



The **Minutes** of the **Economic Development Committee** meeting held in the **EDO Conference Room** of the Welton Common Building, 7337 Welton Street Mission, British Columbia on Wednesday June 12, 2019 commencing at 8:00 am.

Members Present: Edgar Sarfeld, Vinegar Hill Consulting Co. Ltd., Chair  
Lesa Lacey, Lacey Developments Ltd.  
Greg McPhail, Summit Earthworks  
Sean Melia, MRCC / Prospera Credit Union  
Wade Peary, Riverside College  
Pia Ritch, Mission Community Skills Centre Society  
Dan Schubert, Schubert Plumbing & Heating Ltd.  
Beverly Toews, Fraser Pacific Enterprises Inc.

Members Absent: Rocky Blondin, Blondin Enterprises Inc.  
Raymond Szabada, Sumas Regional Consortium for High Tech. (SRCTec)  
Craig Toews, University of the Fraser Valley (UFV)

Council  
Representative.: Mayor Pam Alexis

Staff Present: Stacey Crawford, Economic Development 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 W. Peary and seconded by G. McPhail,

That the agenda of the Economic Development Select Committee meeting held on June 12, 2019 be approved as circulated.

CARRIED

### 3. **MINUTES FOR APPROVAL**

Moved and seconded,

That the minutes of the May 15, 2019 meeting of the Economic Development Select Committee be approved.

CARRIED

#### **4. OLD BUSINESS**

##### **(a) Waterfront Revitalization Initiative**

Stacey Crawford provided an update on the Waterfront project.

A main highlight from the closed meeting with Council is the Waterfront Revitalization project has completed Phase 2 of 8.

- Key groups have been formed:
  - An internal management group.
  - A steering committee comprised of department heads.
  - An advisory committee comprised of involved agencies such as Fisheries and Hydro.
- Consultation meetings have been held with land owners and First Nation groups.
- Technical meetings for coordinating geotechnical and environmental studies have been completed.
- There have been high level vision meetings accompanied with strategic planning with council that has looked at the achievement process as well as explored the delivery model.
- The delivery model will put forward a business case, by a consultant, for the waterfront project. The timeline is expected to be mid-July and it will be a summary of outcomes to capture project direction and provide an outline.
- The consultants for the technical studies have come against process setbacks so unfortunately these reports are temporarily delayed. The consultant is Geopacific Consultants.

Mayor Alexis commented that there has been terrific alignment between the Council vision, EDC, the consultants in a positive united direction.

##### **(b) Update on EDSC Call for Applications**

Ed Sarfield advised the Committee that the call for applications closes on June 13, 2019 for the two available Committee vacancies. So far, there have been three applications received.

##### **(c) Review of Draft Operational Plan**

The Committee was directed to review the report; *Economic Development 2019-2020 Operational Plan: A Targeted Approach to Economic Prosperity* which provides framework and context for the operational plan.

The framework for the plan includes the following key elements:

- Strategic Vision, Goals & Priority Actions;  
Mandate: Bold Economic Development
- Success Factors; Building Relationships, Customer Service, Key Performance Indicators.

- Core Services; Business Retention and Expansion, Investment Attraction, Marketing and Communications, Research and Analysis.
- Guiding Principles and Key Service Objectives
- Strategic Priorities 2019-2020 - which bleeds into the Economic Development Committee work with Council strategies including:
  - Employment Lands
  - Workforce Development
  - Transportation Improvements
  - Tourism Services
  - Film Production Services

It was asked what committee assistance is needed to support the operational plan. In response, S. Crawford noted that EDO Committee assistance could operationalize the wants of Council, specifically to bring forward any items needed for achieving the objectives of the operational plan.

It was commented that the plan is a good start and the key is to have someone in charge to oversee and to get different groups working together as seen in the waterfront project. It was noted that the example of this project is encouraging with the formation of the steering committee and the bringing together of external groups.

S. Crawford updated the group that the different District department heads are developing operational plans and meeting to create strategic alignment of objectives.

Mayor Alexis commented that there is movement in budgeting direction towards project-based, rather than departmental budgeting style and that Budget 2020 does not yet fully reflect the operational plan, but the next budgets will build in the plan objectives.

## **5. NEW BUSINESS**

### **(a) Closing Remarks**

Ed Sarfield advised that from the last Committee meeting, there were some action items, as follows:

1. Action Item: EDSC members to review the draft operational plan and send thoughts and ideas to S. Crawford.
2. Action Item: S. Crawford will put forward a working draft for all the responsibilities that the Economic Development Office is responsible for and then the EDSC responsibilities will be delineated to build a collaborative approach.

Mr. Sarfield presented a table he designed that speaks to these action items and can be a tool to help with operational initiatives. It identifies what the Committee needs to do and clarifies a timeline of what needs to be worked on.

For this timeline, other external activities will influence and move the EDO Committee work. Therefore, the table identifies a dozen items showing this other work and activity going on in the background. It also gives a time frame for when issues should be discussed.

Specific items as example include:

- Identification of industrial land. This staff-developed document should be available in September for EDO Committee comments.
- Developing an Innovation Zone strategy to support a knowledge-based economy.

### **(b) Roundtable**

Committee working groups have identified two key areas of focus as Transportation and Work force development.

An enquiry asked: What would be most helpful to support S. Crawford? His response was for the Committee to identify what tactics they want to see done to achieve the objectives for these main areas of focus.

#### Transportation

It was noted that the Transportation working group should not duplicate efforts by other departments such as Engineering. Mayor Alexis agreed that she'd like to present a united agenda regarding transport in Mission so that there is consistency over time and that separate groups are working together as opposed to working in silos.

It was discussed that there be ED Committee representation at the Traffic and Transportation Committee meetings that are held every second month. The Traffic and Transportation Committee meeting is comprised of, but not limited to, many agencies such as: School District, ICBC, a District of Mission Council member. There was comment that these meetings tend to discuss very detailed road work initiatives and albeit less focus on the bigger picture of community transport which is the ED Committee interest.

It was discussed that there is a need to encourage more reporting from the Ministry of Transportation but that there is a new regional head replacement that will need to be brought up to speed.

It was suggested to have a meeting with the Council representative (currently Councillor Plecas) of the Traffic and Transportation Committee to develop take away briefing notes that could be used to the champion the ED Committee's bigger vision at the Traffic and Transportation Committee meetings.

#### Workforce Development

W. Peary updated the group that a Trades Training Committee, organized by the School District, will be having their 1<sup>st</sup> meeting in October 2019 and that will bring a collaboration of advisory members on workforce education in Mission.

He also presented considerations for advanced workforce training initiatives including:

- Support for innovative construction, such as artisan long and timber framing which would have potential as a destination program offering.
- Support for film industry both technical and behind the scenes.
- Support for the tourism industry.

There was discussion regarding access to heavy equipment operator training and the need for skilled operators in the workforce. It was noted that there are several

challenges to securing local training programs including; affordability and the opportunity for applied learning hands on learning due to lack of access to machinery. Contacts are currently being sought out for sourcing equipment for this training.

A question was raised regarding the Innovation Zone and new technology business expansion support: That although tech is good, it should be asked what do our existing businesses need in order to expand.

S. Crawford responded that the Innovation Zone is looking at long term tech and Agri-foods but also at the bigger picture. The knowledge-based economy encompasses a vast area including; science, tech, finance, health care and more. To support vertical growth, we are creating opportunities for all industries to serve existing needs and plan for the future.

A conversation ensued regarding the film industry and the financial benefits and wages from that industry.

The commuter workforce was discussed and whether there is an opportunity for people to work here who leave town. A question was raised asking: What is the workforce make-up? It was suggested that a survey be conducted such as at the West Coast Express to ask: What do you do and where are you going?

It was noted that, rental tenure zoning is needed to incentivize rentals and thereby increase local employment.

A special thank you and gift of appreciation for their contribution was given to the leaving members of the Committee, Pia Ritch and Greg McPhail.

## **6. NEXT MEETING**

Wednesday, September 11, 2019 at 8:00 am in the EDO Conference Room at the Welton Common Building.

## **7. ADJOURNMENT**

Moved and seconded,

That the meeting be adjourned.

CARRIED

The meeting adjourned at 9:35 am.