

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

August 18, 2022, 11:00 a.m.

Video Conference

Voting Members:	A. Aquilini A. Evans P. Gordon M. Hamfelt C. Hamm D. Kosicki K. Marion* S. Robinson*
Council Liaison:	Councillor MacDonald Councillor Meachen
Guests:	J. Vann Struth, Vann Struth Consulting Group Inc.
Regrets:	G. Bizzo A. Jaschke J. Sidhu
Staff:	R. Costa, Legislative Services Clerk II A. Lucas, Director of Planning & Development M. Roberts, Chief Administrative Officer
Recording Clerk:	T. McCaw, Committee Clerk II

1. CALL TO ORDER

The meeting was called to order at 11:00 am.

2. LATE ITEMS

None.

3. APPROVAL OF AGENDA

It was **MOVED** and **SECONDED** THAT the Agenda for the August 18, 2022 Economic Development Advisory Committee Meeting be approved.

CARRIED.

4. ADOPTION OF MINUTES

4.1 Adoption of the May 19, 2022 Meeting Minutes

It was **MOVED** and **SECONDED** THAT the Minutes from the Economic Development Advisory Committee Meeting held on May 19, 2022 be adopted.

CARRIED.

4.2 Adoption of the June 17, 2022 Meeting Minutes

It was **MOVED** and **SECONDED** THAT the Minutes from the Economic Development Advisory Committee Meeting held on June 17, 2022 be adopted.

CARRIED.

5. NEW BUSINESS

5.1 Economic Development Strategic Plan - Project Update

J. Vann Struth with Vann Struth Consulting Group Inc., provided a PowerPoint presentation and project update on the Economic Development Strategic Plan, forming a part of the minutes as **Attachment 1**.

The Committee participated in a roundtable of discussions with the following themes noted:

- Concerns were raised around the project milestone deadlines;
- Support was given regarding the timing of the presentation of the Economic Development Strategic Plan to Council on October 4, 2022;
- Concerns were raised around the number of survey submissions received from residents (132) and businesses (13) during the [economic development strategic plan engagement campaign](#);

- Concerns were raised around whether the survey captured a large enough representation from the agricultural community, local businesses and residents in Pitt Meadows;
- Discussions were held around the questions and answers offered in the survey;
- Recommendations were made on the draft vision statement for the new Economic Development Strategic Plan which included a suggestion to include the importance of agricultural lands, encouraging new businesses and supporting viability; and
- Discussions were held around prioritizing possible local promotions in conjunction with support from the members of the EDAC including city staff resources.

**M. Roberts joined the meeting at 11:29 a.m.*

**S. Robinson left the meeting at 12:05 p.m.*

5.2 2023 Business Planning Priority Recommendations

Committee members were given the opportunity to collaboratively discuss possible business planning recommendations in regards to economic development in the City of Pitt Meadows.

Further to Jamie Vann Struth's presentation, the Committee expressed their support for the development of a map promoting labour, tourism and business opportunities in Pitt Meadows.

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

5.3 EDAC Action Item Tracker

A. Lucas, Director of Planning & Development, provided an update on the EDAC Action Item Tracker.

- Members of the EDAC made the recommendation to have EDAC Action Item Tracker added as the first agenda item for each meeting moving forward.

- Members of the EDAC support the invitation to Jamie Vann Struth to present at the Agricultural Advisory Committee meeting scheduled for September 8th, 2022. Staff to coordinate.

6. ROUNDTABLE

The Committee participated in a roundtable discussion. There were no motions or recommendations put forward.

**K. Marion left the meeting at 12:20 p.m.*

7. ADJOURNMENT

The meeting was adjourned at 12:39 p.m.

The next meeting for the ***Economic Development Advisory Committee*** is set for ***October 6, 2022*** at 2:00 p.m.

Certified as correct:

Tatiana McCaw, Committee Clerk II

PITT MEADOWS ECONOMIC DEVELOPMENT STRATEGIC PLAN

Economic Development Advisory Committee

August 18, 2022



#1 PROJECT MILESTONES...UPDATE



PROJECT MILESTONES...UPDATE

PHASE/DELIVERABLE	ORIGINAL TIMING	REVISED
Research / Consultation / Visioning	Mostly complete in <u>summer</u>	Partly shifted to <u>fall</u>
Priority Initiatives Summary Report	End of August	Presentation to Council Oct 4
Full Economic Development Master Plan	By end of year	By end of year
Census employment addendum	Early 2023	Early 2023



#2 CONSULTATION



CONSULTATION

- Still relatively early in process
 - Initial interviews complete
 - Mix of individual business owners (inc. EDAC members) and major companies (e.g., Airport, Amazon)
 - Mix of in-person and phone
- Timeline extended to accommodate August schedules
- Committee assistance still requested for additional contacts, small groups
- Will continue into Sept/Oct



#3 ONLINE SURVEY

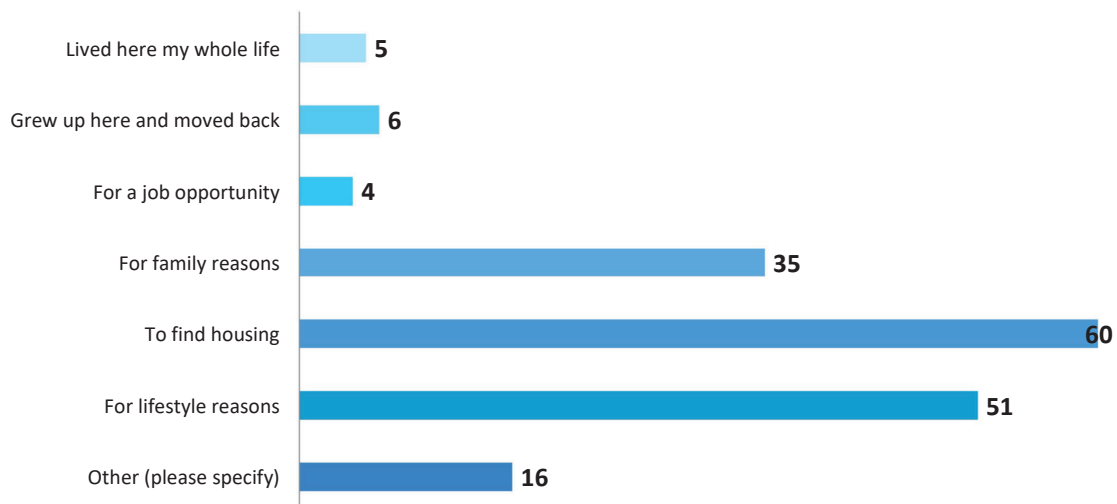


SURVEY OVERVIEW

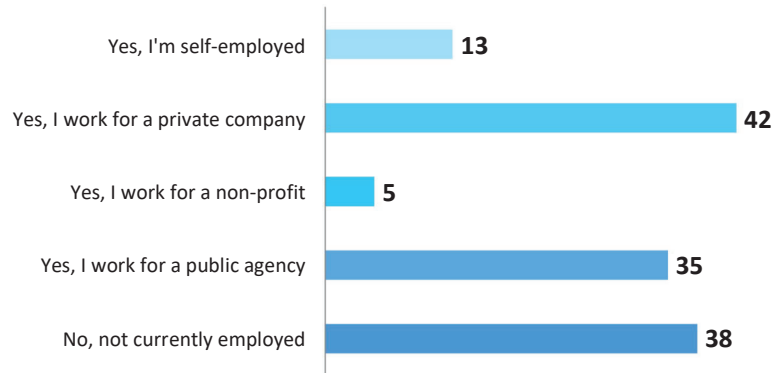
- Open from July 18 to August 12
- 132 completed Resident surveys and 13 completed Business surveys
- Major communications support
 - A postcard mailer – 8308 copies sent to residents, businesses and farms
 - Digital boards at Pitt Meadows City Hall and on Lougheed Highway
 - A ¼ page Maple Ridge-Pitt Meadows newspaper ad
 - Pittmeadows.ca website page and front-page spotlight
 - 22 social media posts, a boosted post, and a social media ad
 - Email sent to all City of Pitt Meadows staff
 - Featured in City Talks newsletter published in the Maple Ridge News
 - Featured in Quarterly Report published in the Maple Ridge News



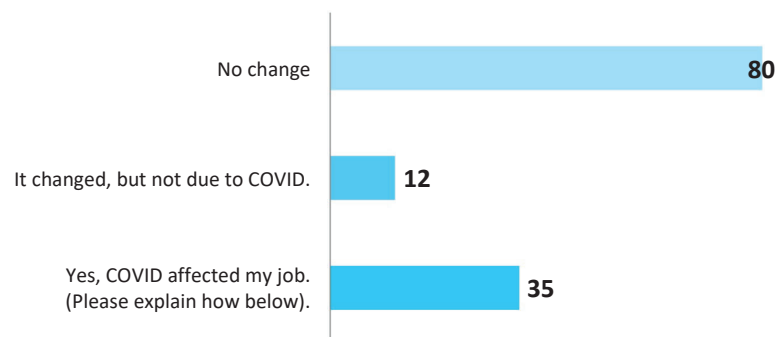
WHY MOVE TO PITT MEADOWS



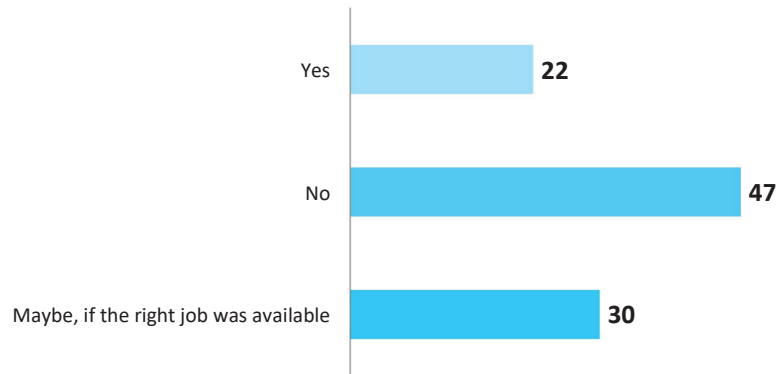
CURRENTLY EMPLOYED?



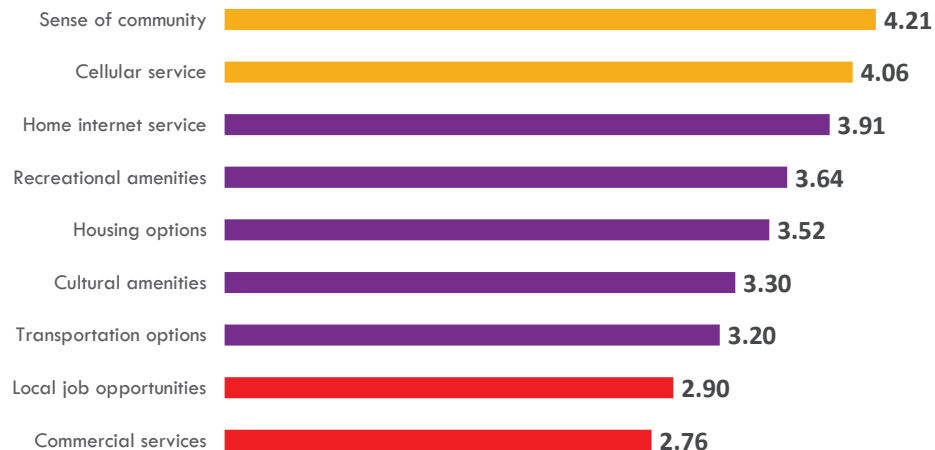
EMPLOYMENT CHANGE DUE TO COVID?



IF WORK ELSEWHERE, INTERESTED IN WORKING IN PITT MEADOWS?



SATISFACTION WITH LIFESTYLE FACTORS (1=VERY DISSATISFIED, 5=VERY SATISFIED)



BUSINESS SURVEY - SATISFACTION





#4 ECONOMIC DEVELOPMENT VISION



ORIGINAL VISION (2008 PLAN)

To provide a foundation for the local economy through **business attraction** and **retention** that will **diversify the City's tax base**, provide a **mix of quality employment opportunities**, and create a **complete community** with a healthy balance of residential, commercial and light industrial development resulting in a **wide array of amenities and services locally**.



KEY PRINCIPLES TO ADD (JUNE EDAC)

- Include mention of business support
- Maintain quality of life
- Openness – Adaptable to new opportunities
- Connection to large employers
- “Enhance” what we have – balance
- Building on small-town feel and lifestyle



DRAFT UPDATED VISION

To enhance our small-town character and lifestyle by supporting local business development and welcoming new companies, large and small, to join our community.





#5 MAJOR ISSUES SUMMARY (SO FAR)



ISSUES

1. Labour availability
2. Leasable commercial space, particularly small units
3. Transportation linkages (mainly traffic flow, also transit)
4. Capitalizing on recreational amenities (boost tourist spending)
5. Raising awareness and supporting growth of local companies
6. Better integrating existing and future larger developments into community (e.g., Amazon, future airport, North Loughheed, Harris)
7. Telecom challenges (possibly limited to specific locations)
8. Ensuring bylaws, permitting, licensing are supportive of economic development goals (e.g., airport-specific issues, enhancing industrial areas)



ISSUES — “QUICK WINS” / LONGER-TERM

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LABOUR / TOURISM / BUSINESS PROMOTION POSSIBILITIES

1. Online database of local companies – linked to business licenses?
2. Possible printed version OR map – tourist-oriented, possible sponsorship support
3. Job fairs / Online local job postings / Promote local opportunities to youth/high schools
4. Others?

SUGGEST ADDING MODEST IMPLEMENTATION BUDGET TO EDAC FOR 2023

- Building information tools, graphic design, communications support, event hosting, local research, etc.



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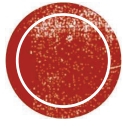
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OTHER BUSINESS PLANNING SUGGESTIONS





MEETING SCHEDULE GOING FORWARD

