

Economic Development Advisory Committee Agenda

Friday, December 2, 2022, 9:00 a.m.

Open to public attendance in Committee Room G

Lower Level, City Hall

Committee members may attend electronically

We recognize and respect that New Westminster is on the unceded and unsurrendered land of the Halkomelem speaking peoples. We acknowledge that colonialism has made invisible their histories and connections to the land. As a City, we are learning and building relationships with the people whose lands we are on.

	Pages
1. <u>CALL TO ORDER AND LAND ACKNOWLEDGEMENT</u> The Chair will open the meeting and provide a land acknowledgement.	
2. <u>INTRODUCTIONS AND ICEBREAKERS</u>	
2.1. Welcome by New Chair and Council Member <i>10 minutes</i>	
2.2. Introductions Roundtable <i>15 minutes</i>	
3. <u>CHANGES TO THE AGENDA</u> Additions or deletion of items.	
4. <u>ADOPTION OF MINUTES FROM PREVIOUS MEETINGS</u>	
4.1. Minutes of September 16, 2022	3
5. <u>REPORTS AND PRESENTATIONS</u> Staff and guest reports and presentations for information, discussion, and/or action	
5.1. Economic Development 2023 Draft Work Plan <i>20 minutes</i>	10
5.2. Belmont Plaza - Update and Programming Idea Discussion <i>15 minutes</i>	12

5.3. Retail Strategy - Progress Update

10 minutes

5.4. Business Bylaw Update

10 minutes

5.5. Other Business - Emerging Items Discussion

15 minutes

6. UNFINISHED BUSINESS FROM PREVIOUS MEETINGS

7. STANDING REPORTS AND UPDATES

Members are asked to share a one minute sector/business highlight.

15 minutes

8. NEW BUSINESS

Items added to the agenda at the beginning of the meeting.

10 minutes

9. END OF MEETING

10. UPCOMING MEETINGS

The next meeting is to be determined.



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MINUTES**

Friday, September 16, 2022

Open to public attendance in Committee Room G

Lower Level, City Hall

Committee members may attend electronically

PRESENT

Councillor Mary Trentadue*
Councillor Chinu Das*
Monita Cheng*
Mark Evans*

Jolene Foreman*

Imran Gill*

Vera Kobalia*
Nikki Morris*

Bart Slotman*
Catherine Williams*

Chair
Council Representative
Community Representative from Commercial Area
Sectoral Representative from Local Business
Community
Sectoral Representative from Local Business
Community
Sectoral Representative from Local Business
Community
Community Representative from Commercial Area
Representative, New Westminster Chamber of
Commerce
Representative, Uptown Business Association
Sectoral Representative from Local Business
Community

REGRETS

Jorden Foss

Kendra Johnston

Paul Romein

Sectoral Representative from Local Business
Community
Alternate Chair, Representative, Downtown New
Westminster Business Improvement Association
Sectoral Representative from Local Business
Community

STAFF PRESENT

Jen Arbo
Carolyn Armanini

Economic Development Coordinator
Economic Development Planner

DOC#2152683

Blair Fryer	Manager, Communications and Economic Development
Erika Mashig	Manager, Parks and Open Space Planning, Design and Construction
Diane Merenick	Manager, Integrated Services
Camille Oliveira	Bylaw Officer / Livability Coordinator
Katie Stobbart	Committee Clerk

*Denotes electronic attendance

1. CALL TO ORDER AND LAND ACKNOWLEDGEMENT

Councillor Mary Trentadue opened the meeting at 9:03 a.m. and recognized with respect that New Westminster is on the unceded and unsurrendered land of the Halkomelem speaking peoples. She acknowledged that colonialism has made invisible their histories and connections to the land. She recognized that, as a City, we are learning and building relationships with the people whose lands we are on.

2. INTRODUCTIONS AND ICEBREAKERS

The Committee completed a round of introductions, as there is a new member of the Committee, Paige Strand, and answered the question, "What is your favourite thing about Fall?"

3. CHANGES TO THE AGENDA

MOVED and SECONDED

THAT the September 16, 2022 Economic Development Advisory Committee Agenda be adopted.

Carried.

All members present voted in favour of the motion.

4. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

4.1 Minutes of June 21, 2022

MOVED and SECONDED

THAT the Minutes of the June 21, 2022 Economic Development Advisory Committee meeting be adopted.

Carried.

All members present voted in favour of the motion.

5. REPORTS AND PRESENTATIONS

5.1 Integrated Services New Approach - Proactive Enforcement of Livability and Property Use

Camille Oliveira, Bylaw Officer / Livability Coordinator, and Diane Merenick, Manager, Integrated Services, provided a presentation on the Integrated Services New Approach – Proactive Enforcement of Livability and Property Use.

In response to questions from the Committee, Ms. Oliveira, Ms. Merenick, and Jen Arbo, Economic Development Coordinator, advised:

- Livability coordinators will still respond to calls such as noise complaints, and complaints about unsightly property or bylaw infractions will be addressed, just not at the forefront of their task lists;
- The Purpose Society's Health Contact Centre is always willing to provide naloxone training for businesses, which is a concrete way businesses can support these efforts;
- October 8 to 16, 2022 is Homelessness Action Week, and the New Westminster Homelessness Coalition has activities for the community as well as opportunities to donate time, supplies, and resources; and
- A new protocol was recently introduced that when a business license is approved, they are sent proactive information and a resource guide.

The Committee had the following comments arising from discussion:

- The Committee would like to share the presentation and to hear more about opportunities to help;
- Appreciate seeing such a human-centered approach, as everyone has a story that can be learned through conversation;
- Business owners do not always see the full story—it would be ideal to see the full picture and to understand what we are doing as a community to help deal with challenges that lead people to fall into homelessness. Businesses should feel engaged and like part of the solution;
- Would like to see a more streamlined process for businesses to get information;
- The shift in the approach for bylaw officers should be communicated to the community; and
- Consider rewording “nuisance” related to discussions of homelessness.

5.2 Business License Bylaw Modernization - Discussion on Key Focus Areas

Carolyn Armanini, Economic Development Planner, and Jen Arbo, Economic Development Coordinator, provided a presentation on Business License Bylaw Modernization, requesting suggestions for alternative language to terms like “graffiti, dumped garbage, loitering, needles, and nuisance”. The Committee suggested the following:

- Livability reporting or Civic Needs reporting;
- Graffiti: unauthorized public artwork or unsolicited art;
- Nuisance: destructive behaviour, with examples of what that behaviour looks like;
- Garbage: miscellaneous debris and abandoned items;
- Needles: Unsafe, hazardous items;
- Instead of focusing on the “nuisance activity,” focus on what we hope to achieve to create livability (public art, cleanliness, etc.);
- Challenged the word loitering—who decides what is loitering?

The Committee discussed historically problematic uses and discussed perceived risks in current environment:

- Given legalization, questioned whether cannabis is still a risk;
- Arcades need to be reviewed and could be similar to regulations for pubs and bars;
- The City may want to look into best practices around raves so public venues are safely able to host them, rather than having them take place “underground”;
- Some of the categories presented should be reviewed on a case-by-case basis rather than not permitting the business type; and
- It would help to have more information about why business types were not permitted, e.g. karaoke venues.

The Committee discussed whether there are other business types or uses that should be included in new and evolving industries beyond what staff suggested, and noted that online services with demonstrations should be accommodated—for example, for a fitness school or cooking demonstration.

Staff requested feedback from the committee on licensing non-profits and societies. The Committee advised:

- Societies that provide activism or religious services may actually be political lobbyists. There is need to frame what gets licensed as a non-profit or society and what is the limit on the activities of the group;
- Everyone should be licensed, even just for data collection;
- Would not want fees to be a barrier to someone moving ahead with a non-profit or not. Some non-profits are large organizations that can handle a business license fee, and for others it would be a barrier; and
- The range of size of non-profits makes it difficult to determine who can afford it and who cannot.

Staff requested feedback on mobile licensing and whether to simplify the City’s approach or continue with the status quo. The Committee advised:

- Staff should consider what is in the best interests of the food truck community, and whether there may be unintended impacts of having more food trucks in the community on existing restaurants and businesses; and

- Food trucks are an exciting part of our festivals and a big pull for residents and visitors, so we would like to remove barriers where we can.

Staff asked for the Committee's thoughts on licensing mobile vendors on public and/or private property. The Committee advised that more flexibility in zoning is appealing, but when it comes to things like property taxes, it would be interesting to view it more as a sublease—the City is already getting property taxes for the property, and some businesses might want to encourage use of their space to help with higher operating costs, for example.

Staff asked whether members support a business license type and fee associated with temporary and pop-up uses. The Committee advised:

- There is support for a business license type and fee for temporary and pop-up uses;
- There are a number of studies that show pop-ups are positive for the community and for businesses;
- Many small businesses use this to test products and services, and it could activate a lot of dead spaces; and
- There are possibilities for damage, and this needs to be assessed on a case-by-case basis: is this a true retail entry into the market, or does it undermine an existing retail business?

In response to questions from the Committee, Ms. Armanini and Ms. Arbo advised:

- Staff work with non-profit and social groups and can arrange to bring those perspectives in on word choice; and
- There is still an effort to address undesired behaviours, but staff would like to use language that is more inclusive and modern, to ensure the new bylaw reflects where we are in 2022/23 and is able to respond to the challenges every community faces.

5.3 Belmont Plaza - Discussion on Programming Uses and Ideas

This item was postponed to the December meeting.

6. UNFINISHED BUSINESS FROM PREVIOUS MEETINGS

There were no items.

7. STANDING REPORTS AND UPDATES

Catherine Williams reminded the Committee that Douglas College is still looking for business partners for its internship program.

8. NEW BUSINESS

There were no items.

9. END OF MEETING

The meeting ended at 11:00 a.m.

10. UPCOMING MEETINGS

The remaining meetings scheduled for 2022:

- December 2, 2022 at 9:00 a.m.

Strategic Item	Notes	Timeline	Opportunity for EDAC or other engagement of business stakeholders
Economic Development Plan Update	EDP is set for an update as the current one "ends" in 2023. Develop a marketing strategy that leverages New Westminster's advantages in education and health care and targets business in these growth sectors, as well as tech and creative. To be considered in the update of the EDP: how to facilitate these three sectors in light of changing circumstances (i.e. post-Covid trends, local economic landscape and future projections)	2024	
Invest Vancouver	Regional Prosperity Service and other regional scope items	ongoing	
Administer a business survey every 3 years.	Business Survey in the budget for 2023 - will form the first step of the EDP update	Q3	
Work with City departments to review and revise, as necessary, business-related bylaws, policies, and practices	1. Retail Strategy- finalize strategy and move into implementation	Q2 - onwards	Draft document input, partnerships with
	2. Business Licence Bylaw review including adapting the food truck bylaw into it, as well as complementary bylaws (e.g. fees, zoning, and sign)	Q2	Working group in January 2023, draft bylaw for review.
	3. Liquor License Policy Modernization	Q2	As above.
	4. Social Impact Purchasing Policy. Current Social Impact purchasing policy is heavily-focused on diversity and climate related impacts and not on shop local		
	5. Sign Bylaw Education and Enforcement Plan	Q3	Partnership with education campaign
	6. Audit of internal processes, materials and programs towards indigenous business reconciliation	Q3	Process to be determined.
	7. Develop an audit / strategy to analyze procurement practices to encourage local spending internally, including procurement.	Q2	
	8. Review and update Terms of Reference for EDAC	Q2	
	9. Create Special Event on Private Property process/policy in collaboration w/ Special Events staff	Q4	Input/review of policy
	10. Develop Business Licensing electronic procedures manual	Q4	
Parklet Collaboration Program	Working with business groups to install, maintain, and fund outdoor patios for the purposes of coworking and community livability.	Q2	Provide input on policy development.
Work with city departments to incorporate digital solutions that drive operational efficiencies	e-Apply for Business Licensing: Implement an online platform for accepting, reviewing and issuing business licence applications. Work to commence in March (post-retail strategy) and end by October.	start Q2, finish by end Q3	Working group to provide functional testing prior to launch.
Sidewalk and On-Street Patios	With new bylaw in place and Economic Development overseeing the program, develop a system for keeping encroachment agreements up to date, and invoiced promptly. Outreach to businesses to support patio applications as needed.	ongoing, TESAs expire March 31, 2023	
Downtown Livability Strategies	Support existing work to revitalize downtown area including: business outreach and communication, advocacy, Permanent Accessible Toilet, etc.	ongoing, but informed by Council strategic planning	Ongoing, informed by the tactics specifically
Collaborate with local partners on programs and initiatives that encourage residents and businesses to spend dollars locally	<i>ReDiscover New West</i> fulfilled this item for 2021-2022, however the RDNW planning group found such value in the collaboration that they've decided to develop a new plan for 2023 with updated content. The City will work with Corporate Communications to develop a social media and in-person campaign.	ongoing	Review materials, provide feedback.
Updating picture database	Refresh stock photo database	Q2/3	
Identify and engage business community stakeholders by sector for regular dialogue with the City to identify	Work with public engagement to develop a strategy to engage with business stakeholders outside of EDAC and Be Heard - limitations to both formats mean we aren't reaching them consistently. Some possible tactics may be business surveys, focus groups, or social gatherings.	Q1	Input into an engagement plan for local businesses and can support the work by amplifying and promoting

challenges and opportunities.	Newsletter refinements: perform analysis on status of various newsletters being generated by various City departments to determine if there are efficiencies and a way to consistently brand and market, and use cross promotion.	Q1	
Non-Profit Support (Bursaries and Education)	Non-profit 1/2 day conference in fall 2023. Would work in tandem with Leg Services to provide an opportunity to promote grant streams .	Q3	
	The bursary program to be run through continued partnership with Vantage Point	Q1	
Business Education and Resources	Business Education Nights - partner with the business stakeholder(s) on this and consider in-person events as well as virtual and recorded offerings.	Q2	
	Creation of additional educational materials and updating and translating of existing materials, including the website content, info sheets, etc.	ongoing	
	Update Economic Development Indicators as census data is available.	Q4	
Business Association Launch Program	Facilitate the Business Association Launch Program to support organized business areas and improved advocacy, specifically targeted to 12th Street, Sapperton, and Queensborough as well as home-based organizations and Indigenous-owned.	launch Q1	
<p>Build and evolve partner relationships with key New West organizations and anchors and evolve strategic partnerships with targeted post-secondary institutions</p> <p>Create new partnerships to attract more expertise and more funding</p> <p>Collaborate with Internet Service Providers to market BridgeNet to existing and prospective businesses, as well as property owners.</p> <p>Enable spaces where tech companies work and grow together</p>	<p>INW events BridgeNet marketing Data for Good Datathon Project Greenlight participation</p> <p>As the INW strategy winds down, many tactics have been operationalized through regular Ec Dev work or through the Utility that oversees the BridgeNet operations.</p>	n/a	This is mostly connected and engaged through the Utility Commssion
Develop an inventory of existing local businesses by sector to monitor growth and identify opportunities for retention in New Westminster+A27	Business Inventory - refinements to open data and NAICS codes to clean up data.	Q3	

EDAC

BACKGROUND
PROPOSED DESIGN + TIMELINE
PROGRAMMING & PARTNERSHIP

GOAL

IMPLEMENTABLE DESIGN, PROGRAM AND STEWARDSHIP
PLAN FOR THE INTERIM BELMONT PLAZA (2022-2024) TO
BUILD FURTHER SUPPORT FOR PERMANENT PLAZA

SEPT. 16 2022





HISTORY: BELMONT STREET PLAZA

@ BELMONT AND SIXTH STREET

JUNE 1, 2015

COUNCIL ENDORSES PARKLET PILOT PROGRAM AND DESIGN PRINCIPLES.

GUIDING PRINCIPLES INCLUDED:

1. Provide inviting, informal public spaces.
2. Provide wider sidewalks.
3. Promote vibrant local businesses.
4. Animate Streetscapes.

As part of the program, staff proposed to build one parklet on a main street in each of the city's five neighbourhoods each year for 5 years:

(2015) Sapperton (East Columbia Street)

(2016) Uptown (between Sixth Street and Twelfth Street)

(2017- West Side (Twelfth Street)

2019) Downtown (South of Royal Ave.)
Queensborough (Ewen Ave.)

Examples of Parklets:

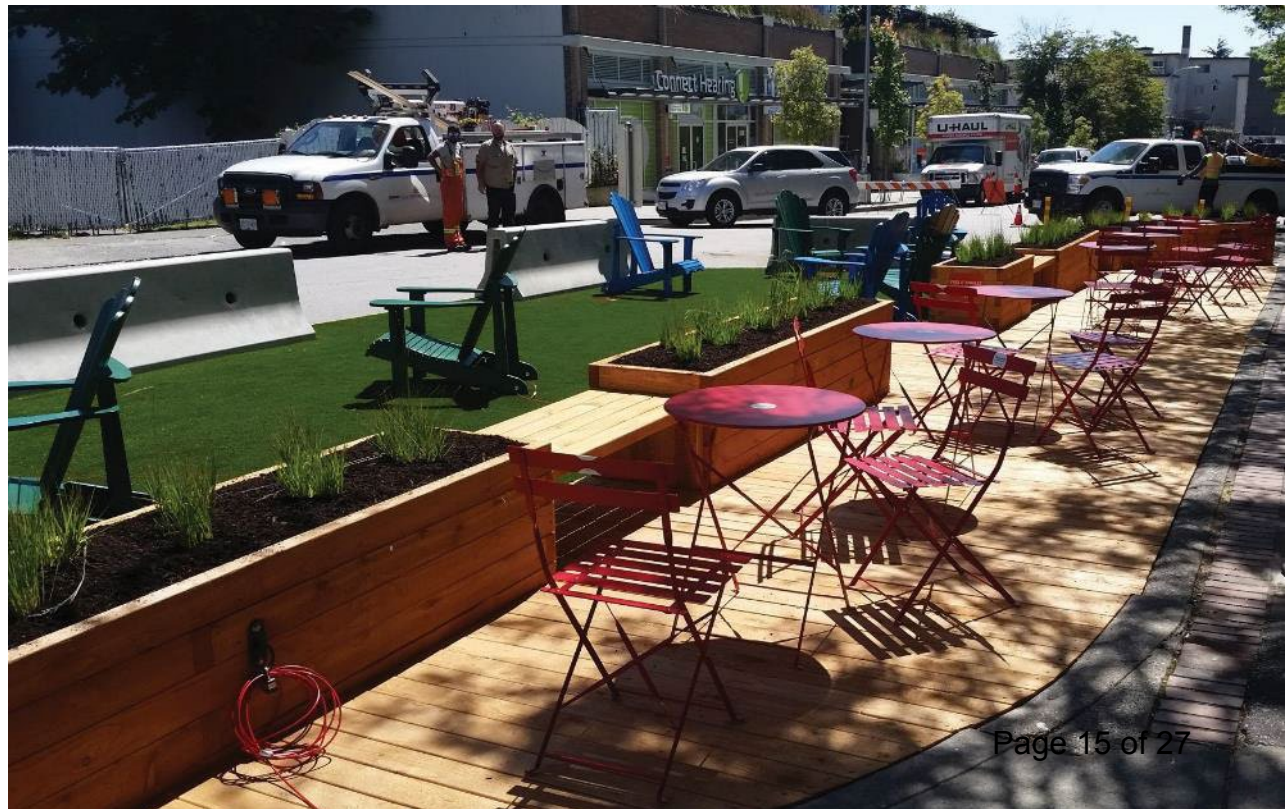


JUNE 20, 2016

COUNCIL ENDORSES PUBLIC REALM IMPROVEMENTS AT SIXTH ST. AND BELMONT ST. INCLUDING:

- 1) Crosswalk enhancements at Sixth Street (permanent) ✓
- 2) Parklet and Partial Closure on Belmont Street (temporary) ✓
- 3) Interactive Fence at 522 Sixth Street (temporary) ✗

Belmont Parklet constructed July 2016:



OCTOBER 1, 2018



SINCE OPENING, THE PARKLET IS VERY POPULAR/ WELL-USED. IN RESPONSE TO CONCERNS/ COMPLAINTS OVER CONDUCT OF SOME USERS OF THE PARKLET, STAFF TOOK AN INTEGRATED SERVICES* APPROACH TO THE ISSUES.

Staff hosted a workshop with residents/ businesses owners/ Uptown Business Association.

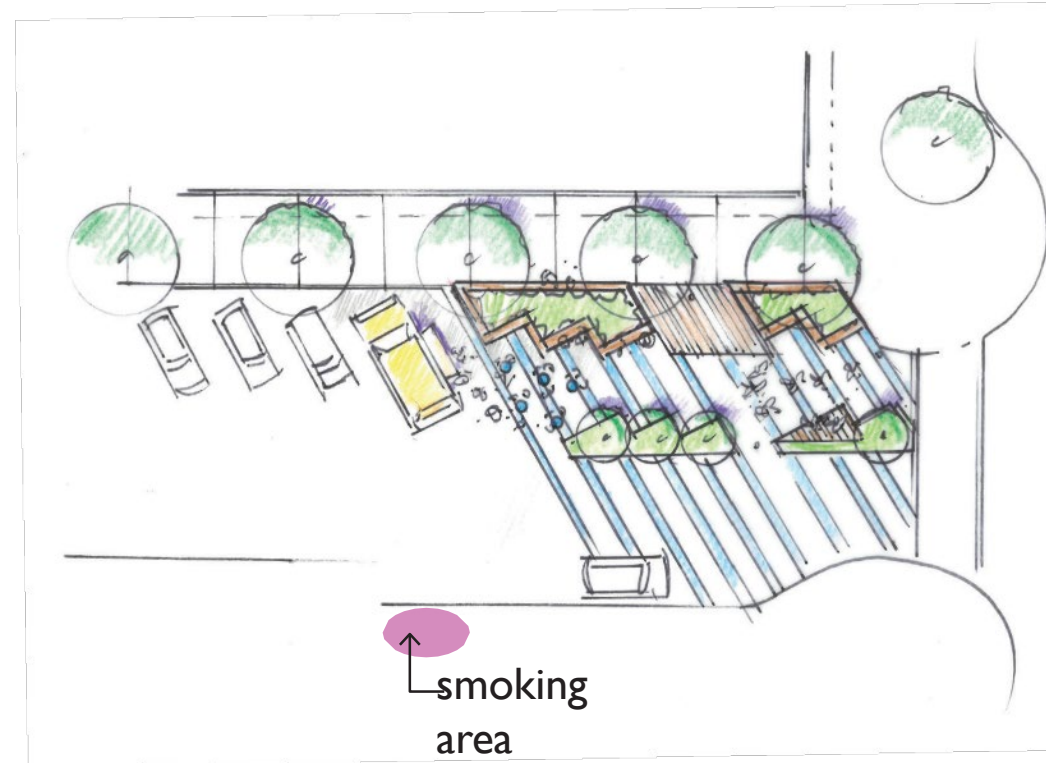
The following solutions/ themes were identified for further development:

- a) The parklet needs to visually look better
- b) Provide different seating and less tables
- c) Program the parklet for family friendly activities
- d) Reduce the size of the parklet
- e) Disconnect the space from Tim Horton's
- f) Design and install new signage
- g) Remove concrete no-post barriers
- h) Increase level of maintenance and enforcement of applicable bylaws (i.e. no smoking and drinking)
- i) Increase/enhance landscaping
- j) Increase programming (food vendors, Winter Market, etc.)
- k) Limit hours of use to "dawn to dusk"



SPRING 2019

CITY COMMITTED TO IMPLEMENTING THE NEW/ IMPROVED PARKLET TO ADDRESS CONCERNS/ ISSUES.



code of conduct signage

PUBLIC PARKLET

ALL SEATING OPEN TO THE PUBLIC between 7AM to 9 PM

DO ENJOY DON'T ANNOY



eat + drink



have fun



chat



clean-up



play games



smoke



play loud music



drink alcohol



pet relief

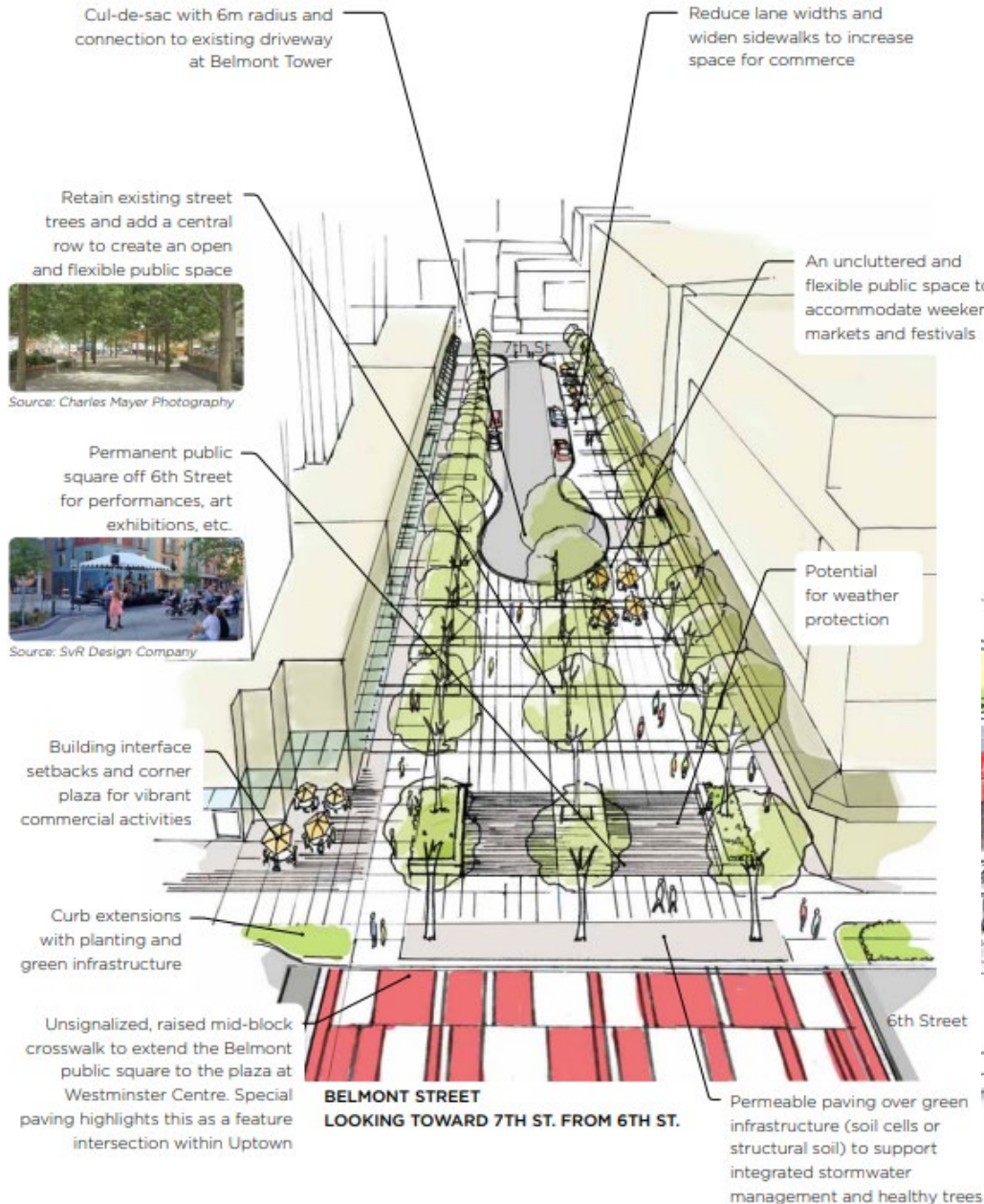
JULY 2019

RENEWED PARKLET CONSTRUCTED W/ INTENTION TO ADDRESS
RESIDENT CONCERNS/ COMPLAINTS.



FALL 2020

COUNCIL ADOPTED UPTOWN STREETScape VISION, INCLUDING DIRECTION FOR PED-ORIENTED SIXTH ST AND PERMANENT PLAZA SPANNING WIDTH OF BELMONT ST.



Source: Matthew Thomson Design



FALL 2020

COUNCIL ADOPTED UPTOWN STREETSCAPE VISION, INCLUDING
DIRECTION FOR PED-ORIENTED SIXTH ST AND PERMANENT PLAZA
SPANNING WIDTH OF BELMONT ST.



2019-2021

COUNCIL ADOPTED POLICIES ADDRESSING CLIMATE CHANGE AND COVID-19 PANDEMIC AND THAT REINFORCE IMPORTANCE OF BELMONT PLAZA.

Bold Steps Toward Climate Action



CAR LIGHT COMMUNITY

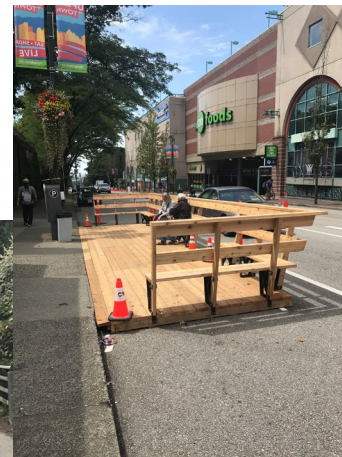
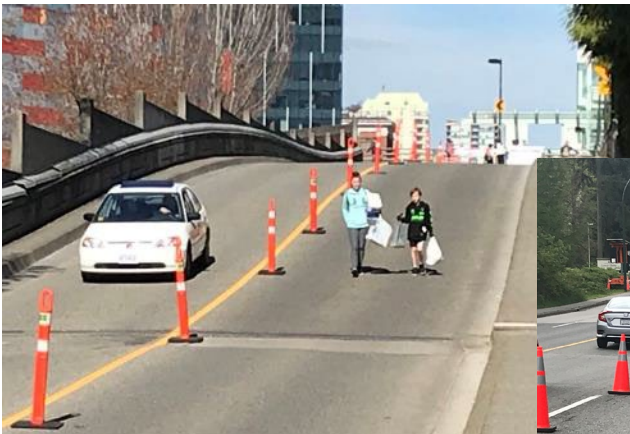
Accelerate the Master Transportation Plan targets for mode split: 60% of all trips within the City will be by sustainable modes of transportation (walk, transit, bike, multi-occupant shared) by 2030.



QUALITY PEOPLE-CENTRED PUBLIC REALM

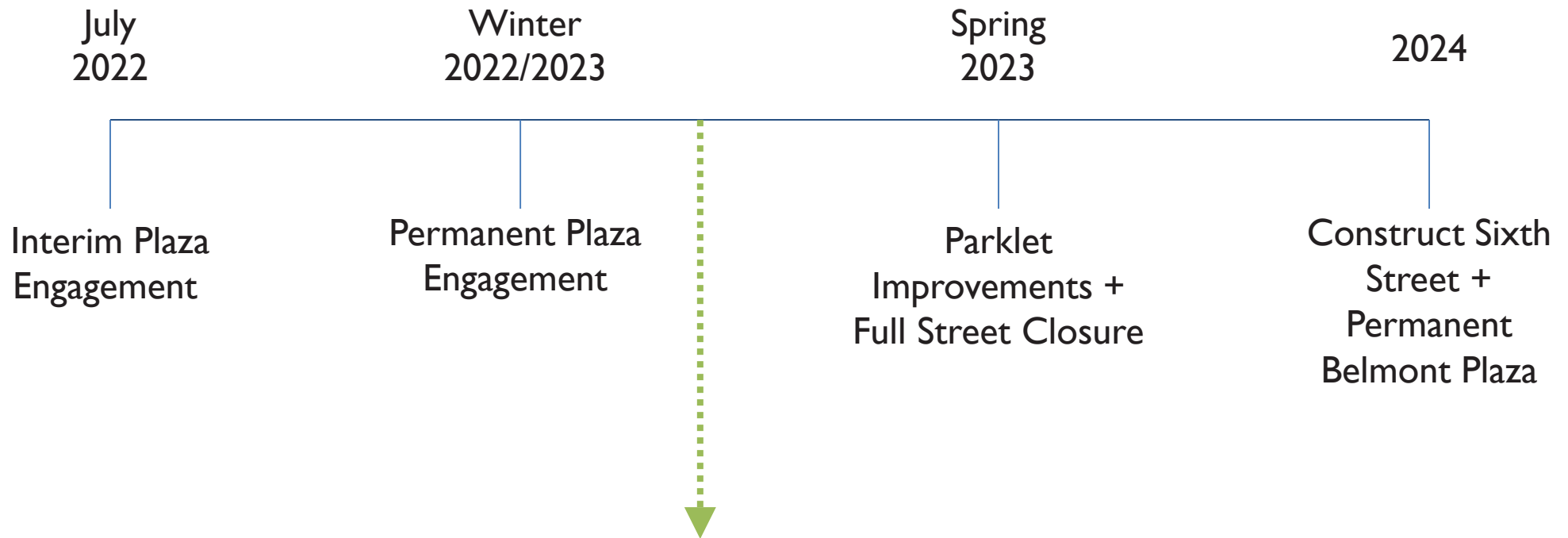
A minimum of 10% of today's street space that currently only serves motor vehicles, excluding transit, will be reallocated for sustainable transportation or public gathering by 2030. The natural environment will be integrated with the public realm.

Safe Space to Move / Streets for People



GOAL

IMPLEMENTABLE DESIGN, PROGRAM AND STEWARDSHIP
PLAN FOR THE INTERIM BELMONT PLAZA (2022-2024) TO
BUILD FURTHER SUPPORT FOR PERMANENT PLAZA



Parks is currently working on the interim design and work plan for Spring 2023 implementation.

Public use study of the plaza was conducted, including engagement

High sense of community. Programming and initiatives that bring the community together can support this community together can also support this.

People appreciated the **plants**, the **shade**, and the **opportunity to sit outside**.

Requests for **additional seating** and **additional maintenance / upkeep** were the most widespread comments.

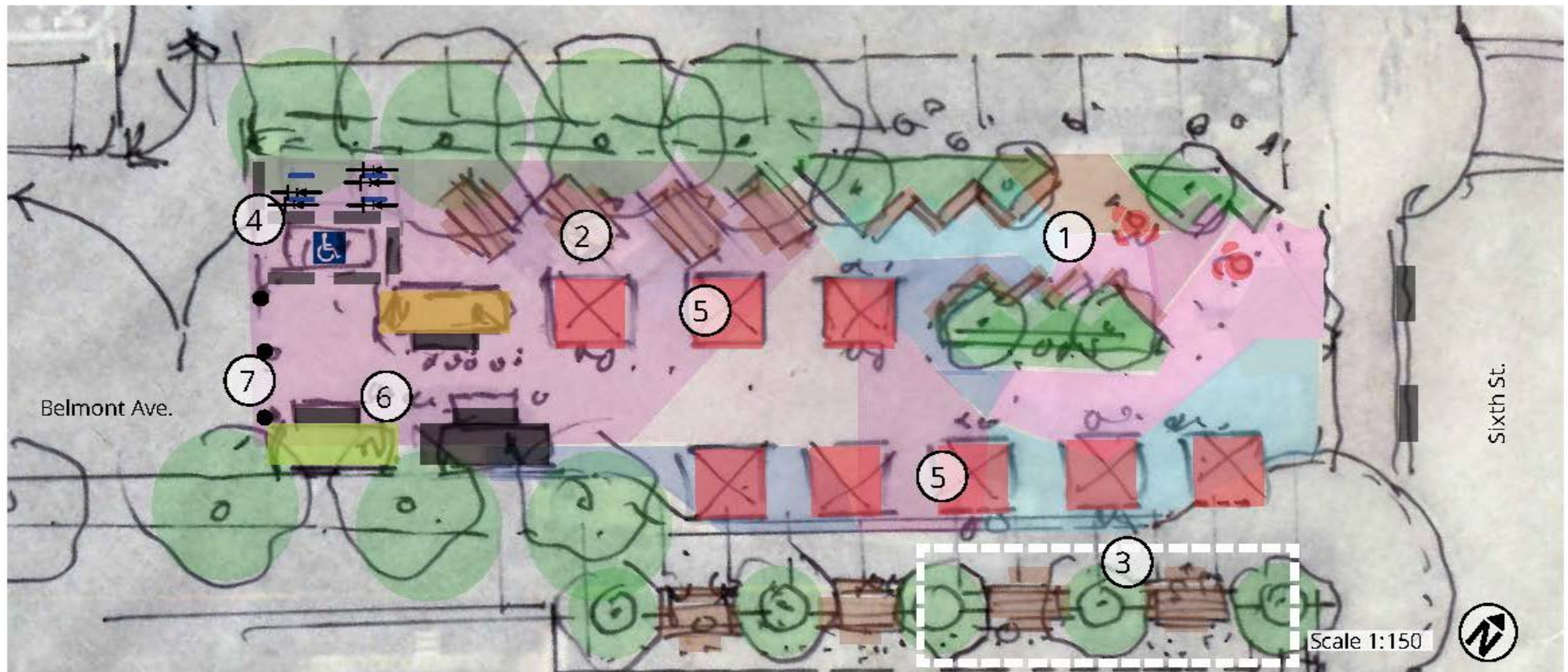
Women use the plaza less and are less comfortable than men. Design and management changes that **make the space more welcoming to women** are recommended.

The plaza is a social space and achieves the goal of offering a public gathering space, despite its challenges.

Due to the high share of seniors using the space, future design and programming changes should **prioritize seniors' comfort and accessibility**.

**Legend**

- | | |
|-----------------------------|--|
| ① Existing Improved Parklet | ④ Disabled Parking Bike Parking |
| ② Picnic Tables | ⑤ Vendor Marquees (special event days) |
| ③ Optional Smoking Area | ⑥ Food Trucks (special event days) |
| | ⑦ Removable Bollards |



PROGRAMMING IDEAS WITH A FOCUS ON BUSINESS ENGAGEMENT/USE

OUTDOOR WORKSPACES

Urban design meets co-working

- Free, self-service
- Strong wifi available daily 7 a.m. - 10 p.m.
- Electrical outlets
- Integrated lighting
- Removable covers for winter
- Open sides to discourage sleeping overnight



PROGRAMMING IDEAS WITH A FOCUS ON BUSINESS ENGAGEMENT/USE

VENDOR MARQUEES

Flexible space to
accommodate
spaces for vendors
during special
events



Partnership with Uptown Business Association

Uptown Business Association has expressed interest to assist with programming/design aspects of the parklet.

Guest Programmers

Invite other community groups such as arts groups, business, groups, recreation groups, etc. to program the space for a period of time

