee determine the areas of involvement within these pillars.

The Council Strategic Focus Areas report, identifies issues and terms of reference with 14 tactics specific to the EDSC. The approach will be finalized in June, but the EDSC tactics for 2020 will be established at year-end by the EDSC and will likely shift into implementation activities associated with the various information and outcomes achieved in 2019.

Discussion ensued regarding the role of the EDSC in the provision of advice to council. Specific pillar items were considered such as the current status of the waterfront plan and the importance of the limitations caused by lack of industrial/employment lands availability. A concern was brought up that the Waterfront plan will further create loss of industrial/employment land which has created a need for a place for industry to move to.

The Industrial Land tactic #5 involving the use of Intelligent Community and Smart City framework was clarified that these are internal processes that provide a framework and process to create efficiencies and to ensure that infrastructure is in place to connect the community to the global economy.

There was discussion regarding the reporting process, function clarification and interconnectivity between the EDSC and other committees and departments. It was noted that the Committee does not have enough awareness of other projects and departments. It was suggested that the new agenda format will help create a more comprehensive and diverse reporting process. It was also noted that having a project manager for big projects will allow oversight of multiple departments and committees.

Action Item: S. Crawford will put forward a working draft of the work plan for all responsibilities that the Economic Development Office is responsible for and then the EDSC responsibilities will be delineated to build a collaborative approach.

Discussion ensued regarding the waterfront project and the completion of easy milestones or “low hanging fruit” to promote public awareness and support. It was noted that although it is a long-term process, there are some key pieces being done right now including the technical studies to assist developers. In addition to the bathroom installation on the harbour that is being implemented by the Parks department.

It was discussed that financing is often an issue in community projects and that creating a more innovative and forward-thinking strategy to develop public interest and funding be considered. Such a strategy would need to include media communication that speaks to a wider audience, specifically YouTube presentations. In addition, it was suggested that it would be beneficial to update currency options for funding such as using cryptocurrencies. It was noted that project-based funding as a financial budgeting framework for the District be considered.

It was recommended that, although the future vision has lofty goals, these goals can be supported by framing current projects into manageable packages to present to council

Action Item: EDSC members to review the draft operational plan and send thoughts or ideas to S. Crawford.

5. NEW BUSINESS

(a) Roundtable

R. Blondin announced that the Mission in Motion project for the Mission Sports Council will be underway in the first 2 weeks of June. The goal is to have the most recorded community activity with a prize \$150,000 for the most successful community. There are a number of partner groups that are developing group programs and the program should be promoted.

L. Lacey shared that, at a recent builder’s forum she attended in Ontario, there was unfortunately a very slow building outlook in most provinces except BC.

6. CONSENT AGENDA

None

7. NEXT MEETING

Wednesday, June 12, 2019 at 8:00 am in the Conference Room at the Welton Common Building.

8. ADJOURNMENT

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

That the meeting be adjourned.

CARRIED

The meeting adjourned at 9:35 am.