



CITY OF PITT MEADOWS
Economic Development Advisory Committee Meeting
AGENDA

Thursday, April 4, 2024, 2:00 PM

Meadows Room

12007 Harris Road, Pitt Meadows, BC V3Y 2B5

The Economic Development Advisory Committee acknowledges that we meet on the traditional territory of the q̓íçəy̓ (Katzie) First Nation.

Pages

1. CALL TO ORDER

2. LATE ITEMS

3. APPROVAL OF AGENDA

Approval of the April 4, 2024 Economic Development Advisory Committee agenda.

4. ADOPTION OF MINUTES

3

Approval of the November 30, 2023 Economic Development Advisory Committee meeting minutes.

5. NEW BUSINESS

5.1 Roundtable of Introductions

Roundtable of introductions of staff and Committee members.

5.2 Roles & Responsibilities of a Committee Member

Staff to provide a brief summary of the roles and responsibilities of a City Committee member.

5.3 Tourism Marketing

C. O'Byrne, Manager of Planning, to provide an overview of tourism marketing collectives.

5.4 Collaborations with Maple Ridge Pitt Meadows Chamber of Commerce

C. O'Byrne, Manager of Planning, to provide an overview of the collaborations with the Maple Ridge Pitt Meadows Chamber of Commerce.

5.5 EDAC Action Item Tracker

18

C. O'Byrne, Manager of Planning, to provide an update on the Action Item Tracker.

5.6 EDAC Application Tracker

19

C. O'Byrne, Manager of Planning, to provide a brief verbal update on the Application Tracker.

6. ROUNDTABLE

7. ADJOURNMENT

Disclaimer: These minutes were prepared as a reasonable summary of the essential content of this meeting, not as a transcription



Minutes of the Economic Development Advisory Committee Meeting

November 30, 2023, 2:00 PM

Video Conference

Voting Members:

C. Ameli
A. Aquilini*
R. D'Souza
P. Gordon
C. Hamm
A. Jaschke
K. Maier
K. Marion
S. Robinson

Regrets:

L. Hall
D. Kosicki

Council Liaisons:

Councillor A. Evans
Councillor B. Meachen (*Alternate*)

Guests:

Applicants 1 - 112 – 19150 Lougheed Highway

Staff:

M. Baski, Project Manager Agriculture and Environment
A. Dominelli, Senior Development Service Technician
C. O'Byrne, Manager of Planning (*Chair*)

Recording Clerks:

K. Hills, Committee Clerk II
T. McCaw, Acting Deputy Corporate Officer

1. CALL TO ORDER

C. O'Byrne, Manager of Planning, acknowledged that the meeting was held on the traditional territory of the ᑭᓴᓐᑭᓐ (Katzie) First Nation.

The meeting was called to order at 2:04 PM.

2. LATE ITEMS

None.

3. APPROVAL OF AGENDA

There was general consent amongst the Committee to approve the November 30, 2023 Economic Development Advisory Committee agenda as circulated.

4. ADOPTION OF MINUTES

There was general consent amongst the Committee to approve the minutes from the October 5, 2023 Economic Development Advisory Committee as circulated.

5. NEW BUSINESS

5.1 Rezoning Application to Permit a Cannabis Retail Store at 112 – 19150 Loughheed Highway

A. Dominelli, Senior Development Services Technician, presented a Rezoning Application to permit a cannabis retail store at 112-19150 Loughheed Highway including a PowerPoint presentation which forms part of the minutes as **Attachment 1.**

The Committee participated in a discussion with the following main themes noted:

*A. Aquilini joined the meeting at 2:22 PM.

- discussion regarding the market in the area being over-saturated with cannabis retail stores (*Applicants 1 provided information about their projected sales for the area based on the population; the dollar value per day of sales needed to make a modest amount of money; and suggested that the population could support two stores*);
- discussion regarding additional traffic volume in Meadowvale Mall, including through the intersection of Harris Road at McMyn Road (*Staff confirmed Meadowvale Mall had ample parking; Applicants 1 stated the approximate number of daily sales they anticipated based on their*

Kelowna store and that they anticipated walk-in traffic at the location in Meadowvale Mall);

- a question was raised as to whether the Kelowna cannabis retail store sales are seasonal in nature and not comparable to Pitt Meadows *(Applicants 1 said sales in their Kelowna store are not seasonal despite tourism to that area);*
- discussions were raised around the viability and business plan of the cannabis retail store *(Applicants 1 said they anticipated sale losses in the first year with sales growth over the following years, and they would use their proven Kelowna sales strategies to build the business);*
- discussions on limiting the number of allowable cannabis retail stores in Pitt Meadows, which included identifying that Council Policy C108 - Cannabis Retail Stores would effectively restrict the number of cannabis stores that the City of Pitt Meadows could support based on the evaluation criteria regarding location requirements;
- support was given to the rezoning application to permit a retail cannabis store at 112 - 19150 Lougheed Hwy, as it was identified that the rezoning application complied with the evaluation criteria in Council Policy C108 - Cannabis Retail Stores; and
- questions around the sales staff training and education *(Applicant 1 addressed the concern by stating that staff provide considerable customer service and staff are paid well above the minimum wage; and it was noted that it was a requirement in British Columbia for cannabis retail sales staff to have Selling it Right Certification).*

It was **MOVED** and **SECONDED** THAT the Economic Development Advisory Committee:

- A. Endorse the rezoning application to permit a retail cannabis store at 112 – 19150 Lougheed Hwy.

CARRIED

5.2 Draft Agricultural Viability Strategy Update

M. Baski, Project Manager, Planning, provided an update on the draft Agricultural Viability Strategy which forms part of the minutes as **Attachment 2**.

The Committee participated in a discussion with the following main themes noted:

- support was given for the City of Pitt Meadows to collaborate with surrounding municipalities on agricultural efforts; and
- comments were made regarding collaboration between City of Pitt Meadows Economic Development Advisory and Agricultural Advisory committees.

5.3 EDAC Action Item Tracker

The Committee participated in a discussion with the following main theme noted:

- discussions surrounding finding a venue for a Job Fair with a potential date to take place in or around April 2024.

5.4 EDAC Application Tracker

C. O'Byrne, Manager of Planning, provided a brief verbal update on the Application Tracker.

The Committee did not engage in any further comments or discussions on this agenda item.

6. ROUNDTABLE

Committee members participated in a roundtable discussion. No motions or recommendations were put forward.

7. ADJOURNMENT

The meeting was adjourned at 3:30 PM.

*The next **Economic Development Advisory Committee** meeting is scheduled for **February 2nd, 2024 at 2:00 PM.***

Certified as correct:

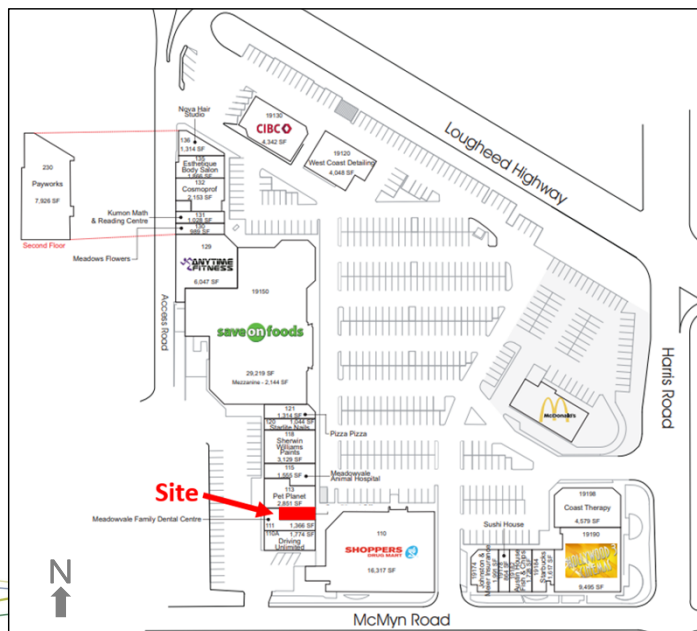
Kelly Hills, Committee Clerk II

Rezoning Application New Cannabis Retail Store 112 – 19150 Lougheed Hwy

Council Meeting
January 9, 2024



Site Location



Development Information Meeting

- November 21, 2023
- 4 members of the public attended

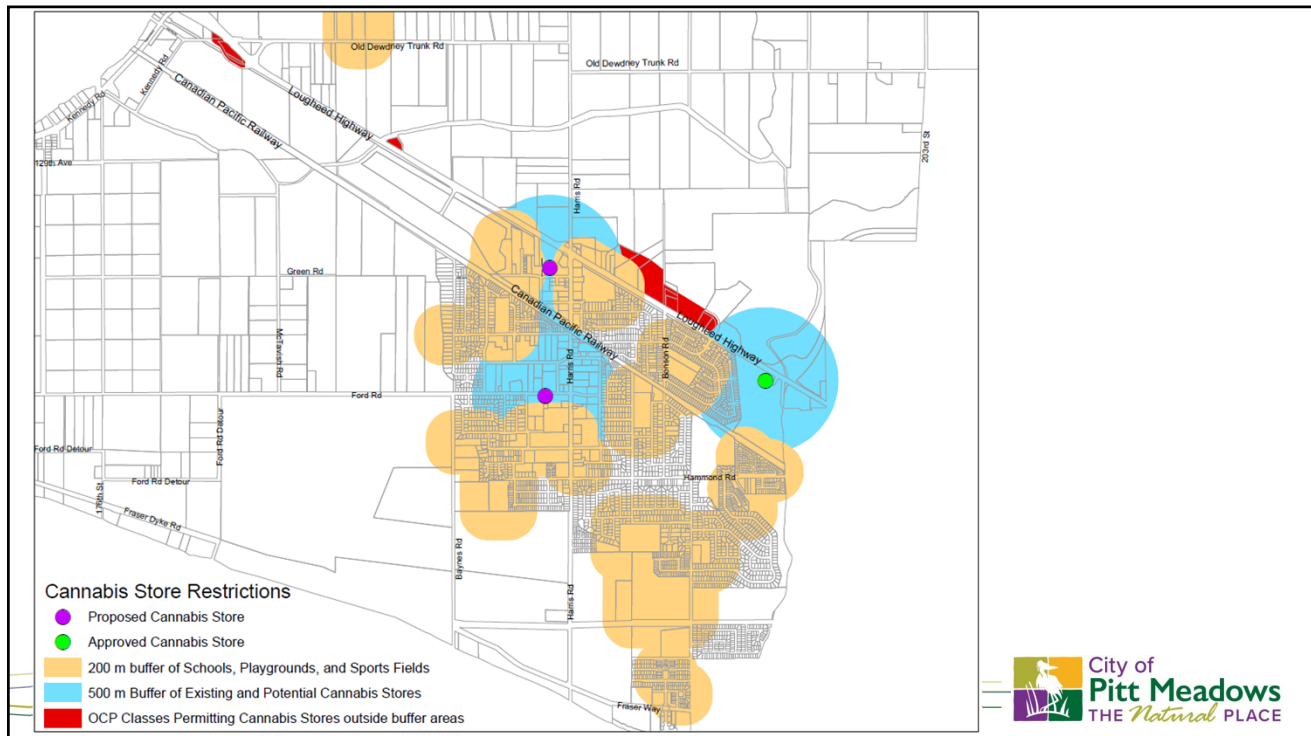


Economic Development Advisory Committee

- Meeting November 30, 2023

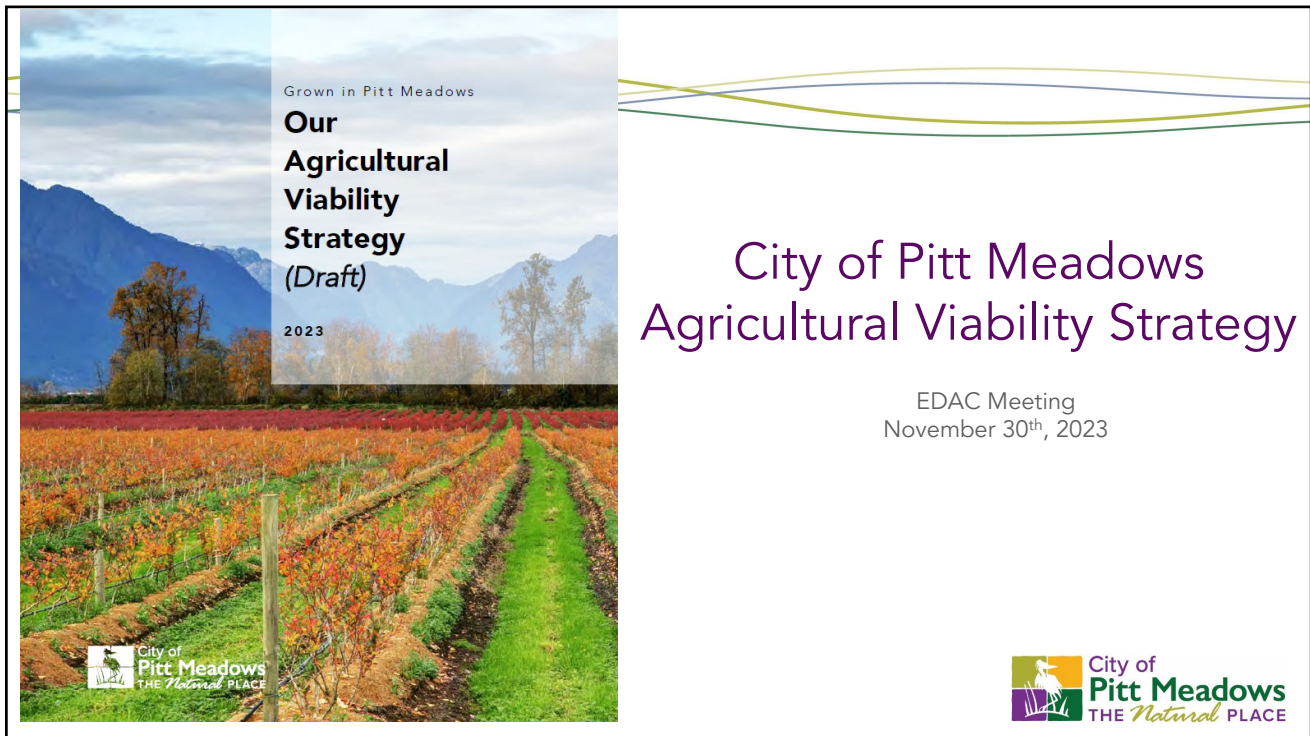
"The Economic Development Advisory Committee endorses the rezoning application to permit a retail cannabis store at 112 – 19150 Lougheed Hwy."





Recommendation: THAT Council:

- A. Grant first and second readings to Zoning Amendment Bylaw No. 2966, 2025, to permit a retail cannabis store at 112 – 19150 Loughheed Highway; AND
- B. Direct staff to schedule a public hearing for an upcoming meeting of Council; OR
- C. Other.



Outline:

- Project Team
- Background
- Public Engagement
- Agricultural Viability Strategy
- Synergies



City of Pitt Meadows
Agricultural Plan



Project Team



Background Report

City of Pitt Meadows Agricultural Plan



Agriculture and Agri-food Sector in Pitt Meadows

78% of land in Pitt Meadows is in the Agricultural Land Reserve.
The City contains 3,989 hectares of total reported farm area.

TOP CROPS

- Hay
- Cranberries
- Blueberries
- Nursery plants



TOP LIVESTOCK

- Dairy cows
- Beef cows
- Poultry
- Horses
- Honeybees



> 2,000 ha of
berry production



861 ha of cranberries
1,335 ha of blueberries

140 farms in Pitt
Meadows



20% written succession plans
80% no succession plan

215 farm
operators

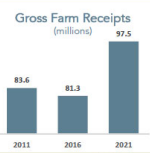


140 Male
80 Female

Over \$97 million

Gross Farm Receipts in 2021

An increase of \$16.2 million
from 2016



Data sourced from the Census of Agriculture: 2016, 2018 & 2021

Background Report City of Pitt Meadows Agricultural Plan Update



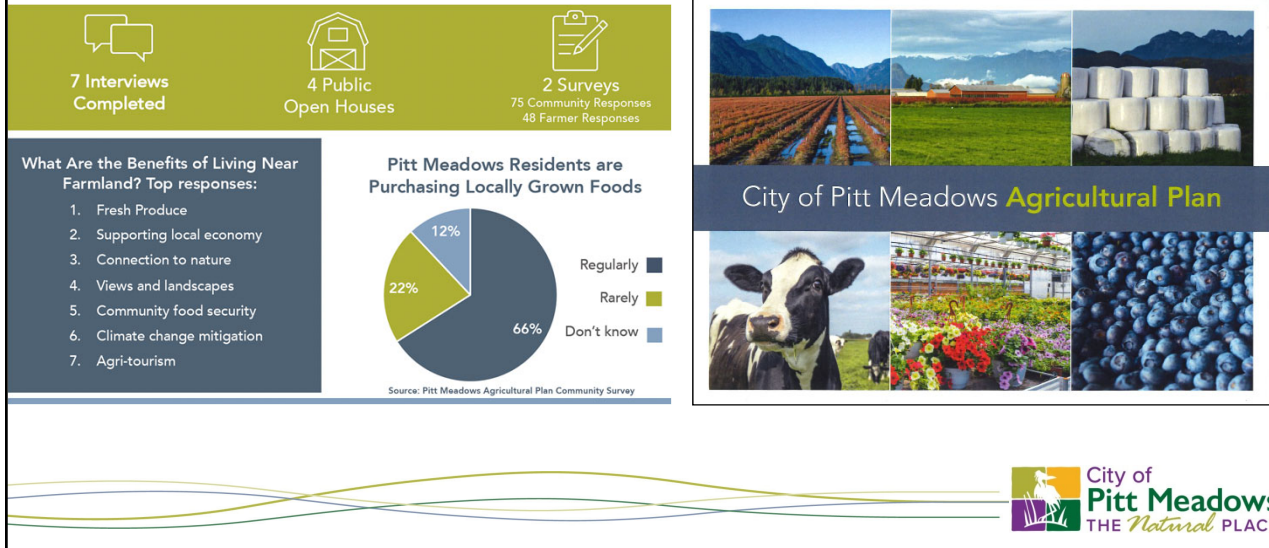
June 2023

upland
agricultural consulting

In association with
URBAN FOOD STRATEGIES



Public Engagement



Public Engagement

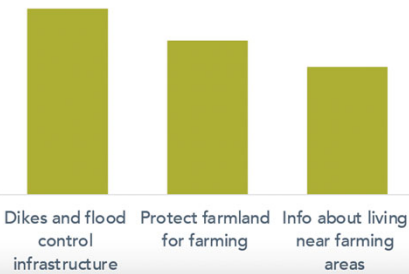


Engagement Findings

Top Agriculture and Agri-food Sector Challenges



Ways the City can Support Agriculture



Vision for the Future of Agriculture

- Farmland is protected and productive
- Farms are economically viable
- Local foods are diverse and available
- Farms are environmentally sustainable;
- Residents and the City respect and support the sector



ENGAGEMENT SUMMARY REPORT – ROUND 1
PITT MEADOWS AGRICULTURAL PLAN UPDATE
July 2023

Developed by:
upland
agriculture consulting
in association with
URBAN FOOD STRATEGIES



Strategy Summary

Grown in Pitt Meadows

Our Agricultural Viability Strategy

Shared Vision

Agriculture in Pitt Meadows is a thriving and resilient sector where farmers are valued, productive lands are supported, and producers are equipped to adapt to changing social, economic, and environmental conditions.

17

Strategies



8 Short term*

5 Medium term

4 Long term

57

Specific Actions

* Short term strategies (1-2 years) Medium term strategies (3-5 years) Long term strategies (6-10 years)



Goals

1. Protect farmland for farming



2. Plan and manage infrastructure assets to ensure they are well-functioning for agriculture and supported through thoughtful decision-making



3. Support the economic viability of the agriculture and agri-food sector



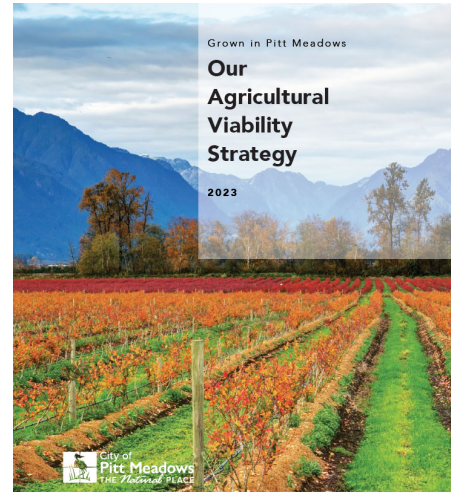
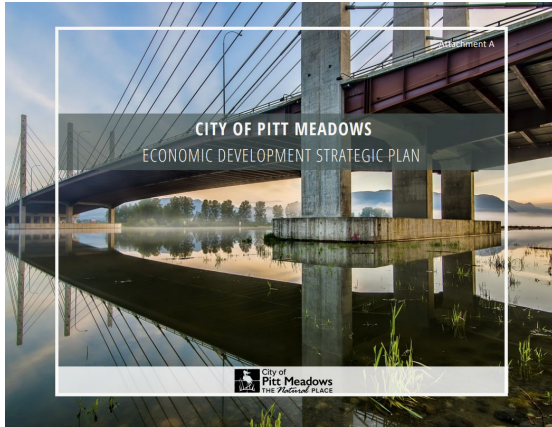
4. Adapt to future challenges by adopting new technology, embracing innovation, and becoming resilient to climate change



5. Help the community support and be proud of agriculture in Pitt Meadows



Synergies



Infrastructure

Economic Development Strategic Plan Infrastructure Strategy and Action Item	Agricultural Viability Strategy Infrastructure Strategy and Action Item
Strategy 13 – Invest in continual improvements to critical farming infrastructure (high)	Strategy 2.1: Provide safe and reliable drainage infrastructure for farming (short)
13.1 Continue to engage with the AAC to identify infrastructure-related needs and challenges	Advocate to Provincial and Federal government agencies to provide the City and the agricultural community with resources to improve drainage infrastructure, ditch cross-sections, maintenance, and upgrades.
13.2 Continue implementing the agriculture-related policies in the OCP	
13.3 Continue to seek senior government funding support for agriculture infrastructure expansion and upgrades	Strategy 2.2: Develop an agricultural water study to assess the capacity of the City's drainage system to support irrigation water for agricultural activities. (short)
	Advocate to Provincial and Federal government agencies for opportunities for the City to be able to undertake measures to support irrigation for farmers.



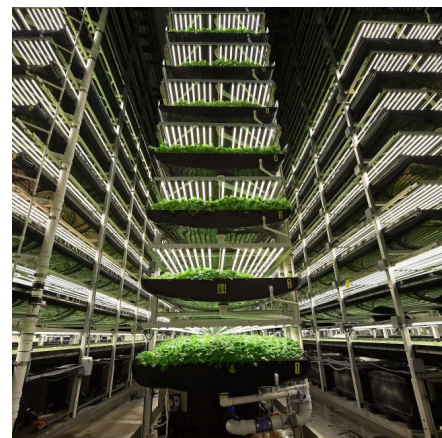
Labour

Economic Development Strategic Plan Labour Strategy and Action Item	Agricultural Viability Strategy Labour Strategy and Action Item
<p>Strategy 3 – Improve matching of existing labour supply with labour demand (high)</p> <p>3.1 Partner with organizations like the Chamber of Commerce, WorkBC and SD 42 to coordinate a PM job fair and other recruitment initiatives</p> <p>3.3 Create a directory of local companies open to hiring student labour and share with schools and relevant youth organizations</p> <p>Strategy 9 – Attract post-secondary or professional training institution to PM (longer term)</p>	<p>Strategy 5.2: Support food system literacy throughout the community. (medium)</p> <p>Explore opportunities to develop relationships and learning opportunities among School District 42, post-secondary institutions, and the agricultural community. This could involve assisting schools with obtaining Farm-to-School BC and Agriculture in the Classroom grants through letters of recommendation, or an indication of matching or in-kind support. This could be done with a revived Pitt Meadows Farmers Institute and may include advocacy to expand on agricultural curriculum.</p>



Economic Viability and Agritech

Economic Development Strategic Plan Economic Viability and Agritech Strategy and Action Item	Agricultural Viability Strategy Economic Viability and Agritech Strategy and Action Item
<p>Strategy 2 – Increase diversity of unit sizes and permitted uses in industrial area (moderate)</p> <p>2.1 Ensure that City zoning and other regulations are supportive of evolving industrial needs</p> <p>Strategy 17 –Support other ways to increase economic value of on-farm activity (longer term)</p> <p>17.2 Ensure that secondary farm businesses are incorporated into related sector initiatives, such as tourism promotion including agritourism, local business directories identifying farmgate sales sites, or film promotion including farm locations.</p>	<p>Strategy 3.2: Explore opportunities for increasing agricultural processing within the community. (short term)</p> <p>Conducting a site suitability analysis to encourage new facilities and infrastructure for food processing, distribution and storage to be developed within Pitt Meadows, with priority to business parks and mixed-employment areas.</p> <p>Review other municipal Food Hub Feasibility Assessments and consider developing one for Pitt Meadows, and/or lending support for a North Fraser Food Hub initiative to move forward.</p>



Regulations

Economic Development Strategic Plan Regulations Strategy and Action Item	Agricultural Viability Strategy Regulations Strategy and Action Item
<p>Strategy 14 – Commit to the improvement of agriculture-related regulation (high)</p> <p>14.1 Collaborate with the farming community to identify problematic regulations</p> <p>14.2 For municipal regulations, consider the balance of agricultural impact and achieving the original goal of the regulation, adjusting as necessary.</p> <p>14.3 For senior government regulations, identify problematic areas and communicate these to the relevant authorities. If necessary, involve City Council in public advocacy on behalf of the farming community.</p> <p>Strategy 17 – Support other ways to increase economic value of on-farm activity (longer term)</p> <p>17.1 Explore ways to assist farmers to expand their ancillary revenue generation opportunities with less restrictive regulations.</p>	<p>Strategy 1.1: Advocate to other levels of government for policies and regulations that support and stimulate productive stewardship of the agricultural land base. (medium)</p> <p>Advocate to Federal and Provincial agencies to streamline processing requirements to obtain temporary farm workers and to construct temporary farmworker housing.</p> <p>Strategy 1.2: Update the OCP and Zoning Bylaw to support and strengthen agriculture. (medium)</p> <p>Prepare Zoning Bylaw updates for Council to consider for farm home plate maximums that are aligned with (or more restrictive than) AF home plate guidelines, including maximum lot line setbacks for residential uses in the ALR.</p> <p>Ensure consistency in terminology across the Zoning Bylaw, OCP, and other local government planning documents for definitions that are also used in provincial policies and regulations. (Examples include: agriculture, farm operation, intensive farming, watercourse, agri-tech, vertical farming, and processing zones.)</p>



Community Outreach and Partnerships

Economic Development Strategic Plan Community Outreach and Local Partnerships Strategy and Action Item	Agricultural Viability Strategy Community Outreach and Local Partnerships Strategy and Action Item
<p>Strategy 3 – Improve matching of existing labour supply with labour demand (high)</p> <p>Strategy 6 – Encourage continued growth of a cohesive local business community (moderate)</p> <p>6.2 Regularly promote and celebrate local business success through regular social media and other communication channels.</p> <p>6.4 Develop an online directory of local businesses and services.</p> <p>Strategy 8 – Maintain strong regional and community partnerships (longer-term, ongoing)</p> <p>8.1 Ensure that economic development topics and possible areas of mutual interest are a part of regular, positive relationships with neighbouring governments and regional and provincial authorities</p>	<p>Strategy 5.1 Improve public understanding and knowledge of agriculture and food systems in Pitt Meadows. (medium)</p> <p>Encouraging urban residents and businesses to understand and appreciate local agriculture. This could include signage and/or videos about littering regulations on trails adjacent to farmland; the need to keep dogs leashed to prevent harassment of livestock (or providing support to fencing off trails); the Right to Farm Act; and the need to reduce speeds along rural roads to respect farm equipment.</p> <p>Developing signage to be placed along agricultural fields to identify crops being produced and along local trails and greenways in order to reduce conflicts between trail users and agricultural operations.</p>



Transportation

Economic Development Strategic Plan Transportation Strategy and Action Item	Agricultural Viability Strategy Transportation Strategy and Action Item
<p>Strategy 11 – Continue with transportation system improvements (long-term)</p> <p>11.2 EDAC to serve as a conduit for business transportation challenges to be raised with the City, and from there to regional and national transportation partners.</p> <p>15.4 Consider the need for additional signage in areas of high interaction, such as rural roads or adjacent to population areas.</p>	<p>Strategy 2.3: Plan for future development and improvements of rural roads with consideration for needs of agricultural users and to reduce conflicts. (medium)</p> <p>Measure and monitor the effects of commuters and population growth on rural traffic congestion.</p> <p>Advocate for traffic improvements and supporting projects that divert traffic away from rural areas.</p> <p>Advocate to TransLink to update the Transport 2050 Plan to acknowledge and better manage the impacts of commuter/increased population traffic around agricultural lands.</p>



Questions?



Contact:
mbaski@pittmeadows.ca
 604-460-6726

[Agricultural Plan Update |](#)
[City of Pitt Meadows](#)

Thank you!



Economic Development Advisory Committee - Action Item Tracker

<u>Meeting Date:</u>	<u>Action Item:</u>	<u>Status</u>	<u>Assigned to:</u>
30-Nov-23	Staff to discuss with WorkBC and Ridge Meadows Chamber of Commerce the feasibility of a Pitt Meadows job fair in April 2024	Complete	Colin O'Byrne

EDAC APPLICATION TRACKER

<u>DATE</u>	<u>APPLICATION</u>	<u>COMMITTEE RECOMMENDATION</u>	<u>COUNCIL STATUS</u>
2023			
Nov 30, 2023	Rezoning Application to Permit a Cannabis Retail Store at 112 – 19150 Lougheed Highway	<p>Draft motion:</p> <p>It was MOVED and SECONDED THAT the Economic Development Advisory Committee:</p> <ul style="list-style-type: none"> Endorse the rezoning application to permit a retail cannabis store at 112 – 19150 Lougheed Highway. 	This application was granted third reading on February 27, 2024.
2022			
Dec. 1, 2022	Rezoning Application - 950 – 19800 Lougheed Highway	<p>It was MOVED and SECONDED THAT the Economic Development Advisory Committee:</p> <ul style="list-style-type: none"> Supports the rezoning application to permit a retail cannabis outlet at 950 – 19800 Lougheed Hwy and provide the comments from the meeting to Council for review. 	Rezoning approved by Council Sept 12, 2023