



The **Minutes** of the **Economic Development Select Committee** meeting held via videoconference on Wednesday, March 9, 2022 commencing at 8:00 a.m.

Members Present: Edgar Sarfeld, Vinegar Hill Consulting, Chair  
Celine Dauphney, Urban Valley Transport Ltd.  
Chris Hartman, Polygon Homes Ltd  
Paul Horn, Mayor  
Ethel Lariviere, MBI Dominion Lending Centres  
Naomi McAleer, CFV Transload  
Ayissi Nyemba, EMKAO Foods Inc.  
Glen Robertson, Member at Large  
Ken Stenerson, Evergreen Ventures Ltd.

Members Absent: Oliver Perez, MultiTrends Itnet Services Inc.  
Craig Toews, University of the Fraser Valley

Others Present: Stacey Crawford, Director of Economic Development  
Mike Dickinson, Manager of Long Range Planning & Special Projects  
Jag Gill, Councillor  
Carla Guerrero, Purpose Driven Development  
Clare Seeley, Manager of Tourism  
Krista De Sousa, Administrative Assistant

## 1. **CALL TO ORDER**

The Chair called the meeting to order at 8:02 a.m.

## 2. **ADOPTION OF AGENDA**

Moved and seconded,

That the agenda of the Economic Development Select Committee meeting held on March 9, 2022 be approved as circulated.

CARRIED

## 3. **RESOLUTION TO EXCLUDE PUBLIC AND IMMEDIATELY CONVENE INTO CLOSED SESSION**

(a) Moved and seconded,

That, pursuant to Sections 90 and 92 of the *Community Charter*, this Regular Meeting of the EDSC be closed to the public as the subject matter being considered relates to the following:

- Section 90(1)(a) of the Community Charter – personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality.
- (b) That the public portion of this meeting be recessed until all closed items of business are dispensed with.
- (c) That the Committee immediately resolve into the closed portion of their meeting.

The meeting convened into a closed session at 8:05 a.m.

#### **4. RECONVENE**

The meeting reconvened at 8:18 a.m.

#### **5. MINUTES FOR APPROVAL**

Moved and seconded,

That the minutes of the February 9, 2022 meeting of the Economic Development Select Committee be approved.

CARRIED

#### **6. INFORMATION REPORT**

##### **(a) Minutes of the Tourism Sub-Committee Meeting**

The minutes of the Tourism Sub-Committee meeting held on Tuesday, February 8, 2022 were received as information.

#### **7. NEW BUSINESS**

##### **(a) Tourism and Film Update**

The Manager of Tourism provided information and updates on the City's tourism and film efforts including:

- The status of the draft Tourism Strategic Plan, which is expected to be completed by the end of March and will be presented to the Committee prior to going before Council;
- A summary of Destination BC's strategic plan with focus on stewardship, sustainability, product management, and visitor management;
- Nomination of the Fraser Valley Group for an award related to work that was undertaken in response to the 2021 Lytton fires;
- Visitor Centre staff represented the Fraser Valley Group at the Outdoor Adventure and Travel Show at the Vancouver Trade and Convention Centre on March 5, 2022;

- A Mission Movie Moment video is being filmed in downtown Mission on March 15, 2022;
- An update on the progress of the Stave West interpretive sign project;
- New website partnership agreements with the Fraser Valley Group and Scenic 7;
- A summary of the funding opportunities and grants which have been applied for this year; and
- Statistics related to film production in Mission in 2021, specifically that 25 productions were filmed in Mission on a total of 87 days, and the annual financial benefit of film to the community was \$450,000.

The Manager of Tourism left the meeting at 8:32 a.m.

**(b) Operational Updates – Employment Land Strategy, Waterfront, and Others**

The Director of Economic Development provided an operational update on the following Economic Development departmental projects and programs:

- Employment Land Strategy – work is currently being completed on policy context, refinement of the final recommendations to Council, and its alignment with other initiatives such as the Master Infrastructure Strategy, Waterfront Revitalization Master Plan, and Transportation Master Plan. The draft document is expected to be completed on April 6, 2022 and the Committee will have the opportunity to provide input prior to it being presented to Council in May.
- Waterfront Revitalization Master Plan - the final community engagement process will begin on March 21<sup>st</sup> for phase three of the plan followed by an update to Council and the release of the preferred land use plan. Steps toward final adoption will then proceed and culminate by July 4, 2022 and implementation of the plan will quickly follow.
- Career fair – an event is being planned for October 2022 in partnership with Work BC and Mission School District with the intent of connecting teens and youth to better career resources and regional industries.
- Mayor's business visits - this program runs monthly and four businesses have been visited to date. Insightful connections have been made, and comments from the businesses have been received resulting in some follow up work.
- Fraser Valley Alliance - the municipalities of Abbotsford, Chilliwack, Maple Ridge, Township of Langley and Mission are working collaboratively towards the creation of a strategy to attract businesses in the technology sector to the overall region. This strategy is complementary, not competitive, to Metro Vancouver's tech attraction efforts.
- Communications - improved efforts have been made in communications and marketing for Economic Development including a refreshed web presence, feature articles and editorials in the Mission Record and What's On? Magazine, and the planned creation of social media videos.

- Land inquiries – there has been an increase in inquiries for industrial and waterfront development land, mainly from businesses in Metro Vancouver looking to relocate. Finding appropriate locations is a challenge.

Discussion ensued and the Committee asked questions regarding:

- The potential for the City to host an intern program in partnership with UFV as a way to address the recruiting and retention of staff, particularly in the Development Services division, in conjunction with the career fair; and
- Whether there will be an improvement to local transit service to connect to or compliment the new Fast Bus service between Chilliwack and Maple Ridge.

In response, staff stated that:

- It is expected that the City will be an active participant in the career fair and internship programs related to building officials and planners have been previously discussed with UFV; and
- There is currently express bus service between Mission and Maple Ridge which augments the West Coast Express service, and a feasibility study is underway in regard to a connection to Agassiz.

### **(c) Waterfront Implementation Strategy**

Carla Guerrero, of Purpose Driven Development, presented the implementation strategy for the Waterfront Revitalization project and summarized the planned sequential stages including:

- 1) Initiation of the Mission Waterfront;
- 2) Vision and goals;
- 3) Delivery model;
- 4) Partnerships and funding;
- 5) Work program;
- 6) Developer engagement;
- 7) Municipal approval; and
- 8) Phased build out.

Additionally, Ms. Guerrero provided an overview of the components of the implementation plan, as well as information regarding the rationale, objectives, and next steps.

Ms. Guerrero raised the following points for the Committee's consideration and discussion:

- The identification of potential opportunities and challenges related to the implementation process; and
- How the Committee envisions supporting and assisting the process.

Discussion ensued regarding potential challenges related to the implementation process including addressing complex issues which require intervention and investment from varying levels of government to create more simplified land

development to attract developers, the potential for changes in political leadership, and cooperative business relocation strategies related to flood proofing regulations.

It was noted by the Chair, that a matrix outlining targets and goals in which the Committee could focus on and the steps required to achieve them would be beneficial.

Ms. Guerrero left the meeting at 9:30 a.m.

## **8. ROUNDTABLE**

E. Sarfeld, Chair, noted the importance of the Committee providing input regarding the Employment Land Strategy and continuing to search for suggestions and ideas regarding its alignment with the Transportation Master Plan and the Waterfront Master Plan. Mr. Sarfeld suggested a meeting with Council to discuss the Committee's concerns and to provide suggestions.

C. Hartman, provided an update on the progress of the Central Neighbourhood Plan, stating that it will go before Council in March, followed by the policy development process. Adoption of the plan is expected to occur in June with implementation in the weeks following.

N. McAleer, questioned the current status of the wait time for building permits and whether the hiring of additional staff in the Development Services department has resulted in any measured improvement. In response to Ms. McAleer's comment, Committee members stated that there has been some improvements to timelines, however policies related to development cost charges and community amenity contributions are currently being reviewed and Building Code Step 3 regulations are being put into place this fall which could cause additional delays.

## **9. NEXT MEETING**

April 13, 2022 at 8:00 a.m., meeting format to be confirmed.

## **10. ADJOURNMENT**

Moved and seconded,

That the meeting be adjourned.

CARRIED

The meeting adjourned at 9:37 a.m.