



The **Agenda** of the **Economic Development Select Committee** meeting to be held in the **Conference Room** of the Welton Common Building at 7337 Welton Street, Mission, British Columbia on Wednesday, December 11, 2019 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, November 13, 2019. Page 2

4. NEW BUSINESS

- (a) Updates:
- 1) Employment Lands Strategy RFP – S. Crawford
 - 2) Waterfront Revitalization Strategy – S. Crawford
- (b) EDSC Strategic Focus and Working Groups: Transportation and Employment Lands – Next Steps
- 1) Transportation Working Group
 - 2) Employment Lands

5. CONSENT AGENDA

- (a) Approved Minutes of the Tourism Committee held on October 8, 2019. Page 7

6. ROUNDTABLE (time permitting)

Opportunity to speak about your business, the local economy, opportunities, or ideas. Please keep brief to allow time for others.

7. CLOSING REMARKS – Ed Sarfeld

8. NEXT MEETING

Wednesday, January 8, 2020 in the Conference Room of the Welton Common Building at 7337 Welton Street, Mission, BC.

9. ADJOURNMENT



The **Minutes** of the **Economic Development Select Committee** meeting held in **Conference Room 2** of the Welton Common Building at 7337 Welton Street, Mission, British Columbia on Wednesday, November 13, 2019 commencing at 8:00 am.

Members Present: Edgar Sarfeld, Vinegar Hill Consulting, Chair
 Lesa Lacey, Lacey Developments
 Chris Hartman, Polygon Homes Ltd.
 Sean Melia, MRCC & Prospera Credit Union (*left meeting at 9:29 am*)
 Wade Peary, Riverside College
 Dan Schubert, Schubert Plumbing & Heating Ltd.
 Beverly Toews, Fraser Pacific Enterprises & Sumas Transport Inc.
 Craig Toews, University of the Fraser Valley

Members Absent: Rocky Blondin, Blondin Enterprises
 Allan Main, Community Futures North Fraser
 Raymond Szabada, Sumas Regional Consortium for High Tech

Council
 Representative: Mayor Pam Alexis

Others Present: Stacey Crawford, Economic Development Officer
 Guy Gusdal, Manager of Inspection Services (*left meeting at 8:34 am*)
 Mike Younie, CAO
 Sandra Johannson, Administrative Assistant

1. CALL TO ORDER

The Chair called the meeting to order.

2. ADOPTION OF AGENDA

Moved and seconded,

That the agenda of the Economic Development Select Committee meeting held on November 13, 2019 be approved as circulated.

CARRIED

3. MINUTES FOR APPROVAL

(a) Open Committee Minutes

Moved and seconded,

1. That the minutes of the Economic Development Select Committee held on October 9, 2019 be amended by adding the words "and development permits that precede development approvals" after the words "Discussion ensued regarding the amount of time it takes to process building permits" second sentence on page 2; and

2. That the minutes of the Economic Development Select Committee held on October 9, 2019 be approved as amended.

CARRIED

(b) Closed Committee Minutes

Moved and seconded,

That the minutes of the October 9, 2019 closed meeting of the Economic Development Select Committee be approved.

CARRIED

4. OLD BUSINESS

(a) Development Liaison Committee Update

D. Sommer was not able to attend this meeting so an update was not provided by staff, however C. Hartman provided information in the Roundtable portion of the agenda.

(b) DRAFT Operational Plan

S. Crawford provided a draft of Economic Development's 2020 Operational Plan and "Summary of Tactics & Outcomes", and summarized the documents to the Committee. It is expected that the Operational Plan will be completed before the December EDSC meeting, and it will go to Council in December. He also noted limitations with internal resources.

The summary document was created to assist the EDSC to determine how the Committee would like to be involved in helping achieve the Operational Plan for 2020. It outlines what the tactics and outcomes are on seven items for the Committee to consider:

1. Employment Lands Strategy;
2. Waterfront Development;
3. Workforce Development;
4. Transportation Improvements;
5. Tourism Services;
6. Film Production Services; and
7. Improve Communication, Marketing & Investment Attraction Efforts.

Discussion ensued on the following:

- Employment Lands Strategy
 - Inventory and identification of future employment lands.
 - Assessment of what will work for Mission, what's a good fit, how we attract potential employers.
 - Transloading and short sea shipping discussions will continue (noted in previous minutes). Many of these pieces are in play already.
 - Innovation Zone – needs defining and help from EDSC to develop

- Supporting policy development that needs to occur
- The University of the Fraser Valley has undertaken a mapping project related to ALR lands and employment lands. Early findings of the report should be available by early 2020. The District of Mission is supporting this project.
- Waterfront Development

Landowner and stakeholder information meetings are being held the first week of December 2019.

Current phase is largely complete. Technical studies, roadmap, model for delivery (not public yet), still lots of work to be done.

Next Step: Comprehensive Area Planning – the EDSC has the opportunity to participate and be actively engaged on this effort.

ACTION ITEM: S. Johannson will email the Committee with details of the upcoming Waterfront Landowner and Advisory Committee meetings, providing opportunity for participation.
- Improve Communication, Marketing & Investment Attraction

Council's Goals and Objectives include increased communications. Economic Development will coordinate their communication and marketing efforts with Corporate Administration.

Ideas to raise Mission's profile and improve communication were raised. It was suggested that Economic Development Department hyperlinks could be added to bottom of documents for added communications; additionally, Economic Development could get more involved in panels/annual events to showcase Mission in the Lower Mainland and Fraser Valley

ACTION ITEM: Committee members that can provide input for the Operational Plan prior to finalizing, should contact Stacey Crawford directly.

5. NEW BUSINESS

(a) Employment Lands Strategy Project

S Crawford provided the Committee with a draft of the scope of work that would be used to hire a consultant to expedite the Employment Lands Strategy Project. There are two competitive procurement options that could be considered:

- i. **Request for Proposal (RFP) process:** This is a public process whereby the RFP is posted on BC Bid. Given the backlog for the RFP process through the Purchasing Division, the timeline to complete this project would not be expedited.
- ii. **Request for Quotation (RFQ) process:** This requires the District to solicit quotes from a minimum of three proponents. This process may shorten the timeframe by two to four weeks.

An alternative option would be a sole sourcing, non-competitive procurement process. This method is not considered Best Practice and may be difficult to get authorization for.

(b) EDSC Working Groups

The December meeting of the EDSC will be working groups for transportation and employment lands.

(c) Special Council Meeting with EDSC on February 12, 2019

The Chair requested that the Committee consider any potential items for the upcoming Special Council meeting with the EDSC on February 12, 2019.

(d) Year-to-Date Building Report

As Dan Sommer was unable to attend this meeting; Guy Gusdal, Manager of Inspection Services, provided handouts and information to the Committee on building permit data, explaining how the data was collected and some of the factors that effect the results.

Gathering the data is arduous, as the District does not have the software to efficiently track this information. Additionally, it can be difficult to ensure that the factors in compiling the data are the same between the District of Mission and that of other municipalities. Timing also makes a comparison between municipalities challenging (i.e., not knowing the number of staff at time of processing permits).

Mr. Gusdal noted that the numbers for Mission may be low, as building permits applied for in 2018, but were not issued until 2019, were excluded due to the software constraints and limitations with gathering data. Also, processing time averages reflect the waiting time for the applicant to submit outstanding items to the District.

There are a number of ways that the District of Mission is looking to improve efficiencies, including, but not limited to:

- a new District-wide enterprise software system is being considered,
- a potential additional plan checker position is currently going through the budget process for Council's consideration of approval; and
- the implementation of a greater non-refundable building permit application fee, and a fee for revisions to help improve the number of "clean" applications, thus reducing staff time on these changes.

The Chair stated that the Committee would like to get reporting on the Development Liaison Committee (DLC) in order to monitor Industrial/Commercial/Institutional (ICI) applications.

6. CONSENT AGENDA

(a) Approved Minutes of the Tourism Committee meeting held on July 2, 2019 were provided as information.

7. ROUNDTABLE

E. Sarfeld - attended a Minister's dinner on November 10 with the Mayor, CAO, and Economic Development Officer. The dinner provided opportunities to talk to different provincial Ministers about the waterfront revitalization project.

W. Peary - the first Trades Committee meeting has taken place.

S. Melia - the next Chamber of Commerce meeting is on November 14. He will take topics discussed at today's EDSC meeting to this meeting.

Mayor Alexis – will be attending the “Women Helping Women: The Power of Mentorship” event on Saturday. The event is hosted by the District of Mission and Mission Public School District” to help inspire young women to set and reach their goals. They are also working towards a career fair in 2020.

The reclassification of the District to a City is approximately four to five months away. The application is with the Province at the moment for approval.

C. Hartman – at the DLC, the development approval process remains to be the main issue. A special meeting relating to concerns with the Zoning Bylaw review will be happening this month. It is expected that D. Sommer, Director of Development Services, will be bringing process improvements forward to the next regular meeting of the DLC.

S. Crawford – met with VP of business development – short sea shipping and transloading opportunities. Meeting in 3 weeks, can take one representative from this Committee.

8. NEXT MEETING

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

9. ADJOURNMENT

Moved and seconded,

That the meeting be adjourned.

CARRIED

The meeting adjourned at 9:34 am.



The **Minutes** of the **Tourism Committee** meeting held in the **Economic Development Boardroom** of Welton Common, at 7337 Welton Street, Mission, British Columbia on Tuesday, October 8, 2019 commencing at 7:30 a.m.

Members Present: Paula Kent, Chair
Rocky Blondin, Economic Development Select Committee Representative,
Katt Stearns, Owner, Katt Stearns Consulting

Members Absent: Michelle Demers Shaevitz, Festival Director, Mission Folk Music Festival,
Ron Smith, CEO, Leq'á:mel Development Corporation

Others Present: Stephanie Key, Deputy Director of Parks, Recreation & Culture, District of Mission,
Clare Seeley, Manager of Tourism, District of Mission

1. CALL TO ORDER

The Chair called the meeting to order.

2. ADOPTION OF AGENDA

The resignation of V. Billesberger was added to the Agenda as 4 (d).

Moved and seconded,

That the revised agenda of the Tourism Committee meeting held on October 8, 2019 be approved as circulated.

CARRIED

3. MINUTES FOR APPROVAL

Moved and seconded,

That the minutes of the July 2, 2019 meeting of the Tourism Committee be approved.

CARRIED

4. NEW BUSINESS

(a) Vision and Mission Statement

The committee felt that in order to establish a brand for Tourism Mission, initial conversation should be held around the vision and mission statements, with detailed discussion occurring at the next meeting.

It was agreed that the guiding values outlined in the 2018-2022 District of Mission Strategic Plan would be adopted for the Tourism Committee to guide the work and direction undertaken as follows:

- Inclusive – we value and celebrate our diversity.
- Open and Accountable – We value open debate and commit to making decisions in the best interests of the whole community.
- Trust – The committee trust each other and staff to work to the best interests of the whole community.
- Future Focused – Plan for the needs of future generations with careful consideration of the long-term impacts of decisions made today.
- Sustainability – balancing the economic, social, environmental and cultural sustainability.
- Communication and engagement – ensuring the community are informed and engaged.

Ideally ten words or less will be chosen for the vision statement, with more detail in the mission statement. Initial brainstorming lead to the following areas for consideration:

- Catalyst for economic development
- Community Pride
- Quality of Life
- Sustainability
- Celebration of diversity
- Explore/discover
- It's the people
- Thrive
- Putting Mission on the map
- Canadian feel and experience
- Hidden cultural community
- Adventure and culture

Action: All committee members to create a mission statement for the next meeting.

(b) Branding

The document from BlackBean Creative was discussed with the decision to combine two mood boards to meet the adventurous and cultural aspects of Mission, with “Active Nature” and “Keeping it Real”.

The colour palette will combine the blue and green from “Active Nature” with the red utilized in the Stave West brochure.

The websites recommended by BlackBean were reviewed, the consensus was that all liked the Tourism Tofino site – <https://tourismtofino.com/>

Action: C. Seeley to advise BlackBean Creative of the decisions.

Action: C. Seeley to confirm that Stave West agree to the use of their colour and confirm the name/number.

(c) Visitor Guide

Discussion ensued around the future direction of the visitor guide and whether now is the time to produce a separate guide from Black Press. It was decided that this will

allow Tourism Mission to create a publication in conjunction with the website and ensure control over branding and content.

Action: C. Seeley to meet with Black Press.

Action: C. Seeley to get three quotes for graphic design and printing.

(d) Member resignation

It is with regret that Val Billesberger has had to resign from the committee with immediate effect.

The position will be re-advertised and the Chair, Economic Development Select Committee (EDSC) Representative and Manager of Tourism will review all applicants and bring recommendations back to the Tourism and EDSC for approval.

Action: C. Seeley to advertise the position

5. NEXT MEETING

Regular meeting: Tuesday, November 12, 2019 at 7:30a.m. in the Welton Conference Room 2, at Welton Common.

6. ADJOURNMENT

Moved and seconded,

That the meeting be adjourned.

CARRIED

The meeting adjourned at 9:00 a.m.