

**Economic Development Advisory Committee
Agenda**

**Friday, May 6, 2022, 9:00 a.m.
Electronic and in Meeting Room G
Lower Level, City Hall**

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>	
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 March 4, 2022	3
5. <u>REPORTS AND PRESENTATIONS</u>	
Staff and guest reports and presentations for information, discussion, and/or action	
5.1. Business Association Seed Program	9
5.2. Retail Strategy Update	
6. <u>UNFINISHED BUSINESS FROM PREVIOUS MEETINGS</u>	
7. <u>STANDING REPORTS AND UPDATES</u>	
Regular and ongoing reports from staff or members for information and discussion.	
8. <u>NEW BUSINESS</u>	
Items added to the agenda at the beginning of the meeting.	

9. **END OF MEETING**

10. **UPCOMING MEETINGS**

Remaining scheduled meetings for 2022, which take place at 9:00 a.m. unless otherwise noted:

- July 8
- September 2
- December 2

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MINUTES

Friday, March 4, 2022
Electronic and in Meeting Room G
Lower Level, City Hall

PRESENT

Councillor Mary Trentadue*	Chair
Councillor Chinu Das*	Council Representative
Monita Cheng*	Community Representative from Commercial Area
Mark Evans*	Sectoral Representative from Local Business Community
Jolene Foreman*	Sectoral Representative from Local Business Community
Jordan Foss*	Sectoral Representative from Local Business Community
Imran Gill*	Sectoral Representative from Local Business Community
Kendra Johnston*	Representative, Downtown New Westminster Business Improvement Association
Vera Kobalia*	Community Representative from Commercial Area
Nikki Morris*	Representative, New Westminster Chamber of Commerce
Paul Romein*	Sectoral Representative from Local Business Community
Bart Slotman*	Representative, Uptown Business Association
Catherine Williams*	Sectoral Representative from Local Business Community

GUESTS

Justin Barer	Urban Systems
David Bell	Urban Systems

STAFF PRESENT

Jen Arbo	Economic Development Coordinator
Carolyn Armanini	Economic Development Planner

Blair Fryer	Manager, Communications and Economic Development
Lynn Roxburgh	Acting Supervisor, Land Use Planning and Climate Action
Meredith Seeton	Policy Planner
Katie Stobbart	Committee Clerk

*Denotes electronic attendance

1. **CALL TO ORDER AND LAND ACKNOWLEDGEMENT**

Councillor Trentadue opened the meeting at 9:02 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.

At the start of the meeting, Vera Kobalia, Community Representative from Commercial Area, provided a statement of gratitude for Canada and New Westminster's support of Ukraine, noting that one million people have left Ukraine with the expectation that many more will try to leave the country. She shared that many friends have spent their week in bomb shelters and subways trying to protect themselves and their families. Canada took in Ms. Kobalia and her family in the 90s, and she hopes to now give the love and support they received to new refugees coming to Canada.

2. **INTRODUCTIONS AND ICEBREAKERS**

Committee members and staff responded in turn to the question, "What brought you to this committee?"

2.1 **Legislative Services Committee Orientation**

Katie Stobbart, Committee Clerk, provided a presentation entitled "Committee Orientation."

a. Oaths of Office

New committee members recited their Oaths of Office together.

b. Election of Alternate Chair

MOVED and SECONDED

THAT Kendra Johnston be appointed as the Alternate Chair for the 2022 term of the Economic Development Advisory Committee.

Carried.

All members present voted in favour of the motion.

3. CHANGES TO THE AGENDA

MOVED and SECONDED

THAT the Agenda of the Economic Development Advisory Committee be adopted with the addition of Business License Fees under New Business.

Carried.

All members present voted in favour of the motion.

4. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

4.1 Minutes of January 7, 2022

MOVED and SECONDED

THAT the minutes of the Economic Development Advisory Committee meeting held on January 7, 2022 be adopted.

Carried.

All members present voted in favour of the motion.

5. REPORTS AND PRESENTATIONS

5.1 Retail Strategy

Blair Fryer, Manager, Communications and Economic Development, introduced David Bell and Justin Barer from Urban Systems, who provided a presentation entitled "New Westminster Retail Strategy".

In response to questions from the Committee, Mr. Bell and Mr. Barer advised:

- A summary of this report will be taken to Council and posted to the website. Can work toward a highlight document that our partners could use to share the information;
- The trade areas that were investigated are not just to look at numbers and spending but to highlight demographics and the fact that New West is an increasingly diverse community surrounded by increasingly diverse communities; and
- There were a lot of people reaching the end of their careers without anyone to take over their business, and some instances of people saying things were already hard and COVID-19 made it impossible to keep going.

The Committee had the following comments on the presentation:

- The community should know that Council and the Committee are taking care of their needs this way;
- Like the idea of workshops but people may not have time to attend;
- Interested in using this information to determine future land use;
- Although the analysis shows that vacancy Downtown has decreased, it appears that there are a lot of vacancies;
- Would like to see what specific, quick wins could look like for each community;
- Suggest doing some door-to-door engagement Downtown, and to engage with the various boards and associations that represent businesses; and
- Businesses have had to do a lot of surveys on negative topics, like construction, but this is forward-looking and motivational, so it may be easier to get people on board for surveys and focus groups.

6. UNFINISHED BUSINESS FROM PREVIOUS MEETINGS

There were no items.

7. STANDING REPORTS AND UPDATES

Catherine Williams, Sectoral Representative from Local Business Community, advised that Douglas College has an unpaid 12-hours-per-week internship, which is ideal for specific marketing projects, bookkeeping, etc. They are also hiring paid full-time co-op students for summer.

8. NEW BUSINESS

8.1 Business License Fees

Kendra Johnston, Representative, Downtown New Westminster Business Improvement Association requested that staff address the steps the City plans to take around reviewing business license fees.

Blair Fryer, Manager, Communications and Economic Development, and Carolyn Armanini, Economic Development Planner, advised:

- Staff want to complete a business license bylaw review by the end of 2022;
- There are historical reasons for the liquor primary fees being how they are in New Westminster, as about 25 years ago there were approximately 5,000 licensed liquor seats Downtown, and costs associated with the activity generated by those seats on a Friday or Saturday night, so the fees went up;
- Want to collaborate with our colleagues across Metro Vancouver, to ensure we are consistent and competitive with our neighbours;
- Will also be doing a review of our liquor policy overall, which will help inform the business license bylaw and fee bylaw in tandem; and
- Liquor and cannabis licensing are separate processes within the City. Currently we charge the same large fee for a new liquor primary license application as we do for a cannabis retail store.

The Committee noted that cannabis should also be reviewed so we do not end up in the same place with cannabis as we are with liquor stores in the future.

MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the business license review be prioritized, specifically in the liquor and cannabis categories.

Carried.

All members present voted in favour of the motion.

9. END OF MEETING

On MOTION, the meeting ended at 10:59 a.m.

10. UPCOMING MEETINGS

Remaining scheduled meetings for 2022, which take place at 9:00 a.m. unless otherwise noted:

- May 6
- July 8
- September 2
- December 2

Certified Correct,

Councillor Mary Trentadue
Chair

Katie Stobbart
Committee Clerk

Business Association

Seed Program

About This Program

This program is designed to support merchants in under-represented areas to organize and collaborate with others in their commercial district to develop strategic plans and goals that strengthen their business area. It provides support from the City such as facilitation, and also grant funding so that the newly-formed business association can take care of the needs that arise throughout the process of launching such as corporate registration and branded assets.

The goal for this program is to strengthen the commercial areas across the city, and to help provide streamlined advocacy channels for businesses so that the business community and the City can better collaborate.

Merchants interested in taking part in this program can apply to the City for a one-time grant that includes up to \$5,000 as well as staff resources for facilitation and to support the process. To apply, an application form and proposed budget should be submitted. Once approved, merchants will be provided with a staff liaison to support the process. As expenses are accrued, they may be submitted to the City for reimbursement on a monthly basis as receipts are provided.

Who Can Apply?

Only one grant is available for each of the following geographic areas for the 2022 program:

- **12th Street / West End**
- **Queensborough**
- **Sapperton**

Additionally, this program is available to a sector-based group in 2022: **home-based businesses**.

In New Westminster, there are a high number of licenced home-based businesses (19% of total licences in 2020) and it has been identified that an association may be helpful to people who be able to connect to other home-based business owners.

What's Happening

New Westminster is served by a number of business associations: two officially structured Business Improvement Areas (BIAs) in the Downtown and Uptown neighbourhoods, and merchant associations in other areas. The less formal merchant associations may be a provincially registered society or an unregistered and informal committee. As well, the New Westminster Chamber of Commerce provides resources to businesses across the City who have paid a membership fee.

Why Do We Need Business Associations?

Although there is no requirement for merchants to form business associations, many business owners report that they have topics in common with other business owners and that there is power in forming as a collective. This is useful for purposes of advocacy to all levels of government, to market and promote a specific area or sector, or to simply work together as business owners to improve livelihoods.

Business Association or Business Improvement Association?

Merchants who are applying to the Seed Program may opt to form as a Business or Merchant Association or as a Business Improvement Association. There are benefits and drawbacks to both.

A Business Improvement Association is a legal structure with an official Bylaw with the City. In this structure, a portion of the property taxes from commercial properties in a designated area (the "Business Improvement Area") is distributed to an association for the purposes of improvement activities. A majority of the property owners in the area must be in favour of this structure when it is proposed. Although this structure provides a predictable funding source, it also comes with additional expenses in terms of administrative, legal or filing fees, and requires the organization to develop and stick to a formal strategic plan. BIAs can also apply to the City for grant funding for specific projects.

A business or merchant association is generally simpler, operating primarily as a volunteer-run, BC-registered society. Although the members will share common goals, a business or merchant association may not have as robust of a strategic plan as is required for a BIA and it is generally less expensive to operate this format. Business Associations can usually apply for grant funding for specific projects provided they are an official organization.

Many business associations will choose to become a business or merchant association first, and once they have an active and engaged board and some collective ideas about what goals the area might have, consider becoming a Business Improvement Association. The process to become a BIA can take a number of months.



Application Form

Business Association Seed Program

Area Applying For:

Date: _____

- ☐ 12th Street / West End
☐ Queensborough
☐ Sapperton
☐ Home-based business

Contact Information:

Name: _____

Business Name: _____

Address: _____

Phone: _____

Email: _____

Co-Applicant: (If applicable)

Name: _____

Business Name: _____

Address: _____

Phone: _____

Email: _____

Deliverables:

In order for your application to be approved, you will be required to deliver a number of items to support the organization in development. You may not know what those items are at the time of applying, however, the City of New Westminster has required items that must be developed, and then a number of items for consideration based on the unique needs of the area.

Required:

- Recruitment / communications strategy including a plan for reaching out to business owners who prefer to communicate in other languages
- Website
- Bylaws and Constitution and other corporate registry documents
- Strategic Plan – *note, if the business association intends to eventually become a BIA that collects a levy, a fulsome and formal strategic plan is required for that. However, a simplified or informal strategic plan is acceptable for the purposes of this seed program.*

Optional:

- Social media channel(s) set up or outreach or marketing plan
- Logo or other branding items
- Plan for translated promotional materials
- Kick off event
- Other items or expenses that you think you will need

Budget:

Please attach a preliminary budget of how you will allocate the funds, up to a maximum of \$5000. The budget will be finalized after your application is approved and when a staff resource is assigned to you. If you need help with this for the purposes of the application, please connect with our Economic Development Office at info@investnewwest.ca and we would be happy to help.

For the following questions, please attach another sheet if you need additional space.

1.) Have you spoken to other business owners in your area about this? ☐ Yes ☐ No

Please elaborate:

2.) Describe how your proposal will impact the area and other businesses.

3.) What City services do you anticipate you will need support with? facilitation? Navigating registration? Strategic planning? Asset development? How can the City support your application best?

A follow up report will be required. Please indicate you acknowledge and agree to that. ☐ Yes ☐ No

Signature: _____





Business Association Seed Program



NEW WESTMINSTER

Business Association Seed Program

Grant program for under-represented commercial areas to help them get organized and recruit.



What is it?

- Program is designed to support merchants in under-represented areas to organize and collaborate in their commercial district on strategic plans, goals and activities that strengthen their business area.
- Provides support from the City (e.g. **staff resources, grant funding up to \$5,000**) to cover necessary start-up costs including corporate registration, website, and development of other branded assets.

What areas are targeted for 2022?

- Three geographic areas: **West End, Queensborough, and Sapperton**
- Sector based group: **home-based businesses**

Deliverables:

- *Unique to the needs of the commercial area*
- *Required versus optional*

Organizational Readiness

- Registration as a non-profit
- Establishment of bylaws, constitution
- Strategic plan

Asset Development

- Website
- Logo or branded items
- Promotional materials
- Social media channels
- Communications and outreach planning
- Kick-off event

Benefits

Under-represented commercial areas and the City will both benefit.



**Better
Representation**



**Stronger
advocacy**



More Organized

Milestones

