

Minutes of the **SPECIAL MEETING** of the **DISTRICT OF MISSION COUNCIL** held in the Conference Room of the Municipal Hall, 8645 Stave Lake Street, Mission, British Columbia, on Monday, March 23, 2015 commencing at 2:00 p.m.

Council Members Present: Mayor Randy Hawes
Councillor Pam Alexis
Councillor Rhett Nicholson
Councillor Danny Plecas
Councillor Jenny Stevens

Council Members Absent: Councillor Carol Hamilton
Councillor Jim Hinds

Staff Members Present: Glen Robertson, Interim Chief Administrative Officer
Michael Boronowski, Manager of Civic Engagement &
Corporate Initiatives
Stacey Crawford, Economic Development Officer
Bob O'Neal, Director of Forest Management
Tina Penney, Acting Manager of Corporate Administration
Mike Younie, Director of Development Services
Christine Brough, Executive Assistant
Clare Seeley, Executive Assistant and Marketing
Coordinator

Economic Development
Select Committee (EDSC)
Members Present:

Michael Krochter – Chair, EDSC
David Adkins
Alyssa Lockhart
Cory Padula
Pia Ritch
Grace Saris
Steve Sharpe
Craig Toews

EDSC Members Absent: Carlo Billinger
Allan Main

1. CALL TO ORDER

The meeting was called to order.

2. ADOPTION OF AGENDA

Moved by Councillor Plecas, seconded by Councillor Alexis, and

RESOLVED:

1. That Item 4 "Resolution to Exclude the Public" be amended to include the following sections of the Community Charter
 - Section 90(1)(c) of the *Community Charter* – labour relations or other employee relations; and

- Section 90(1)(g) of the Community Charter – litigation or potential litigation affecting the municipality.

2. That the March 23, 2015 Special Council Agenda be adopted as amended.

CARRIED

3. NEW BUSINESS

Economic Development Select Committee (EDSC)

SC15/018
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i. Introduction: Michael Krochter – Chair, EDSC: Introduction of EDSC Members

Mayor Hawes welcomed the members of the EDSC and turned the meeting over to Mr. Krochter who facilitated introductions and provided an overview of the committee's presentation to Council.

ii. EDSC History, Structure, Mandate: Stacey Crawford – Brief overview

The Economic Development Officer provided a brief overview of the EDSC, noting the following:

- The committee was created by Council in 2002 to provide advice on economic development issues.
- The economic development strategic plan and the marketing plan were developed and implemented in 2004 and 2005 respectively but have not been updated by Council since.
- The EDSC provides an annual work plan to Council each year.
- The Terms of Reference provide operational guidance for a 15 member committee. Originally membership was designed to ensure specific sector/industry representation but, in recent years, the Terms of Reference were amended to relax this requirement. Members are recommended by the committee and appointed by Council to a two year term which can then be renewed at Council's discretion. There is no limit to the number of terms a person can sit on the committee and Mission residency is not a requirement. The Terms of Reference also call for two members of Council, the Economic Development Officer, the Chief Administrative Officer, and the Manager of Long Range Planning to serve on the committee as non-voting members.
- There are currently four vacancies and five renewals outstanding. Renewals and the filling of vacancies were put on hold in 2014 pending Council discussion and direction regarding a proposed new departmental action plan.

iii. Key Initiatives: David Adkins & Cory Padula – Value & Vision of EDSC

Mr. Padula described the EDSC as a volunteer advisory group whose members have a great deal of business and leadership expertise. He explained that there is a genuine desire to provide advice and feedback to Council and to work in alignment with Council's goals and objectives. Mr. Padula noted that, in many cases, the EDSC members are particularly well-positioned to take on a leadership/promotional role because they are the front line business owners,

managers and sector/industry experts that are experiencing both the opportunities and challenges associated with doing business in Mission.

Mr. Padula stressed the importance of having a vision of what Mission is and of what it can and will become. He noted that Mission's residents, business owners, and politicians cannot effectively promote Mission to developers, future businesses and future residents without an understanding of this vision.

Mr. Adkins provided an overview of a recent EDSC initiative that demonstrates how having a vision of the community's future can be used as a powerful promotional tool to generate interest in and attract potential investors to Mission. He presented a number of conceptual, 3D digital images of the downtown and the waterfront area, based on past market analysis and feasibility studies, as an example and noted the following:

- The 3D images are not intended to represent a land use plan; however, they are compelling visual aids for sharing a future vision, stimulating conversation and attracting investment.
- They are compelling because they are based on the actual 2010 market analysis and feasibility study for the waterfront, which takes into consideration the appropriate density, market absorption rates and scale determined to be profitable for development of this area. This study also determined that there is sufficient market evidence of residential and commercial viability to be profitable for an investor.
- The downtown images support the Downtown Action Plan.
- Once the digital framework is complete, the images can be changed as desired which provides a great deal of flexibility.
- This is an important tool in that it can be used to create commonality of vision and to communicate Council's vision of Mission and its development potential to the investment community.
- The images can be used to create an animation for trade shows and presentations.

Council discussed the 3D images and the value of providing funds to expand the project and include other areas of Mission (e.g. Stave West) and noted that there may be a benefit in showing the current 3D images at the upcoming April 28, 2015 Mission hosted UDI breakfast meeting.

iv. *Success Stories: Sector Specific Examples of EDSC Involvement (EDSC Members)*

Mr. Padula, Ms. Ritch, and Mr. Toews outlined for Council the various contributions of the EDSC in promoting/supporting businesses in Mission.

Discussion then ensued on the following:

- the elements required to continue to attract businesses in the manufacturing, information technology (IT), and educational sectors;
- how to support and promote businesses in the downtown core and throughout Mission;
- the need for land assembly in the waterfront area and related challenges to waterfront development;
- the need for an inventory of available industrial land within the District;

- the desire to have land removed from the Agricultural Land Reserve in order to increase Mission's industrial land base;
- the possibility of creating a survey or reporting tool that would elicit honest feedback from developers and builders on the benefits and challenges of doing business within the District of Mission;
- the willingness of Council to work with Economic Development to attract potential businesses and developers;
- the role of the EDSC as a Council appointed advisory committee, complementary to and supportive of Council's goals and objectives;
- the need for more regular communication between the EDSC and Council.

It was noted that the EDSC Terms of Reference call for two members of Council to sit on the committee and for the committee to meet with Council as a governing body twice each year.

4. RESOLUTION TO EXCLUDE PUBLIC

SC15/019
MAR. 23/15

Moved by Councillor Alexis, seconded by Councillor Nicholson, and

RESOLVED: That, pursuant to Sections 90 and 92 of the *Community Charter*, this Special Meeting of Council be closed to the public as the subject matter being considered relates to the following:

- Section 90(1)(c) of the Community Charter – labour relations or other employee relations; and
- Section 90(1)(g) of the Community Charter – litigation or potential litigation affecting the municipality.

CARRIED

5. ADJOURN TO CLOSED COUNCIL MEETING

SC15/020
MAR. 23/15

Moved by Councillor Alexis, seconded by Councillor Nicholson, and

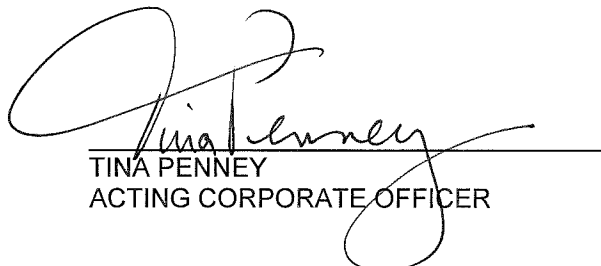
RESOLVED: That the Special Council meeting be adjourned.

CARRIED

The meeting was adjourned at 3: 59 p.m.



RANDY HAWES
MAYOR



TINA PENNEY
ACTING CORPORATE OFFICER