

MINUTES OF THE ECONOMIC DEVELOPMENT STANDING COMMITTEE MEETING
HELD IN THE BOARD ROOM, CITY HALL,
ON MONDAY, 2003-MAR-31, COMMENCING AT 3:05 P.M.

PRESENT: Councillor T. K. Krall, Chair

Members: Councillor M. D. Brennan

Absent: Councillor C. S. Manhas

Others: Councillor L. J. Sherry

Staff:	G. D. Berry	D. Kiedyk
	B. N. Mehaffey	J. T. Bowden
	B. E. Clemens	K. L. Burley
	T. McQueen	C. Hambley

1. ADOPTION OF MINUTES:

- (a) Minutes of the 2003-MAR-03 Meeting of the Economic Development Standing Committee held in the Board Room, City Hall at 3:00 p.m.

Moved by Councillor Brennan, seconded by Councillor Krall that the Minutes be adopted as circulated. The motion carried.

2. INTRODUCTION OF LATE ITEMS:

- (a) Councillor Krall advised that Mr. Doug Backhouse was in attendance and wished to address Council as a late delegation regarding the establishment of a Downtown Development Corporation.

Moved by Councillor Krall, seconded by Councillor Brennan that Mr. Backhouse be permitted to address the Committee as a late delegation. The motion carried.

3. RECEIVING OF DELEGATIONS:

- (a) Mr. George Hansen, Managing Director, Downtown Nanaimo Partnership, and Mr. Bill Robinson, Nanaimo Now! Committee, Suite 300, c/o 238 Franklyn Street, Nanaimo, B. C., regarding an update on "Nanaimo Now!"

Moved by Councillor Brennan, seconded by Councillor Krall that Mr. Hansen and Mr. Robinson be permitted to address the Committee. The motion carried.

Mr. Hansen stated that:

- the Economic Development Group (EDG) has identified two goals: (1) to ensure that there is a positive attitude about Nanaimo among the local population and (2) to ensure that there is a positive reputation for Nanaimo outside the region.
- they have based their plan on the following four pillars approach:
 - community beautification
 - events and festivals
 - supportive regulations and policies
 - communication and awareness
- many recent decisions Council has made are improving the City of Nanaimo, such as adopting the new Liquor Control Strategy and the new regulations regarding temporary signage.
- these recommendations made by Council will have a positive effect on the image and reputation of Nanaimo.

Mr. Robinson stated that:

- there are 14 members in the Economic Development Group.
- they have formed community teams with "champions" to move their plan forward.
- they have outlined a process and timeline to develop the plan.
- to date, the framework is based on the four pillar approach that George Hansen referred to.
- they have drafted a vision and positioning statement (a copy of which was circulated).
- they have a planning workshop scheduled for May and should have a draft plan by June 2003.
- they indicated that City policies go a long way to assist with Nanaimo's image and reputation.
- they have consulted with other municipalities to establish best practices and ideas for the City of Nanaimo.
- they would like Council's feedback.

Moved by Councillor Brennan, seconded by Councillor Krall that the presentation be received. The motion carried.

- (b) Mr. Doug Backhouse, Downtown Housing, Design and Development Committee, regarding the establishment of a Downtown Development Corporation and a possible presentation from Ms. Annitta Stenning, Executive Director, Centre Venture. *(Supplemental)*

Mr. Backhouse was previously authorized to address the Committee.

Mr. Backhouse stated that:

- he believes there is more we can do to improve the downtown.
- the Downtown Development Corporation is a financial entity that would take under-performing City-owned land and create development potential.
- to reach the goal of revitalizing downtown, there will be an opportunity during the first week of May 2003, to hear Ms. Annitta Stenning, Executive Director, Centre Venture.
- Ms. Stenning is the Executive Director of Winnipeg's very successful Centre Venture Development Corporation.
- she will be in Nanaimo and has offered to give a public presentation and question and answer period regarding Winnipeg's experiences with downtown revitalization.
- she would also be available to follow -up with Council, Senior Staff, and Committees.
- the timing is opportune as follow up could be scheduled in May to coincide with the Federation of Canadian Municipalities (FCM) Conference in Winnipeg.

Moved by Councillor Brennan, seconded by Councillor Krall that the presentation be received. The motion carried.

4. INFORMATION ONLY ITEMS:

- (a) Report from Mr. Jerry Pink, Chair, Economic Development Group, Update Regarding the Economic Development Group's "Nanaimo Now!" Initiative.

Moved by Councillor Brennan, seconded by Councillor Krall that the Information Only Item be received. The motion carried.

5. CONSIDERATION OF LATE ITEMS / OTHER BUSINESS:

Amendments to the Street Entertainers Bylaw

- (a) Mr. George Hansen, Downtown Nanaimo Partnership and Mr. Darren Kiedyk, Manager, Utility Billing/Business Licence Inspector, gave a verbal report outlining amendments to the Street Entertainers Bylaw regarding site location and amplification.

Moved by Councillor Brennan, seconded by Councillor Krall that the verbal report be received. The motion carried.

6. ADJOURNMENT:

Moved by Councillor Brennan, seconded by Councillor Krall at 3:55 p.m. that the meeting terminate. The motion carried.

C H A I R

CERTIFIED CORRECT:

SENIOR MANAGER,
CORPORATE ADMINISTRATION