



## **Economic Development Advisory Committee**

### **Minutes**

February 24, 2022, 4:00 p.m.

Via Microsoft Teams

**PRESENT:** Councillor Manning, Chairperson (non-voting)  
Adam Smith, Community Member  
Doug McLean, Community Member  
Michele Partridge, Community Member  
Peter Zheng, Community Member (left meeting at 4:05 p.m.,  
rejoined at 4:22 p.m.)

**GUEST:** Mayor Walker

**NON-VOTING  
ADVISORS:** Alex Nixon, White Rock BIA representative  
Ange Chew, Explore White Rock representative

**ABSENT:** Aroon Shah, Community Member  
Grace Cleveland, Community Member

**STAFF:** Joseph Calenda, Acting Director of Planning and Development  
Services  
Carolyn Latzen, Economic Development Officer  
Janessa Auer, Committee Clerk

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#### **1. CALL TO ORDER**

The meeting was called to order at 4:04 p.m.

2. **ADOPTION OF AGENDA**

A. Nixon entered the meeting at 4:05 p.m.

P. Zheng left the meeting at 4:05 p.m.

**Note:** At this time, quorum was lost, so the Chairperson paused the meeting.

P. Zheng re-joined the meeting at 4:22 p.m.

**Note:** Having re-achieved quorum, the Chairperson resumed the meeting at 4:22 p.m.

**Motion Number 2022-EDAC-001:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the agenda for the February 24, 2022 meeting as circulated.

**Motion CARRIED**

3. **ADOPTION OF MINUTES**

**Motion Number 2022-EDAC-002:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the minutes of the October 20, 2021 meeting as circulated.

**Motion CARRIED**

4. **ECONOMIC DEVELOPMENT ADVISORY COMMITTEE WORK PLAN:  
REVIEW OF STAFF RECOMMENDATIONS**

The Economic Development Officer provided an update regarding staff recommendations on the latest version of the Committee's 2021-2022 Work Plan, as presented to Council at their October 25, 2021 meeting.

The Committee engaged in a roundtable discussion, including consideration of several items that staff have recommended be removed from the Work Plan.

**Motion Number 2022-EDAC-003:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee removing items from the Work Plan document that staff have recommended be removed, with the understanding that these items will stay on record for further action by staff and/or the Committee in future years.

**Motion CARRIED**

The Committee then discussed several items from the Work Plan document which staff have recommended continue to be included.

**Motion Number 2022-EDAC-004:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 6: *“Review, provide input on and approve draft version of EDSP”* in their 2021-2022 Work Plan.

**Motion CARRIED**

**Motion Number 2022-EDAC-005:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 7: *“Recommend appropriate report card metrics for the updated EDSP”* in their 2021-2022 Work Plan.

**Motion CARRIED**

**Motion Number 2022-EDAC-006:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 8: *“Explore all grant opportunities related to economic development”* in their 2021-2022 Work Plan.

*D. McLean, M. Partridge & A. Smith voted in the negative.*

**Motion DEFEATED**

**Motion Number 2022-EDAC-007:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 9: *“Establish tax break incentives to attract more businesses. E.g., First year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters)”* in their 2021-2022 Work Plan.

*D. McLean, M. Partridge & A. Smith voted in the negative.*

**Motion DEFEATED**

**Motion Number 2022-EDAC-008:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee combining Work Plan Items 10: *“Develop an exposure plan for corporate sponsorships of City initiatives”* and 12: *“Encourage more festivals for example, Birding, Kite Boarding and Vegan Food (off season events)”*, and that this combined item continue to be included in their 2021-2022 Work Plan.

**Motion CARRIED**

**Motion Number 2022-EDAC-009:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 11: *“Create a permanent Tourism position in the City for an experienced individual who can accomplish increasing day and overnight visits to White Rock”* in their 2021-2022 Work Plan.

*D. McLean, M. Partridge & A. Smith voted in the negative.*

**Motion DEFEATED**

**Motion Number 2022-EDAC-010:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee holding an additional meeting on a date prior to their March 16, 2022 meeting, to be scheduled for 11:30 a.m. – 1:30 p.m.

**Motion CARRIED**

**Motion Number 2022-EDAC-011:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 13: *“Improve the tourist experience throughout the City by installing digital information kiosks (one Uptown, one on Marine Drive and one at Five Corners)”* in their 2021-2022 Work Plan.

**Motion CARRIED**

**Motion Number 2022-EDAC-012:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that Council approve the Committee removing Item 14: *“Open discussion with TransLink to review the frequency and effectiveness of public transport options, specifically focusing on routes from Uptown to Marine Drive”* from their 2021-2022 Work Plan.

**Motion CARRIED**

**Motion Number 2022-EDAC-013:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend that Council endorse that Mayor Walker, along with TransLink, review the frequency and effectiveness of public transport options, specifically focusing on routes from Uptown to Marine Drive.

**Motion CARRIED**

5. **ECONOMIC DEVELOPMENT STRATEGIC PLAN**

This agenda item was deferred to the following meeting (date to be determined).

6. **TECH INDUSTRY WORKING GROUP**

This agenda item was deferred to the following meeting (date to be determined).

7. **UNDERUTILIZED CITY LAND WORKING GROUP**

This agenda item was deferred to the following meeting (date to be determined).

8. **OTHER BUSINESS**

None.

9. **INFORMATION**

9.1 **COMMITTEE ACTION TRACKING**

Corporate Administration provided the action and motion tracking document to the Committee for information. The attached document is updated after each meeting and provided to members for review.

10. **2022 MEETING SCHEDULE**

This agenda item was deferred to the following meeting (date to be determined).

11. **CONCLUSION OF THE FEBRUARY 24, 2022 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 5:23 p.m.

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Councillor Manning, Chairperson

  
Janessa Auer, Committee Clerk