



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MINUTES**

Friday, December 2, 2022

Open to public attendance in Committee Room G

Lower Level, City Hall

Committee members may attend electronically

PRESENT

Councillor Ruby Campbell

Chair

Councillor Paul Minhas

Council Representative

Monita Cheng*

Community Representative from Commercial Area

Jolene Foreman*

Sectoral Representative from Local Business
Community

Jorden Foss

Sectoral Representative from Local Business
Community

Imran Gill*

Sectoral Representative from Local Business
Community

Kendra Johnston*

Alternate Chair, Representative, Downtown New
Westminster Business Improvement Association

Vera Kobalia*

Community Representative from Commercial Area

Paul Romein*

Sectoral Representative from Local Business
Community

Bart Slotman*

Representative, Uptown Business Association

Paige Strand*

Community Representative from Commercial Area

Catherine Williams

Sectoral Representative from Local Business
Community

REGRETS

Mark Evans

Sectoral Representative from Local Business
Community

Nikki Morris

Representative, New Westminster Chamber of
Commerce

GUEST

Angie Whitfield

New Westminster Chamber of Commerce

STAFF PRESENT

Jen Arbo
Carolyn Armanini
Blair Fryer

Economic Development Coordinator
Economic Development, Senior Planner
Senior Manager, Communications and Economic
Development
Committee Clerk

*Denotes electronic attendance

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

Councillor Ruby Campbell opened the meeting at **9:01 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**

2.1 **Welcome by New Chair and Council Member**

Councillor Ruby Campbell welcomed the committee and introduced herself. Councillor Paul Minhas introduced himself.

2.2 **Introductions Roundtable**

The Committee proceeded with a round of introductions, and responded to the question, "What was your first job?"

3. **CHANGES TO THE AGENDA**

There were no changes to the agenda.

4. **ADOPTION OF MINUTES FROM PREVIOUS MEETINGS**

4.1 **Minutes of September 16, 2022**

MOVED and SECONDED

THAT the minutes of the September 16, 2022 Economic Development Advisory Committee meeting be adopted, with the addition of Paige Strand to the attendance.

Carried.

All members present voted in favour of the motion.

5. REPORTS AND PRESENTATIONS

5.1 Economic Development 2023 Draft Work Plan

Blair Fryer, Senior Manager, Economic Development and Communications, presented the 2023 Draft Work Plan for Economic Development. Mr. Fryer reviewed the strategic items line by line to inform the committee on progress and goals for 2023.

In response to questions from the Committee, Mr. Fryer, Carolyn Armanini, Senior Planner, Economic Development, and Jen Arbo, Economic Development Coordinator, advised:

- Staff has discussed deferring liquor license fees, which they will recommend to Council as part of the work submitted to Council for approval—there are nine liquor-primary establishments affected by this;
- Although it is a challenge with the platform being used, staff are working to develop an inventory of local businesses by sector for the purpose of monitoring growth;
- The City participates with Tourism New Westminster—Councillor Campbell has been appointed to the Board and a staff member sits in an ex officio role; and
- Tourism New Westminster was successful last year on achieving a municipal regional destination tax for New Westminster, which gives them a steady flow of funds in addition to what the City remits to them via the grants program.

The Committee noted that the business education nights have been well received and well executed.

5.2 Belmont Plaza - Update and Programming Idea Discussion

Carolyn Armanini, Senior Planner, Economic Development, provided a presentation entitled “Belmont Street Plaza”.

Procedural Note: Imran Gill left the meeting at 10:00 a.m.

In response to questions from the committee, Ms. Armanini advised that input received at the meeting will be taken into consideration for both the interim and permanent plans for the plaza.

The Committee had the following comments:

- There should be an emphasis on strong lighting, visibility at corners, and cleanliness of the space to make it more appealing to marginalized genders, who have been historically less likely to use the parklet;
- The Uptown BIA supports the closure of Belmont Street but disagrees with how the space is being used—they would prefer to see a plaza with infrastructure in place (water, electricity, lights) but without permanent structures;
- There should be a plan for activation and monitoring of the space;
- Staff should look to the New Westminster Farmers Market as an example of success that may inform how this space is used; and
- This could be a great location for pop-up vendors or arts and culture activations.

Councillor Campbell encouraged the members of the advisory committee to reach out to their networks to participate in consultation on the plaza.

5.3 Retail Strategy - Progress Update

Carolyn Armanini, Senior Planner, Economic Development, provided a presentation on the Retail Strategy.

In response to questions from the Committee, Ms. Armanini and Blair Fryer, Senior Manager, Economic Development and Communications, advised:

- The timeline for endorsement by Council will likely be April;
- The budget and resources needed will be determined following Council deliberations; and
- The experience aspect of retail is increasingly important due to online competition, and staff and consultants are discussion how to help businesses with that.

5.4 Business Bylaw Update

Carolyn Armanini, Senior Planner, Economic Development, provided a presentation on the Business Bylaw Update.

In response to questions from the Committee, Ms. Armanini advised that the update will likely come to Council in March or April, after the Retail Strategy so elements of the strategy can be captured in the bylaws.

5.5 Other Business - Emerging Items Discussion

There were no items.

6. UNFINISHED BUSINESS FROM PREVIOUS MEETINGS

There were no items.

7. STANDING REPORTS AND UPDATES

Procedural Note: Bart Slotman left the meeting at 10:38 a.m.

The Committee members each shared a brief highlight from this year, which included attending and hosting events in person, going paperless, and personal updates like welcoming a new baby.

8. NEW BUSINESS

There were no items.

9. END OF MEETING

ON MOTION, the meeting ended at 10:55 a.m.

10. UPCOMING MEETINGS

The next meeting date is to be determined.