

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 July 8, 2010 commencing at 5:30 p.m.

Council Members Present: Mayor James Atebe
Councillor Terry Gidda
Councillor Danny Plecas
Councillor Mike Scudder
Councillor Jenny Stevens
Councillor Heather Stewart

Council Members Absent: Councillor Paul Horn

Staff Members Present: Glen Robertson, chief administrative officer
Stacey Crawford, economic development officer
Sharon Fletcher, director of planning

Economic Development Committee Members present:

Oleene Herman
Ray Szabada
Jim Sward
Rex Blane
Carlo Billinger
Sean Melia
Liz Clay
Dr. Mark Evered

1. NEW BUSINESS

SC2010/008

Strategic Objectives: Employment Lands Strategy & Economic Development

The director of planning reported on the Employment Lands Strategy (ELS) and stated that the purpose of the strategy was to determine whether Mission will have sufficient land available to meet future employment demands. She stated that the guiding principles of the ELS were based on the community's desire to provide local jobs for Mission residents, to reduce the number of Mission residents commuting to neighbouring communities to work, and to diversify the tax base. The following summarized conclusions and highlights of the ELS were noted:

- If Mission wants to provide an opportunity for the existing and future labour force to work in Mission, the lands currently used for employment need to be used more intensely;
- the amount of Business Industrial land will need to be increased;
- by increasing job and retail opportunities in Mission, the current leakage of retail discretionary dollars (estimated at \$103 million per year) to neighbouring communities will be reduced;

- in order to compete with Abbotsford and Maple Ridge, Mission commercial and industrial infrastructure must be distinctive and attractive, and designed to hold its value over time.

The director of planning also reported on staff's recommendation that a task force be established and stated that the purpose of the task force (in coordination with the Economic Development Committee, the economic development officer, the director of planning and the manager of environmental services) would be:

- to develop criteria and an Incentive Program to attract employee based businesses;
- to undertake a Lougheed Corridor Study to determine the long term use of land and the long term role of ALR lands in Mission;
- to identify sectors where Mission has a competitive advantage;
- to develop a list of target businesses that use land intensely, achieve targeted square feet per employee, achieve the target wage such as the education sector and capitalize on Mission's strengths;
- to determine existing and required attractors for targeted businesses;
- to create a promotional package; and
- to establish an implementation plan that includes key members of the community and the economic development officer to develop a recruitment program for Mission.

The mayor thanked the director for her presentation and stated that once the Terms of Reference for the Task Force have been drafted, council will discuss the matter further.

The economic development officer stated that Mission is also currently partnering with Maple Ridge and Pitt Meadows to fund a unique research project aimed at attracting and retaining high value jobs. He stated that the forecast for unparalleled growth on the north side of the Fraser River has prompted this study which is scheduled for completion by the end of August, 2010. He stated that being able to meet the needs of growing businesses is the cornerstone of a business retention and expansion strategy and that this study will explore a range of factors to determine the future needs of business and how communities like Mission can position itself to meet these needs.

SC2010/009

Waterfront/Downtown Tour Discussion

Council and the economic development committee members discussed the recent tours of waterfront developments and agreed on the following positive aspects of the developments:

1. the mix of residential and commercial developments;

2. the use of underground parking;
3. the importance of a clear long term vision;
4. the importance of choosing a developer that is able to incorporate the history of the area in a development; and
5. the importance of creating connectivity between the waterfront and the downtown core.

SC2010/010 **Economic Development 2010 Strategies and Objectives**

A report dated July 6, 2010 summarizing the strategies and objectives undertaken by the Economic Development Department in 2010 was provided.

SC2010/011 **Economic Development Budget Update**

A report dated July 6, 2010 summarizing the 2010 revenues and expenses for the Economic Development Department was provided.

SC2010/011 **Economic Development Committee Presentations**

Mayor Atebe and Carlo Billinger presented gifts to Jim Sward and Liz Clay in recognition and appreciation of their contributions to the Economic Development Committee.

2. ADJOURNMENT

SC2010/012 Moved by Councillor Scudder, seconded by Councillor Gidda, and

RESOLVED: That the meeting be adjourned.
CARRIED

The meeting was adjourned at 7:15 p.m.



JAMES ATEBE
MAYOR



KELLY RIDLEY
DEPUTY DIRECTOR OF CORPORATE ADMINISTRATION