



## **Economic Development Advisory Committee**

### **Minutes**

March 4, 2022, 11:30 a.m.

Electronic Meeting via Microsoft Teams

- PRESENT:**
- Councillor Manning, Chairperson (non-voting)
  - Adam Smith, Community Member
  - Doug McLean, Community Member
  - Grace Cleveland, Community Member (left the meeting at 1:00 p.m.)
  - Michele Partridge, Community Member
  - Peter Zheng, Community Member (entered the meeting at 11:40 a.m.)
- GUEST:**
- Mayor Walker
- ABSENT:**
- Aroon Shah, Community Member
- STAFF:**
- Joseph Calenda, Acting Director of Planning and Development Services
  - Carolyn Latzen, Economic Development Officer
  - Chloe Richards, Committee Clerk
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#### **1. CALL TO ORDER**

The meeting was called to order at 11:35 a.m.

#### **2. ADOPTION OF AGENDA**

**Motion Number 2022-EDAC-014: It was MOVED and SECONDED**

THAT the Economic Development Advisory Committee adopt the March 4, 2022 meeting agenda as circulated.

**Motion CARRIED**

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

Council received the Economic Development Work Plan at the October 25, 2021 Regular Council meeting, including a corporate report, titled "Staff Feedback on 2021-2022 Economic Development Advisory Committee (EDAC) Work Plan".

The previous Economic Development Advisory Committee meeting ended during this agenda item. The Economic Development Officer continued discussing the work plan along with the staff recommendations for this work plan, continuing with Item 15.

Item 15:

- A working group pertaining to this item was formed at a previous meeting (A. Smith, P. Zheng and M. Partridge). Working group members provided a brief update.
- It was noted that a corporate report on the inventory of city property will be presented at an upcoming Regular Council meeting.

P. Zheng joined the meeting at 11:40 a.m.

**Motion Number 2022-EDAC-015: It was MOVED and SECONDED**

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 15: "*Actively seek & reclaim underutilized, undervalued, or distressed City Land - Back alleys, former industrial, or subject to easements or right of ways.*" in their 2021-2022 Work Plan.

**Motion CARRIED**

Item 16:

- It was noted that this is an outcome of Item 15.

**Motion Number 2022-EDAC-016: It was MOVED and SECONDED**

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 16, "*Develop a future plan to*

*repurpose mini commercial economic zones throughout the City - E.g., Back alley becomes a brewery row, creating arts clubs or pop-up theater stations, or creating new city business zones.*", be combined with Item 15, "Actively seek & reclaim underutilized, undervalued, or distressed City Land - Back alleys, former industrial, or subject to easements or right of ways.", in their 2021-2022 Work Plan.

**Motion CARRIED**

Item 17:

- It was noted that this Work Plan item would be led by Committee members.
- A working group pertaining to this item was formed at a previous meeting (A. Smith, P. Zheng, and M. Partridge).

**Motion Number 2022-EDAC-017: It was MOVED and SECONDED**

THAT the Economic Development Advisory Committee recommends that Council approve the Committee continuing to include Item 17, "*Develop a working plan to create a tech friendly environment*", in their 2021-2022 Work Plan.

**Motion CARRIED**

Item 18:

**Motion Number 2022-EDAC-018: It was MOVED and SECONDED**

THAT the Economic Development Advisory Committee form a working group to explore opportunities to obtain a higher education institution satellite campus in White Rock; and

THAT the working group work with staff to achieve the objective of Item 18 of the Work Plan.

**Motion CARRIED**

**Motion Number 2022-EDAC-019: It was MOVED and SECONDED**

THAT the Economic Development Advisory Committee appoint Committee members D. McLean and A. Smith to a working group for exploring opportunities to obtain a higher education institution satellite campus in White Rock.

**Motion CARRIED**

#### 4. **ECONOMIC DEVELOPMENT STRATEGIC PLAN**

The Economic Development Officer presented the latest draft of the Economic Development Strategic Plan.

Three (3) goals were highlighted in the Economic Development Strategic Plan, along with their objectives and action items. The Committee discussed these goals, objectives and items in detail.

The following was noted for each goal:

- **Goal #1:** To attract and retain small and medium sized independent businesses that will enhance the existing character and charm of the city.
  - A Parking Strategy corporate report is anticipated to be presented at an upcoming regular Council meeting.
  - A Committee member recommended that research be done to see what other municipalities are doing to address parking concerns.

The Committee took a five (5) minute break at 12:23 p.m. The meeting resumed at 12:28 p.m.

**Motion Number 2022-EDAC-020:** It was **MOVED** and **SECONDED**

THAT the Economic Development Advisory Committee recommend Council endorse Goal #1 of the Economic Development Strategic Plan: *To attract and retain small and medium sized independent businesses that will enhance the existing character and charm of the city.*

**Motion CARRIED**

- **Goal #2:** To promote private and public development and projects that will enhance white rock's existing strengths and improve its overall attractiveness and livability.
  - **ACTION ITEM:** The Economic Development Officer to contact City of West Vancouver to gather information on their strategy to limiting certain business types.

**Motion Number 2022-EDAC-021:** It was **MOVED** and **SECONDED**

THAT the Economic Development Advisory Committee recommend Council endorse that the City of White Rock, in collaboration with the White Rock Business Improvement Association and the South Surrey White Rock Chamber of Commerce, create an inventory of existing businesses, perhaps by business type (or sub-type), and use this information to attract newer businesses.

**Motion CARRIED**

**Motion Number 2022-EDAC-022:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend Council direct staff to amend the second initiative of the first objective from the Economic Development Strategic Plan's Goal #2 to read as follows:

*Take measure to support vibrancy, diversity, locality and charm in all commercial centres by enacting bylaws designed to limit or encourage the number of types of businesses that Council feels there are too many of (as West Vancouver is doing).*

**Motion CARRIED**

**Motion Number 2022-EDAC-023:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend Council direct staff to include descriptive words, such as coach house, laneway houses and secondary suites, that could ideally be permitted on single family lots, in the Economic Development Strategic Plan, in the final action item of the last objective for Goal #2.

**Motion CARRIED**

**Motion Number 2022-EDAC-024:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend Council direct staff to conduct a survey, through Talk White Rock, on White Rock residents working from home, and possibly creating a focus group thereafter, with the intention of capturing information for the Economic Development Strategic Plan.

**Motion CARRIED**

**Motion Number 2022-EDAC-025:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend Council endorse Goal #2 of the Economic Development Strategic Plan, "*To promote private and public development and projects that will enhance white rock's existing strengths and improve its overall attractiveness and livability*", with the recommended changes.

**Motion CARRIED**

G. Cleveland left the meeting at 1:00 p.m.

- **Goal #3:** To increase visitation to White Rock by making the City the most captivating destination south of the Fraser River.
  - It was noted that the Center Street Walkway was just recently renamed to the Helen Fathers Walkway. The walkway name change will be addressed in the following Economic Development Strategic Plan document version.

**Motion Number 2022-EDAC-026:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend Council to endorse Goal #3 of the Economic Development Strategic Plan: *To increase visitation to White Rock by making the City the most captivating destination south of the Fraser River.*

**Motion CARRIED**

The Implementation Plan began being discussed. Due to time limitations with the meeting, the Committee ended discussions of Item 4, *Economic Development Strategic Plan*, early and will resume at the following meeting, where the Annual Report Card metric section of the Implementation Plan will finish being reviewed.

**5. TECH INDUSTRY WORKING GROUP**

Due to time limitations with the meeting, Item 5, *Tech Industry Working Group*, will be discussed at the following meeting.

**6. UNDERUTILIZED CITY LAND WORKING GROUP**

Due to time limitations with the meeting, Item 6, *Underutilized City Land Working Group*, will be discussed at the following meeting.

**7. OTHER BUSINESS**

None.

**8. INFORMATION**

**8.1 COMMITTEE ACTION TRACKING**

Due to time limitations with the meeting, Item 8.1, *Committee Action Tracking*, will be discussed at the following meeting.

**9. 2022 MEETING SCHEDULE**

It was noted that, moving forward, Councillor Trevelyan will assume the role as Chairperson, and that Councillor Manning will assume the role as Vice-Chairperson.

**Motion Number 2022-EDAC-027: It was MOVED and SECONDED**

**THAT the Economic Development Advisory Committee endorse the 2022 meeting schedule as presented:**

- March 16, 2022;
- April 20, 2022;
- May 18, 2022;
- June 15, 2022;
- July 20, 2022; and
- September 21, 2022.

All meeting times will be scheduled to take place on Wednesdays from 4:00 p.m. to 6:00 p.m.

**Motion CARRIED**

**10. CONCLUSION OF THE MARCH 4, 2022 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**

The Chairperson concluded the meeting at 1:30 p.m.



Councillor Manning, Chairperson



Chloe Richards, Committee Clerk