



## AGENDA

### GOVERNANCE AND PRIORITIES COMMITTEE MEETING

Monday, July 15, 2019, 1:00 P.M. - 4:00 P.M.

Board Room, Service and Resource Centre,  
411 Dunsmuir Street, Nanaimo, BC

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Pages

1. CALL TO ORDER:

2. INTRODUCTION OF LATE ITEMS:

3. APPROVAL OF THE AGENDA:

4. ADOPTION OF THE MINUTES:

a. Minutes

3 - 6

Minutes of the Governance and Priorities Committee Meeting held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC on Monday, 2019-JUN-10 at 3:00 p.m.

5. REPORTS:

a. GOVERNANCE AND MANAGEMENT EXCELLENCE:

b. ENVIRONMENTAL RESPONSIBILITY:

c. ECONOMIC HEALTH:

d. COMMUNITY WELLNESS/LIVABILITY:

1. Downtown Nanaimo Information Session

7 - 19

To be introduced by Dale Lindsay, General Manager, Development Services.

*Purpose: To provide Council with background information relating to the Downtown Nanaimo Information Session.*

1. 1 Port Drive (Short/Long Term Plans)

2. Maffeo Sutton Park Master Plan Update

3. Social Issues
4. Active Transportation
5. Downtown Opportunities

e. AGENDA PLANNING:

1. Draft Governance and Priorities Committee Agenda Planning Document

20 - 21

6. QUESTION PERIOD:

7. PROCEDURAL MOTION:

8. ADJOURNMENT:

**MINUTES**  
GOVERNANCE AND PRIORITIES COMMITTEE MEETING  
BOARDROOM, SERVICE AND RESOURCE CENTRE,  
411 DUNSMUIR STREET, NANAIMO, BC  
MONDAY, 2019-JUN-10, AT 3:00 P.M.

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Present: Councillor Hemmens, Chair  
Mayor L. Krog  
Councillor S. D. Armstrong  
Councillor D. Bonner  
Councillor T. Brown  
Councillor B. Geselbracht  
Councillor Z. Maartman  
Councillor I. W. Thorpe  
Councillor J. Turley

Staff: J. Rudolph, Chief Administrative Officer  
R. J. Harding, Director of Parks and Recreation  
D. Lindsay, Director of Community Development  
B. Sims, Director of Engineering and Public Works  
J. Van Horne, Director of Human Resources  
K. Fry, Fire Chief  
L. Mercer, Acting Director of Financial Services (arrived 3:08 p.m.)  
E. Williams, Manager of Recreation Services (vacated 3:38 p.m.)  
D. Blackwood, Client Support Specialist (vacated 3:04 p.m.)  
S. Gurrie, City Clerk  
G. Whitters, Recording Secretary

1. CALL THE GOVERNANCE AND PRIORITIES COMMITTEE MEETING TO ORDER:

The Governance and Priorities Committee Meeting was called to order at 2:59 p.m.

2. INTRODUCTION OF LATE ITEMS:

- (a) Agenda Item 5(b)(1) - Results of eTown Hall - Update first summary point to show 45 questions submitted for eTown Hall instead of 25.

3. ADOPTION OF THE MINUTES:

It was moved and seconded that the following minutes be adopted as circulated:

- Minutes of the Governance and Priorities Committee Meeting held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC on Monday, 2019-MAY-13 at 10:00 a.m.

- Minutes of the Governance and Priorities Committee Meeting held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC on Tuesday, 2019-MAY-21 at 9:00 a.m.

The motion carried unanimously.

4. APPROVAL OF THE AGENDA:

It was moved and seconded that the Agenda, as amended, be adopted. The motion carried unanimously.

5. REPORTS:

a. ECONOMIC HEALTH:

1. Update on Tourism Services in Nanaimo

D. Blackwood vacated the Boardroom at 3:04 p.m.

Introduced by Richard Harding, Director, Parks and Recreation.

Karen Bannister, Executive Director, Tourism Nanaimo and Anthony Everett, President and CEO, Tourism Vancouver Island, provided a presentation regarding tourism in Nanaimo which included the following information:

- Engaged by City of Nanaimo in February 2017, two one-year contracts, currently on a five-year contract that began April 1, 2019
- Measuring tourism performance based on engagements and impressions
- Key successes including: collaboration on the formation of tourism round table, mountain biking campaign, website improvements, increase to the email subscriber list, move to data driven marketing initiatives and the Nanaimo ambassador program

L. Mercer entered the Boardroom at 3:08 p.m.

- Top challenges include: community engagement, resident pride, unified processes in business and sports tourism, brand awareness and technological impacts on visit servicing
- Developing a five-year strategic plan for tourism that includes: conversations with consumers, exceptional care, customer engagement, building community pride, remarkable experiences and community collaboration
- Learning partnership with Vancouver Island University
- Welcome committee for the Tourism Vancouver Island 56<sup>th</sup> Annual Conference and Annual General Meeting
- Working with the Nanaimo Port Authority to attract cruise ships



- Marketing partnership with Snuneymuxw First Nation for Saysutshun Island
- Key takeaways include: tourism economy is growing in BC, island dispersion presents an opportunity for Nanaimo, address priorities for development, improve resident pride and focus on off-season opportunities

Committee discussion took place regarding:

- Impacts of crime on tourism in Nanaimo
- Positive feedback received from visitors
- What experiences in Nanaimo attract visitors
- Hotel occupancy
- Attracting responsible travellers
- Resident pride of place
- Nanaimo Ambassador Program
- Regular updates from Tourism Nanaimo

It was moved and seconded that the Update on Tourism Services in Nanaimo report, dated 2019-JUN-10, be received for information. The motion carried unanimously.

b. GOVERNANCE AND MANAGEMENT EXCELLENCE:

E. Williams vacated the Boardroom at 3:38 p.m.

1. Results of eTown Hall

Introduced by Sheila Gurrie, City Clerk.

Committee discussion took place regarding:

- Number of people that attended in-person
- Potential for Facebook livestream

It was moved and seconded that the report titled “Results of the 2019-MAY-23 eTown Hall”, dated 2019-JUN-10, be received for information. The motion carried unanimously.

2. Strategic Plan Action Timelines

Introduced by Jake Rudolph, Chief Administrative Officer.

Committee discussion took place regarding:

- Preferred format of the Strategic Plan
- Ways that Council can be held accountable for timelines

It was moved and seconded that Governance and Priorities Committee recommend that Council direct Staff to embed the timelines as outlined in Attachment C of the report titled “Strategic Plan Action Timelines” dated 2019-JUN-10, in the Strategic Plan. The motion carried.

Opposed: Councillor Brown

It was moved and seconded that the Governance and Priorities Committee recommend that Council include the appendix outlined in Attachment B of the report titled “Strategic Plan Action Timelines” dated 2019-JUN-10 in the Strategic Plan. The motion carried.

Opposed: *Councillor Brown*

It was moved and seconded that the Governance and Priorities Committee recommend that Council approve the 2019-2022 Strategic Plan.

It was moved and seconded that the motion be amended to include changing bullet number seven on the Environmental Responsibility page of the Strategic Plan to “Work with the Regional District of Nanaimo and other community organizations to develop food security for the region.” The motion carried unanimously.

The vote was taken on the main motion as amended as follows:

It was moved and seconded that the Governance and Priorities Committee recommend that Council approve the 2019-2022 Strategic Plan including the change to bullet number seven on the Environmental Responsibility page of the Strategic Plan to “Work with the Regional District of Nanaimo and other community organizations to develop food security for the region. The motion carried unanimously.

6. QUESTION PERIOD:

No one in attendance wished to ask questions.

7. ADJOURNMENT:

It was moved and seconded at 4:06 p.m. that the meeting terminate. The motion carried unanimously.

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CHAIR

CERTIFIED CORRECT:

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CORPORATE OFFICER

DATE OF MEETING JULY 15, 2019

AUTHORED BY BILL CORSAN, DIRECTOR, COMMUNITY DEVELOPMENT

SUBJECT **DOWNTOWN NANAIMO INFORMATION SESSION**

## **OVERVIEW**

### **Purpose of Report:**

To provide Council with background information relating to the Downtown Nanaimo Information Session.

## **BACKGROUND**

Downtown Nanaimo is the heart of the city. The downtown provides a variety of retail shops, a range of housing opportunities, professional offices and services, and the majority of cultural attractions in the city. The downtown is a transportation hub providing vital connections to Vancouver and neighbouring communities as well as being the focal point of the city's transit and road network. Along with a spectacular waterfront walkway and large civic park, the downtown serves as the community's gathering space for events and festivals. The downtown is the historical, cultural, professional, and business centre of Nanaimo.

The downtown core is also an area with a concentration of social services and has in recent years seen an increase in homelessness and social issues.

Downtown has been a focal point by previous Council's who have made investments in facilities and infrastructure. Development is encouraged through a number of policy documents, including the Official Community Plan, the Transportation Master Plan, and the Nanaimo Downtown Plan Urban Design Guidelines. Incentives such as the Hotel Revitalization Tax Exemption Program and the Downtown Revitalization Tax Exemption Program have been put in place to entice investment.

The *2019-2022 Strategic Plan* recognizes the importance of downtown by prioritizing a number of initiatives, such as the Downtown Mobility Hub, investments at 1 Port Drive, and advocacy for the passenger ferry service to downtown Vancouver.

## **DISCUSSION**

Staff have arranged a meeting of the Governance and Priorities Committee (GPC) to focus a discussion around the downtown core.

Attachment A contains a set of Poster Information Boards that outline current initiatives and projects that are underway in the downtown core.

During the GPC meeting, Council will be invited to explore the existing issues facing the downtown. Staff will be on hand to answer questions about current programs. The discussion will then focus on identifying priorities, actions, and opportunities for the downtown moving forward. The session will be graphically recorded, leaving a visual record for further discussion.

### **SUMMARY POINTS**

- Downtown Nanaimo is the heart of the city, and contains residential, commercial, recreational, and cultural land uses. The downtown is also the transportation hub for the region.
- Previous Councils have set policy and made investments in the downtown core to encourage revitalization.
- Staff have provided a series of poster boards outlining the breadth of activity underway in the downtown core.
- Council has an opportunity during the GPC meeting to discuss issues, identify priorities, actions, and opportunities for downtown Nanaimo.

### **ATTACHMENTS**

ATTACHMENT A: Poster Information Boards |

#### **Submitted by:**

Bill Corsan  
Director of Community Development |

#### **Concurrence by:**

Dale Lindsay  
General Manager of Development Services

Bill Sims  
General Manager of Engineering and Public Works

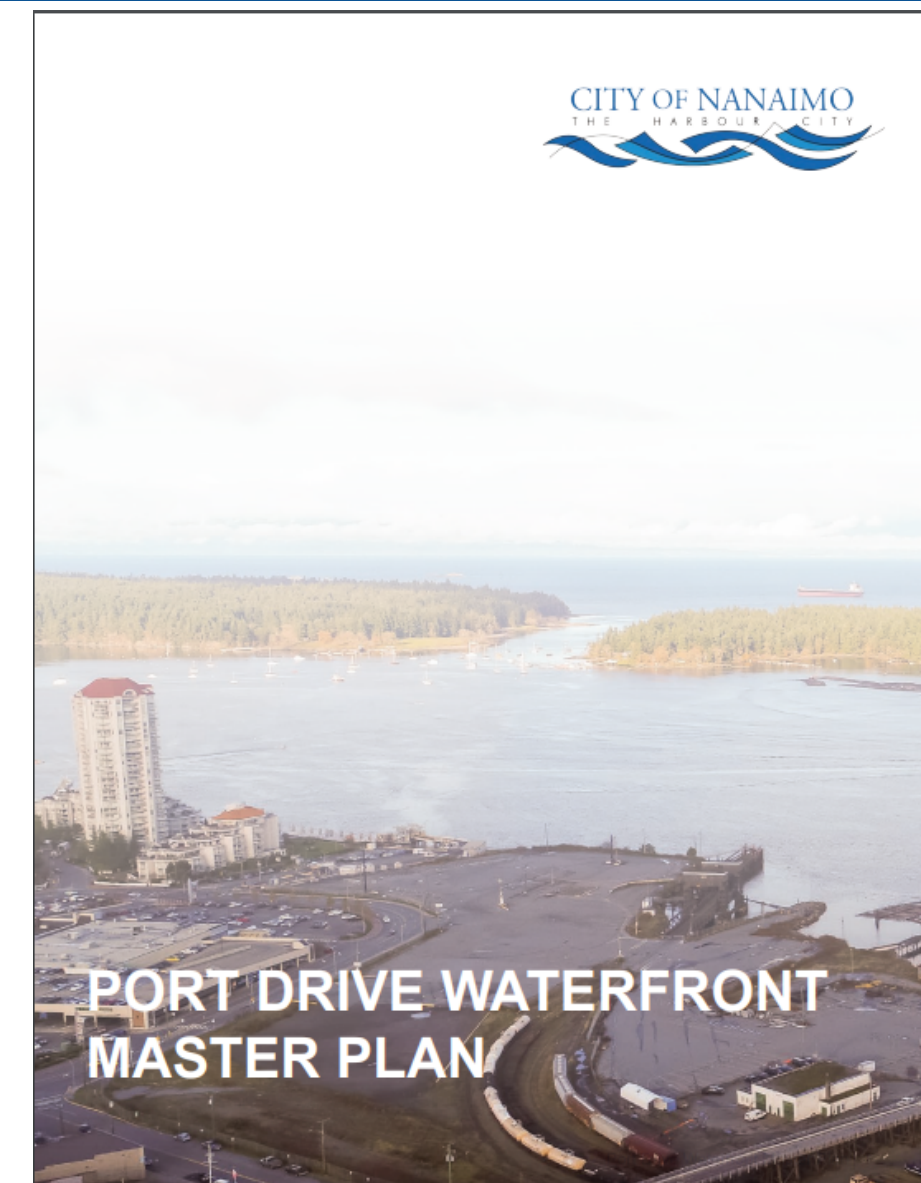
Richard Harding  
General Manager of Parks, Recreation and Culture |



# DOWNTOWN: POLICIES AND PLANS



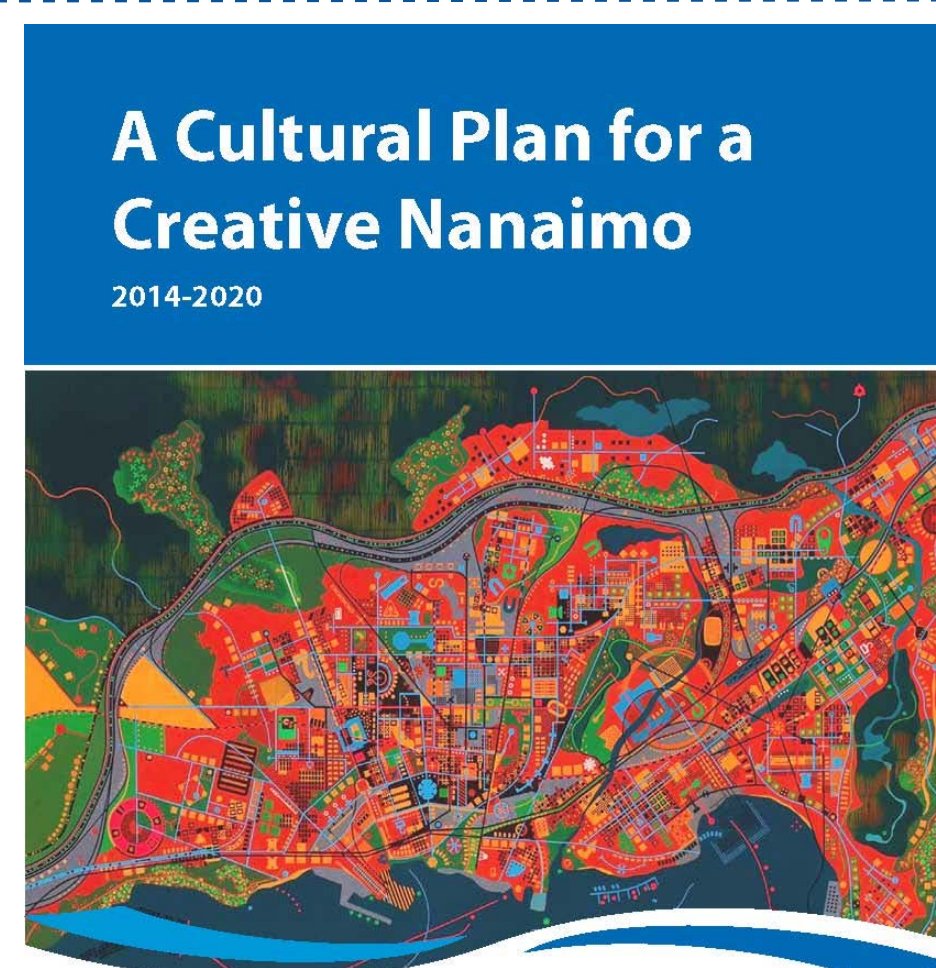
**SOUTH DOWNTOWN WATERFRONT INITIATIVE  
(2013)**



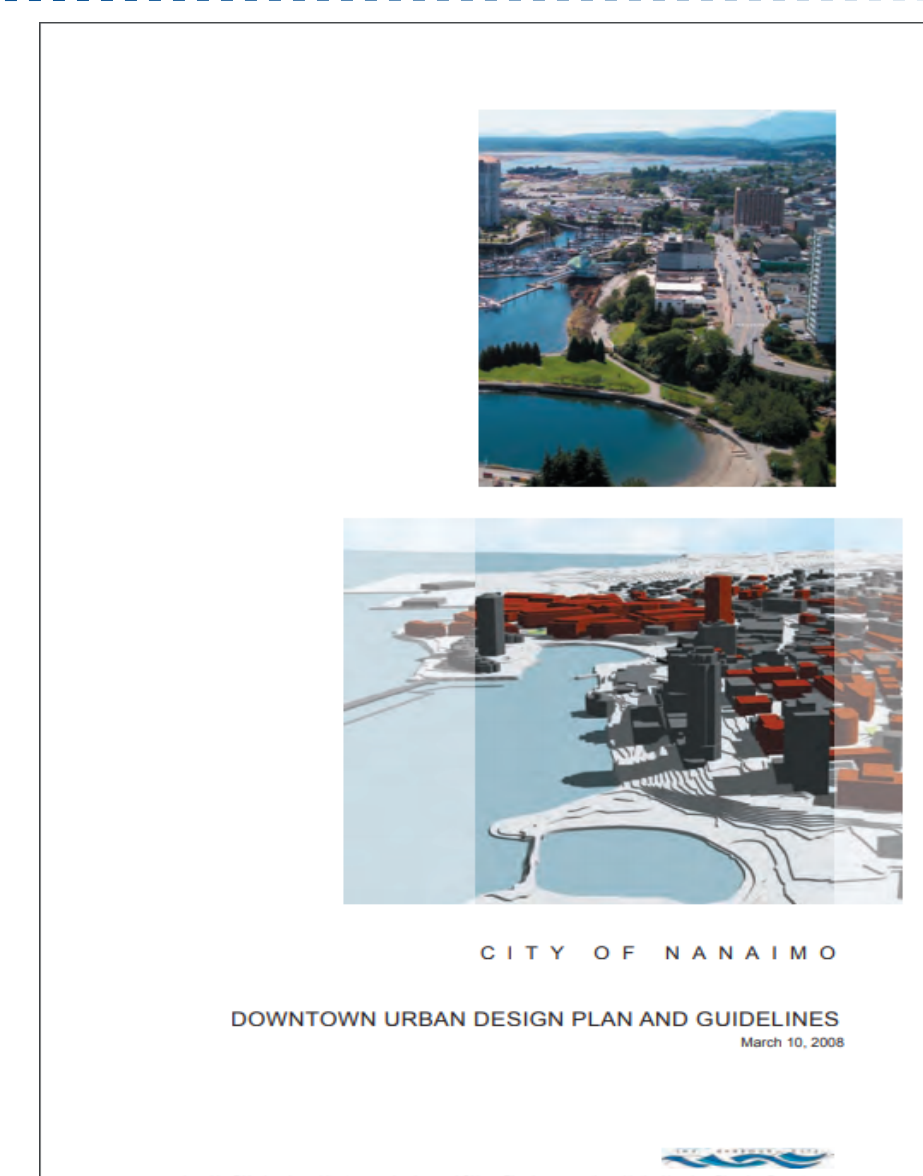
**PORT DRIVE WATERFRONT MASTER PLAN  
(2018)**



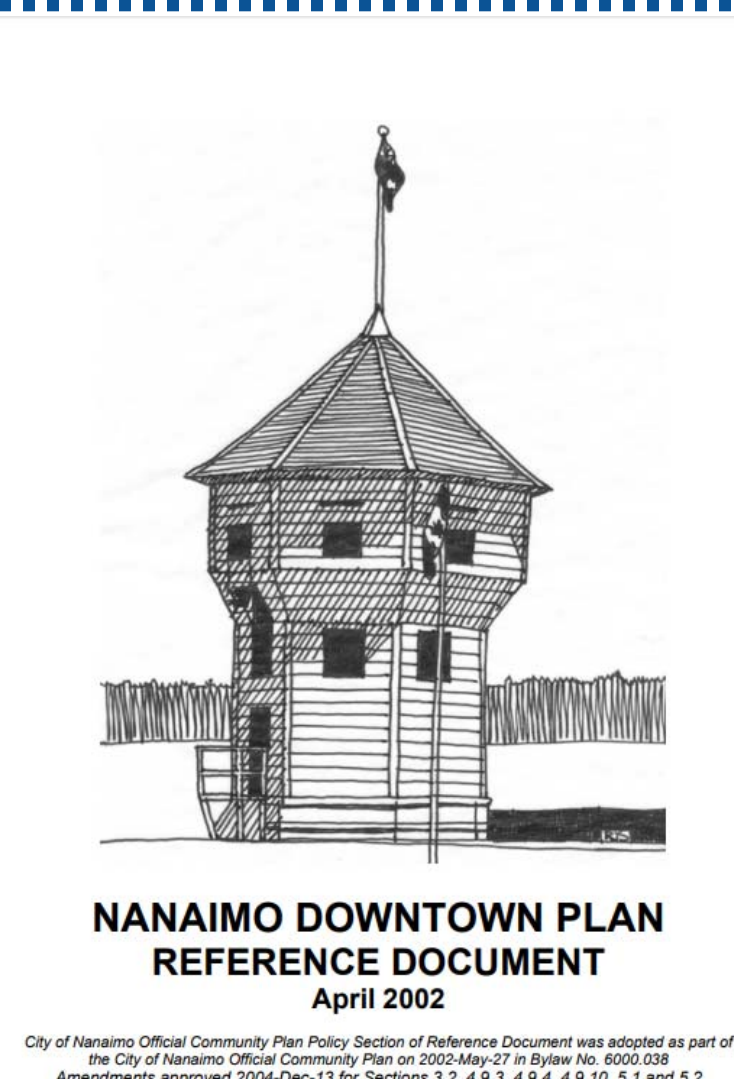
**TERMINAL NICOL RE-IMAGINED  
(2016)**



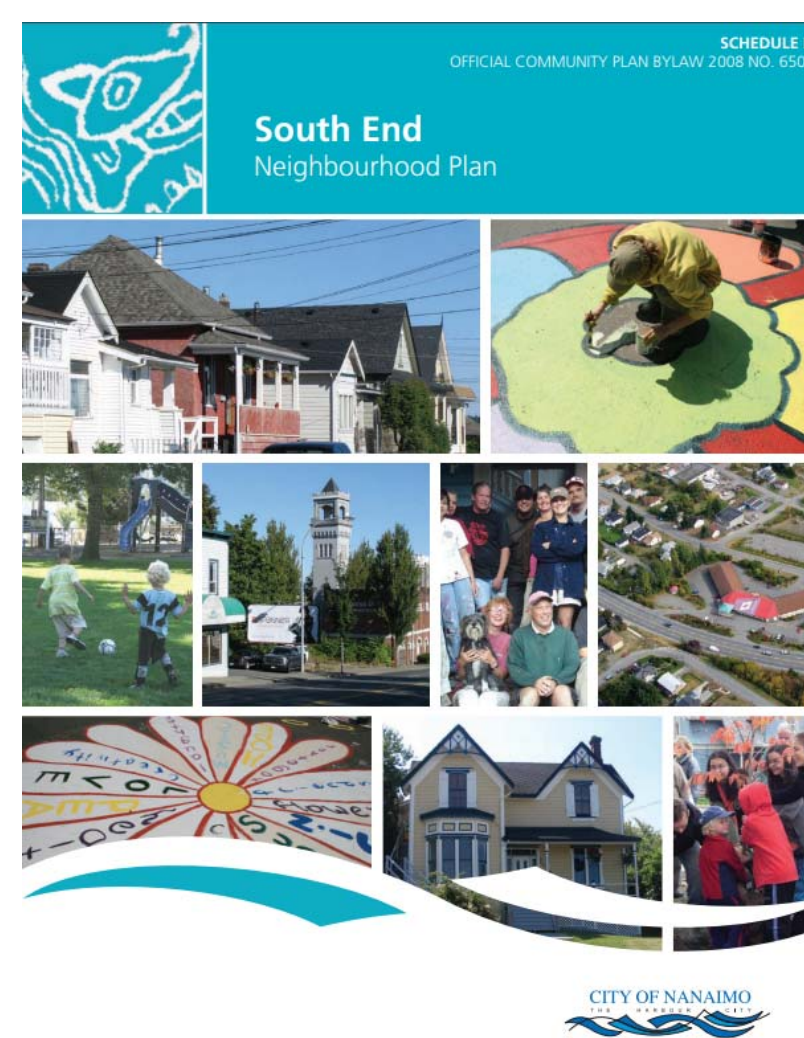
**CULTURAL PLAN FOR CREATIVE  
NANAIMO (2014)**



**DOWNTOWN URBAN DESIGN  
PLAN AND GUIDELINES (2008)**



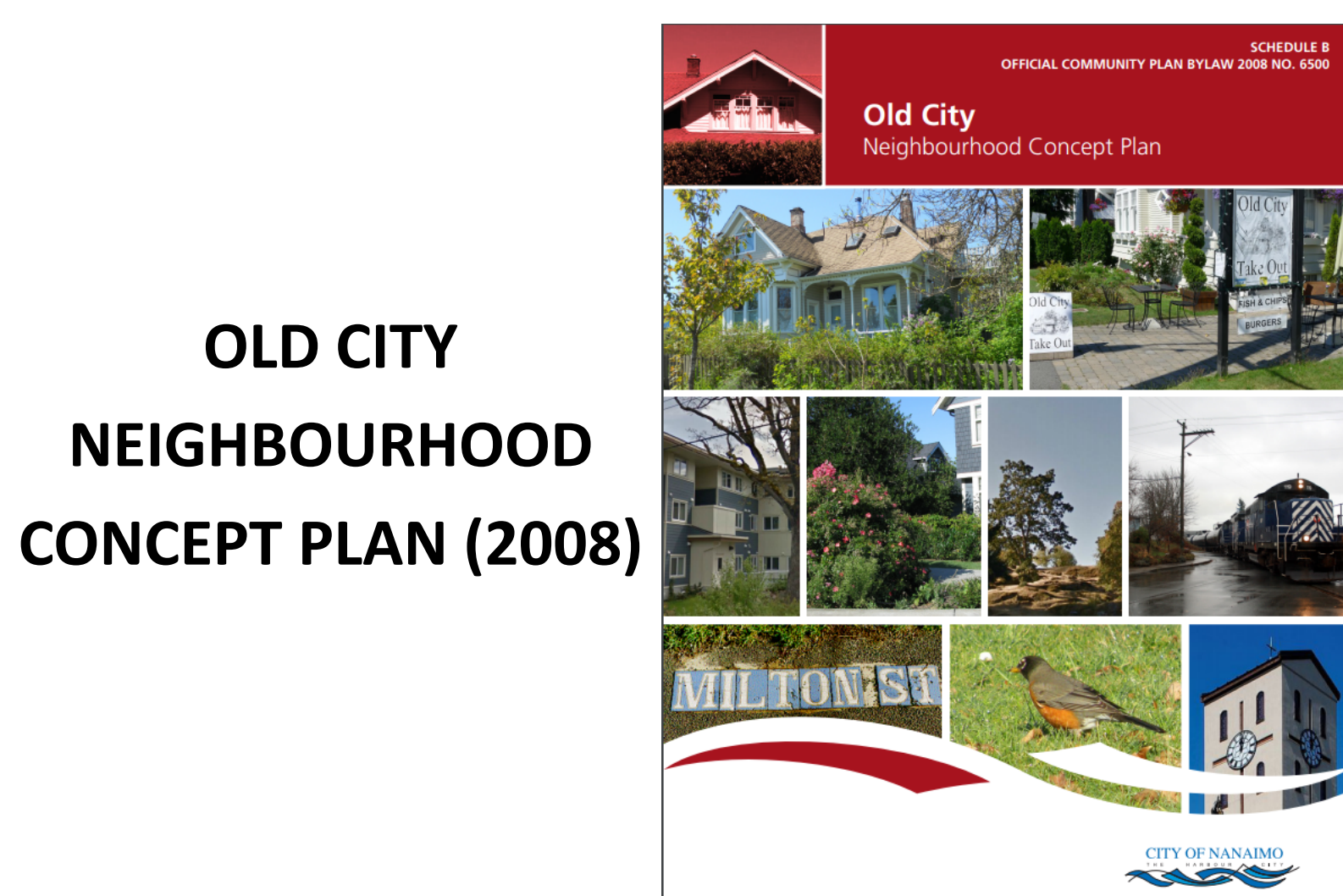
**NANAIMO DOWNTOWN PLAN  
(2002)**



**SOUTH END NEIGHBOURHOOD PLAN  
(2010)**

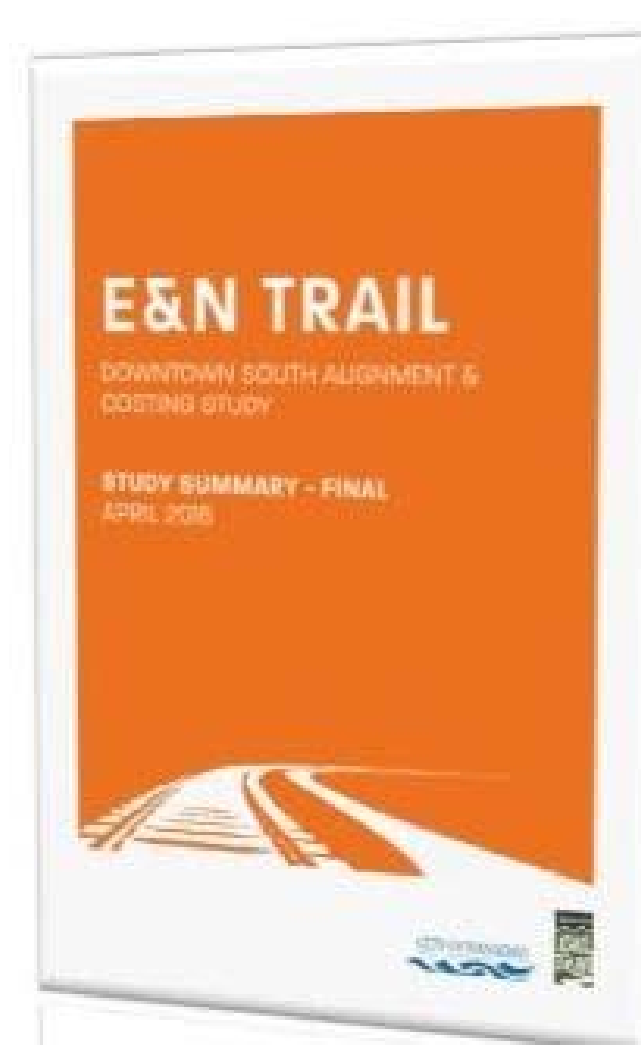


**NANAIMO HARBOUR TERMINAL  
DEVELOPMENT PLAN (2019)**

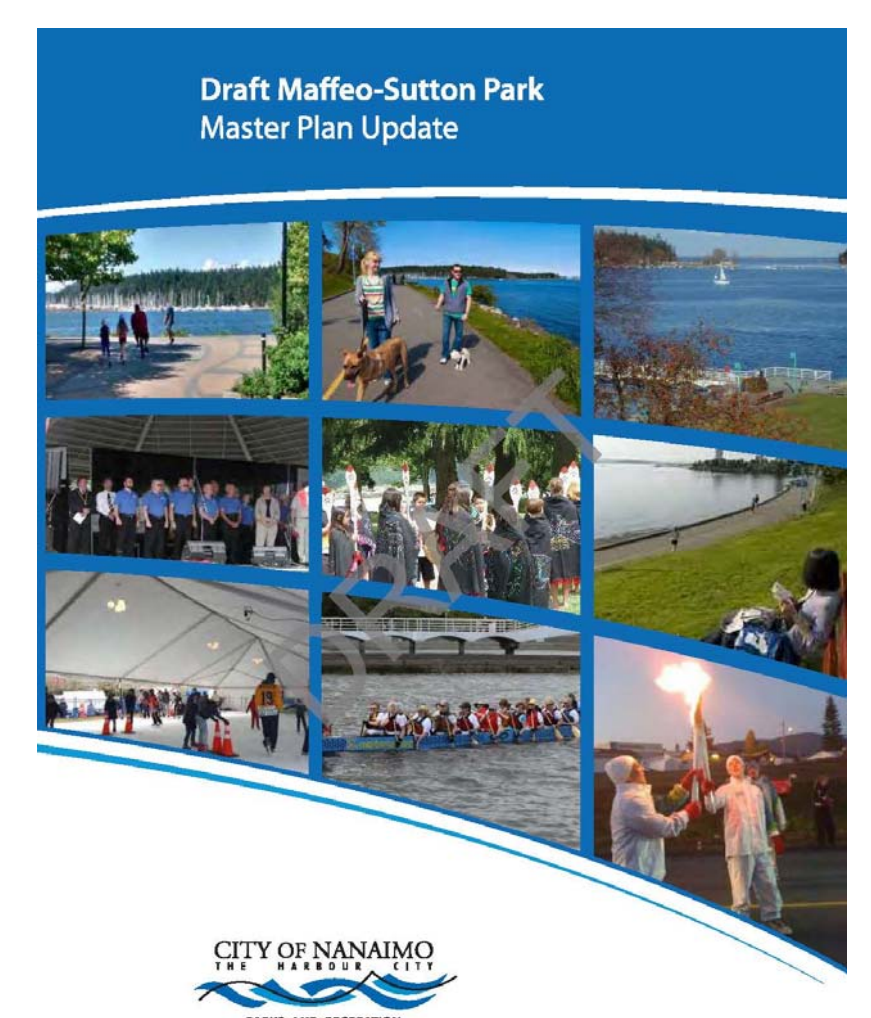


**OLD CITY  
NEIGHBOURHOOD  
CONCEPT PLAN (2008)**

**E & N TRAIL  
ALIGNMENT  
STUDY (2016)**



**DRAFT MAFFEO  
SUTTON PARK  
MASTER PLAN**





# WHY DOWNTOWN?



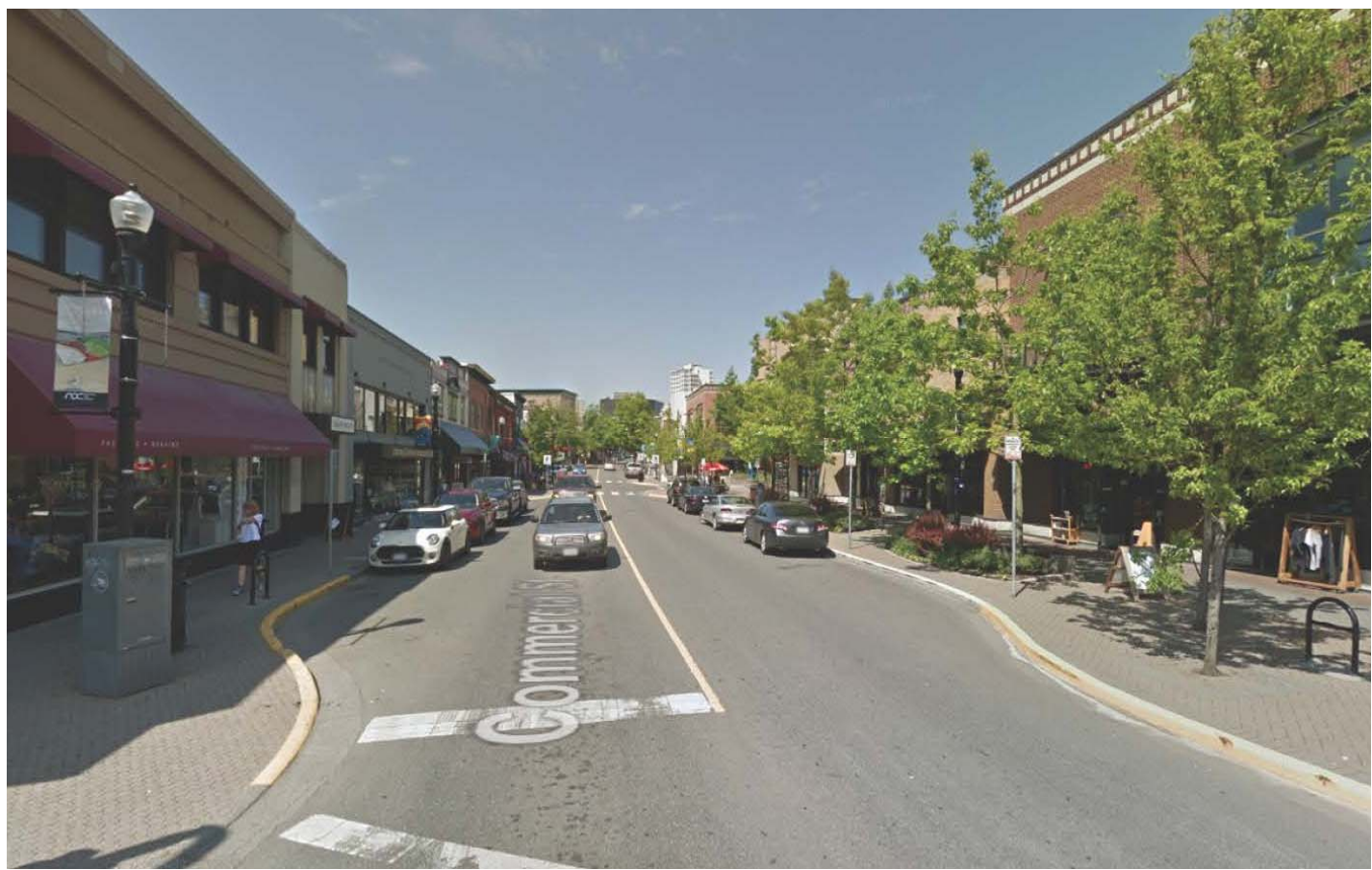
Zoning Bylaw No. 4500



GENEROUS ZONING AND PLANNING POLICY



FAVOURABLE PARKING REQUIREMENTS



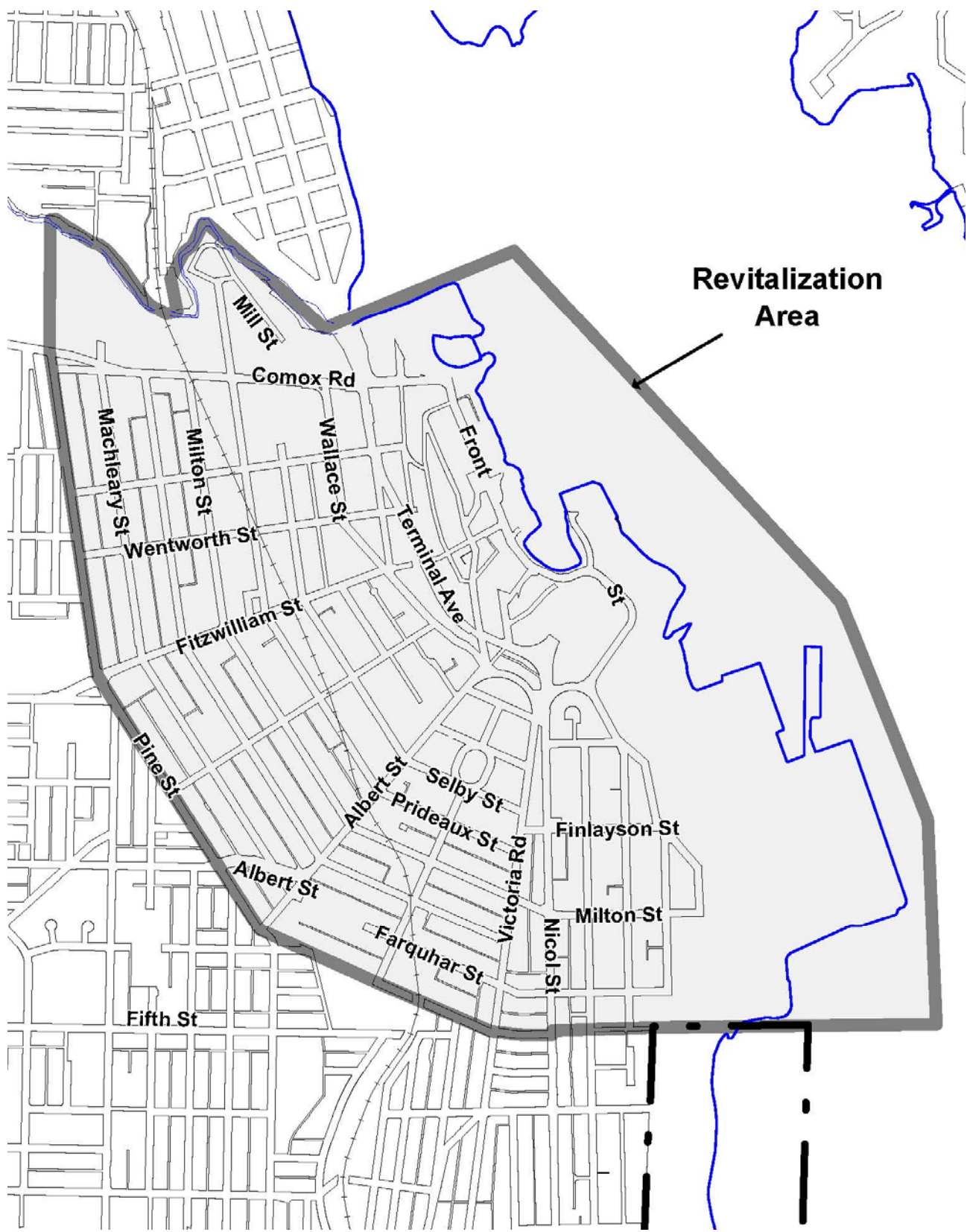
CRITICAL MASS OF SHOPS AND RESTAURANTS



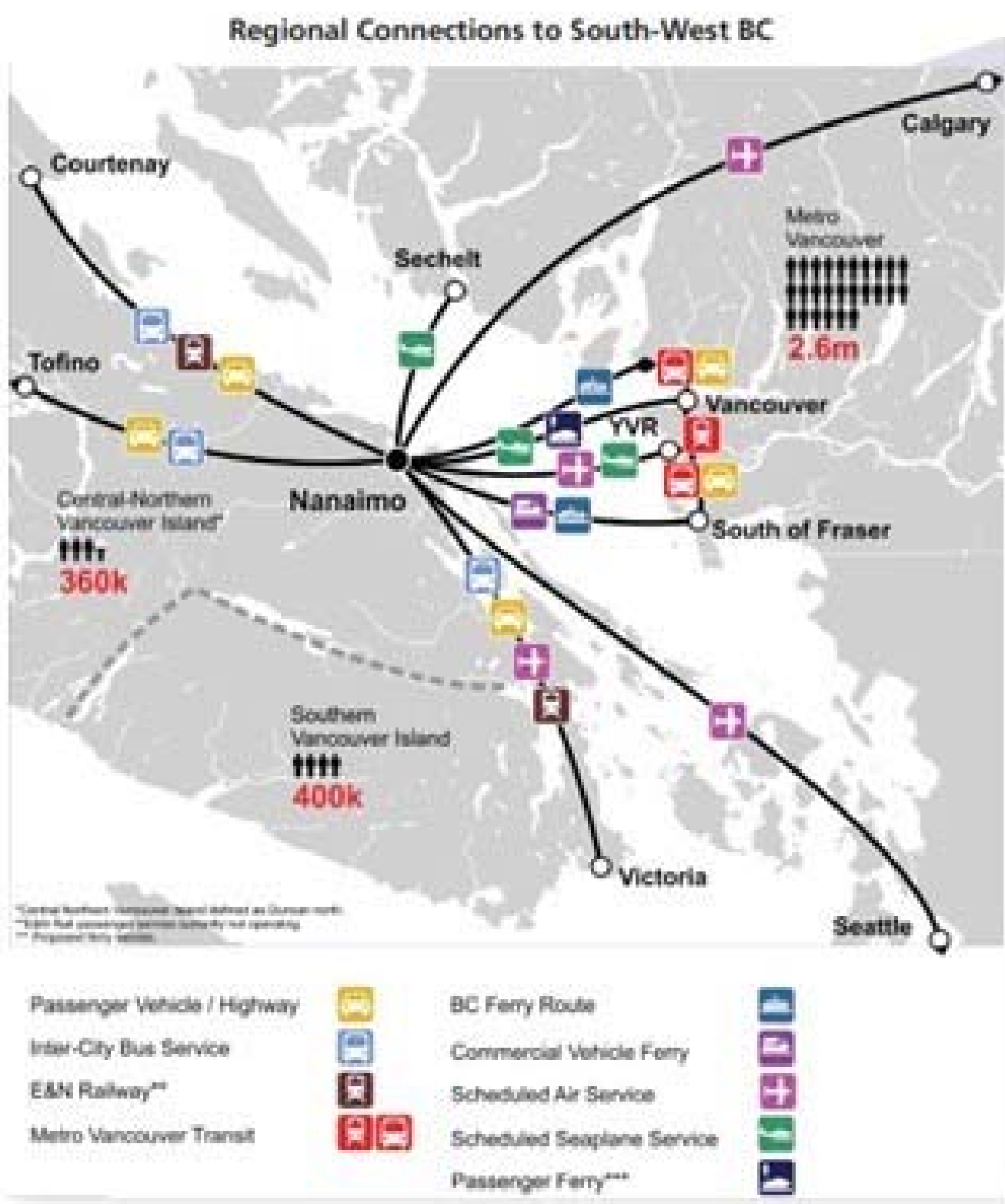
CULTURAL HUB



INFRASTRUCTURE IN PLACE



DOWNTOWN TAX EXEMPTION PROGRAM



CONNECTIVITY TO VANCOUVER



PROXIMITY TO WATERFRONT



# DOWNTOWN: CURRENT PROGRAMS

## FILM AND SPECIAL EVENTS

- PRIDE
- HERITAGE DAYS
- BATHTUB WEEKEND
- DOWNTOWN NIGHT MARKET
- REMEMBRANCE DAY
- MOVIE/TV FILMING
- DRAGON BOAT FESTIVAL



## BANNER PROGRAM



## SIDEWALK AMENITIES (THROUGH LEASES/LICENSES FOR PUBLIC USE)





# DOWNTOWN: CURRENT PROGRAMS

## GRANTS/EXEMPTIONS

- DOWNTOWN EVENT REVITALIZATION FUNDING
- HERITAGE FAÇADE GRANT
- HERITAGE HOME GRANT
- HERITAGE BUILDING TAX EXEMPTION
- DOWNTOWN REVITALIZATION TAX EXEMPTION
- HOTEL REVITALIZATION TAX EXEMPTION

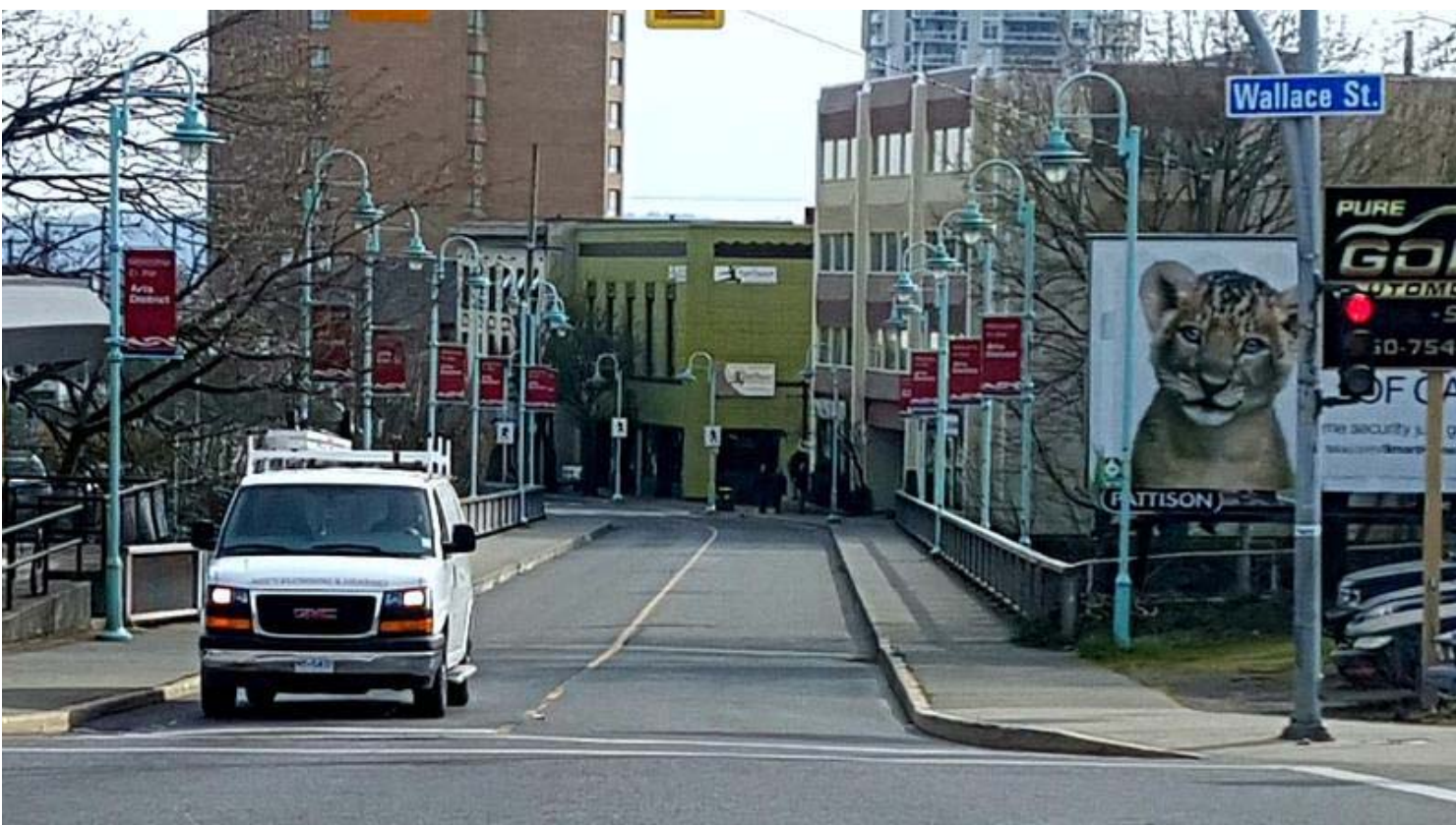


## HANGING BASKET PROGRAM



## DOWNTOWN STREETS

- CLEANLINESS (SIDEWALK AND STREET SWEEPING, PRESSURE WASHING)
- STREET LIGHT RENEWAL
- STREET SIDE GARBAGE CONTAINERS





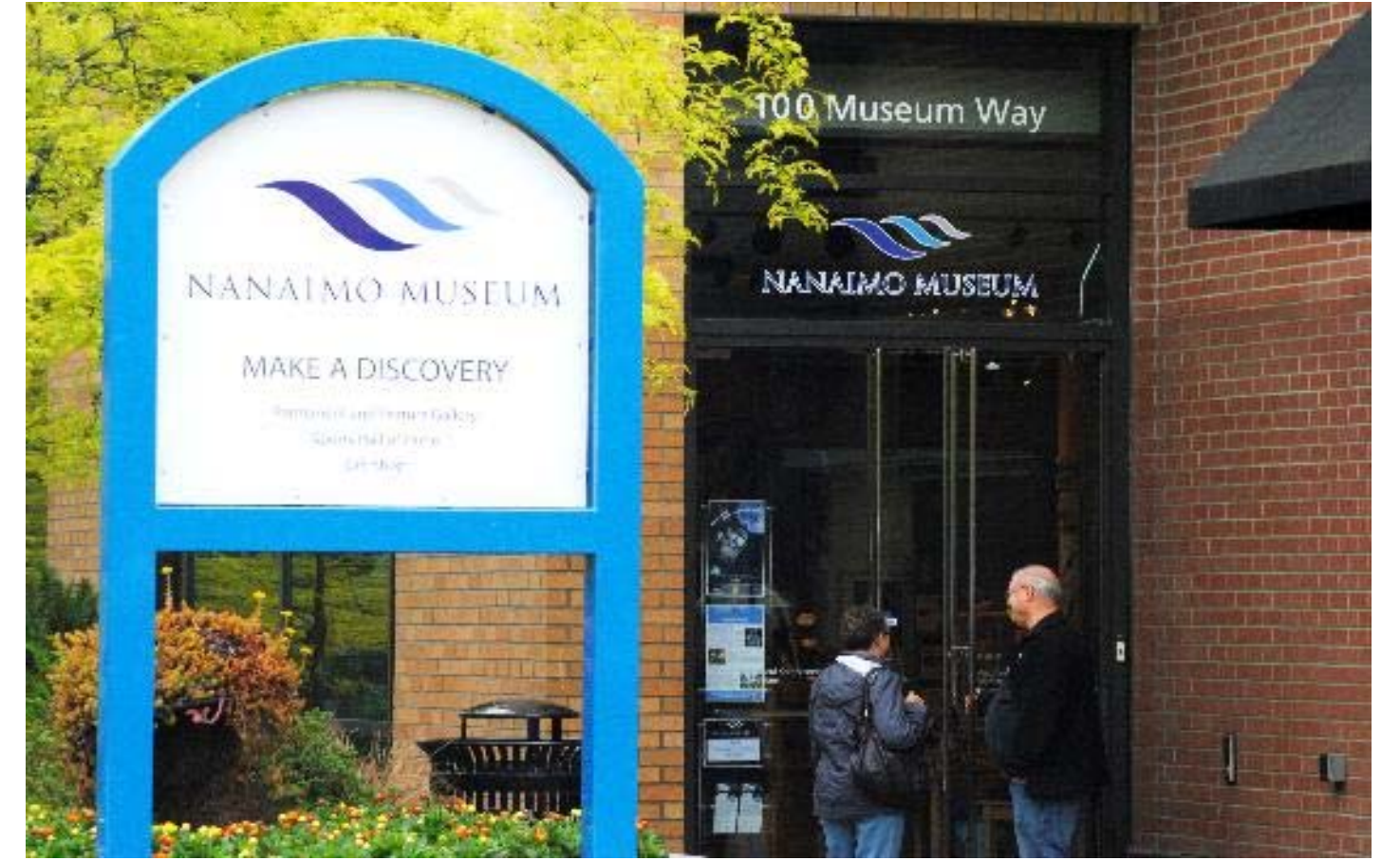
# DOWNTOWN CIVIC FACILITIES



**VANCOUVER ISLAND CONFERENCE CENTRE**



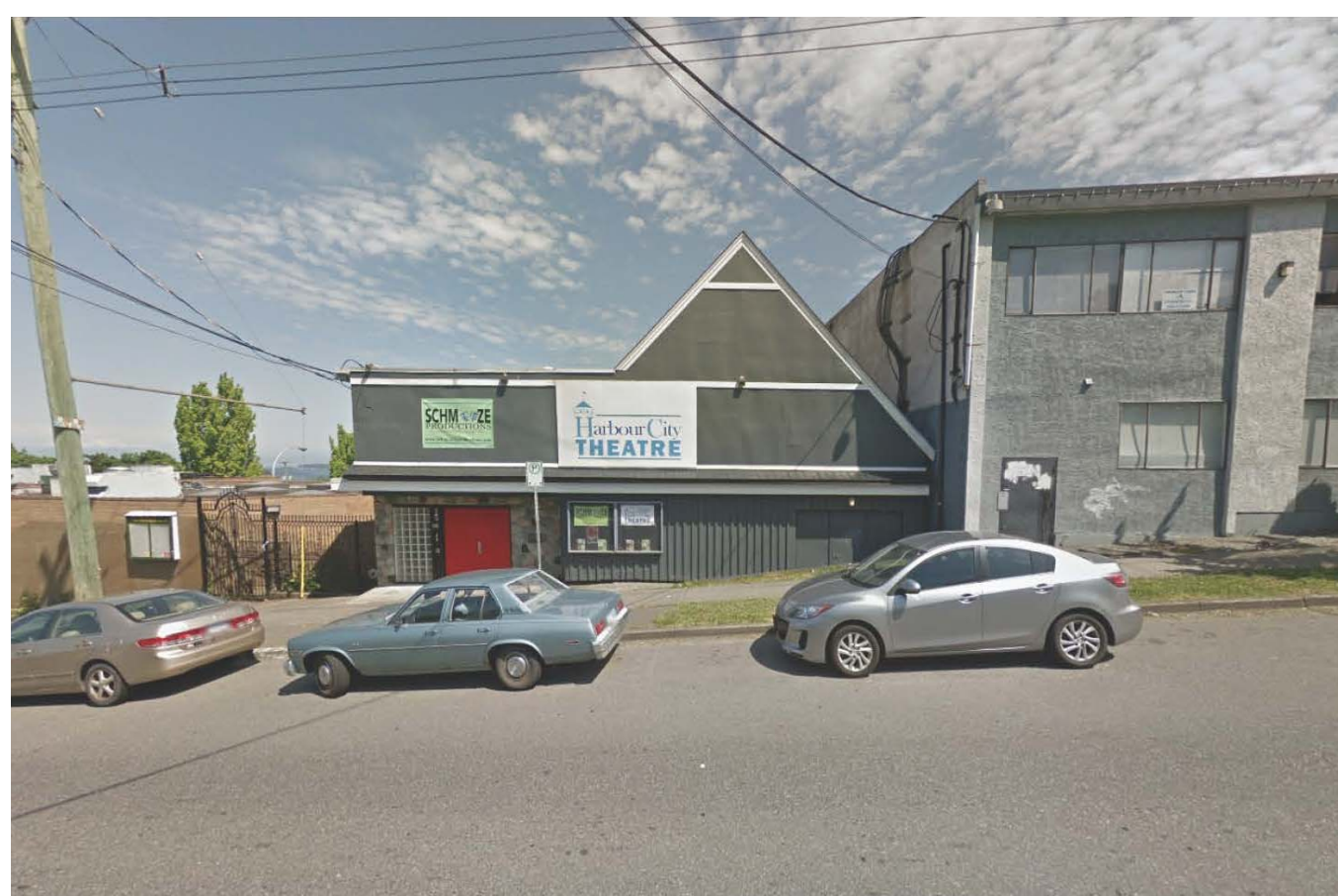
**PORT THEATRE**



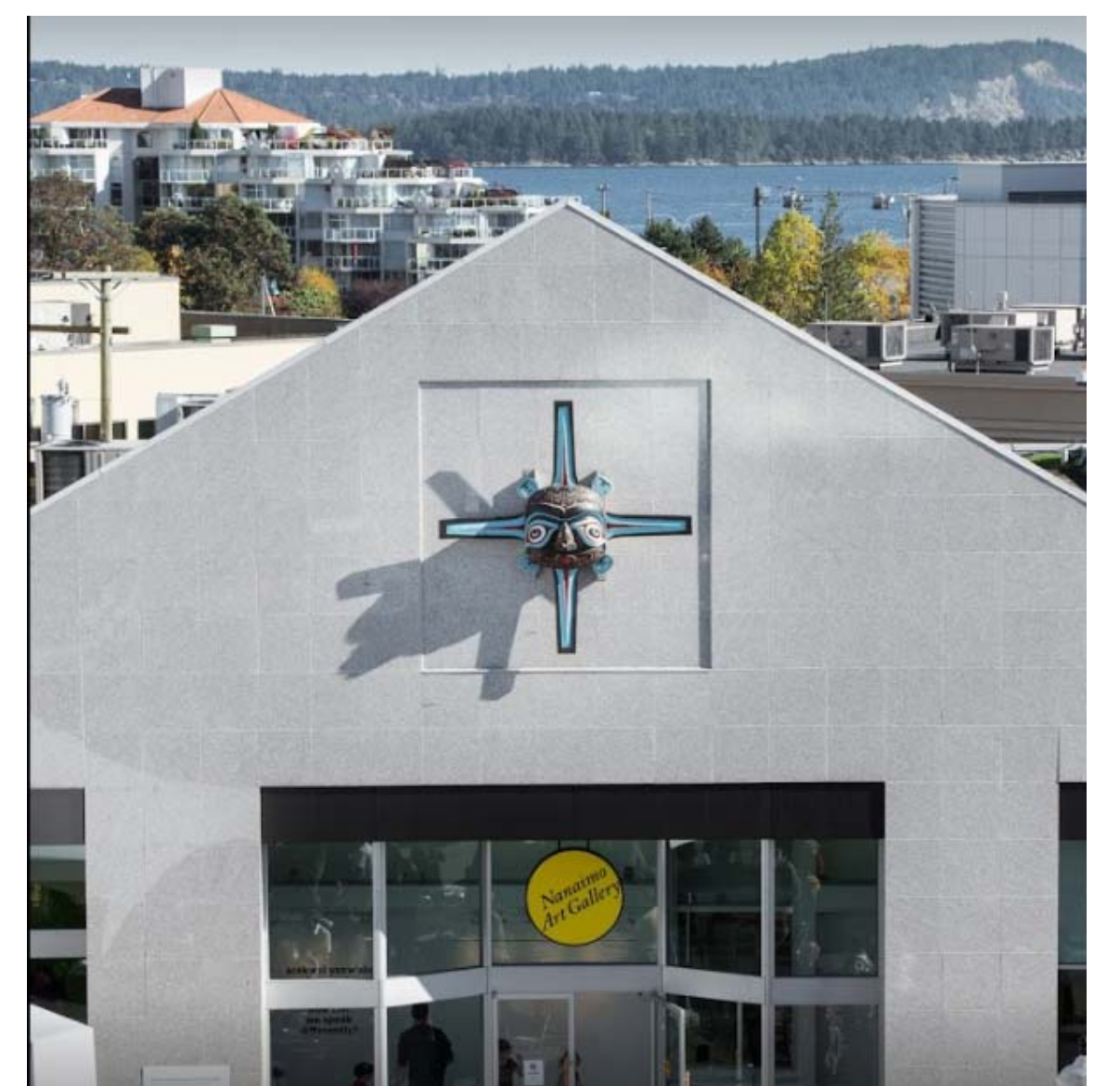
**NANAIMO MUSEUM**



**MILITARY MUSEUM**



**HARBOUR CITY THEATRE**



**NANAIMO ART GALLERY**



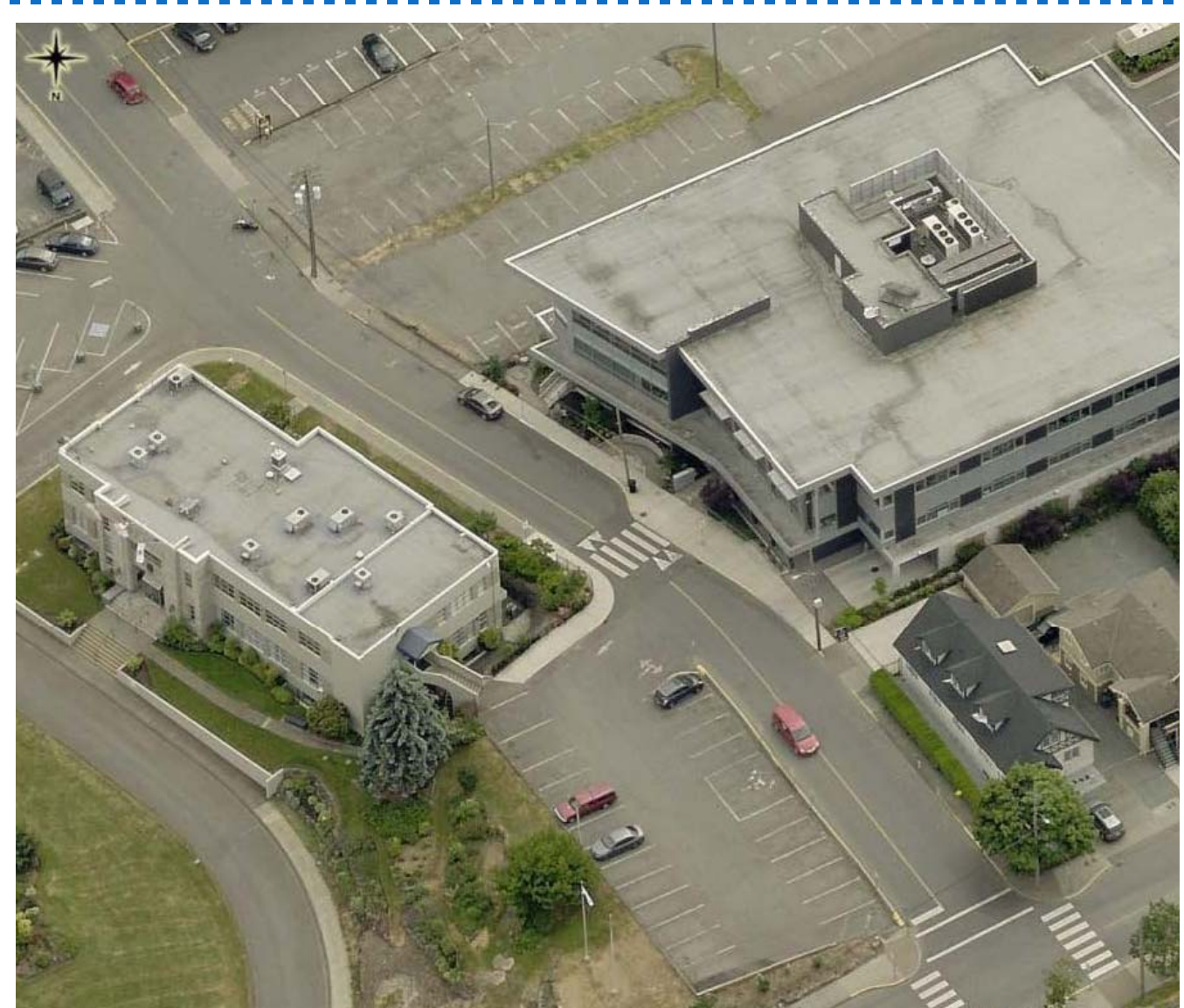
**FIRST NANAIMO SCOUT HUT**



**COMMUNITY SERVICES BUILDING**



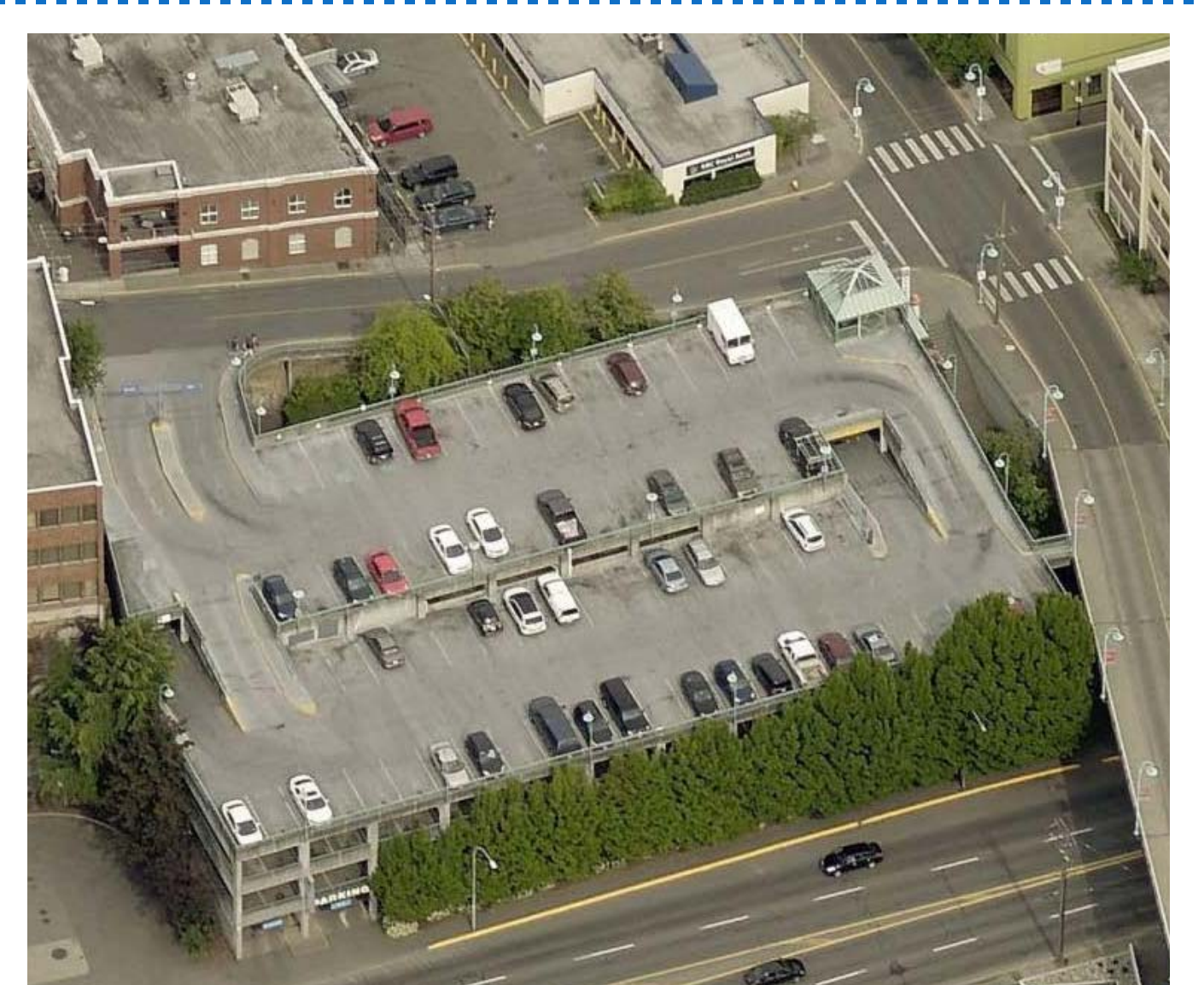
**RCMP OPERATIONS BUILDING**



**CITY HALL & SARC BUILDING**



**FIRE STATION #1**



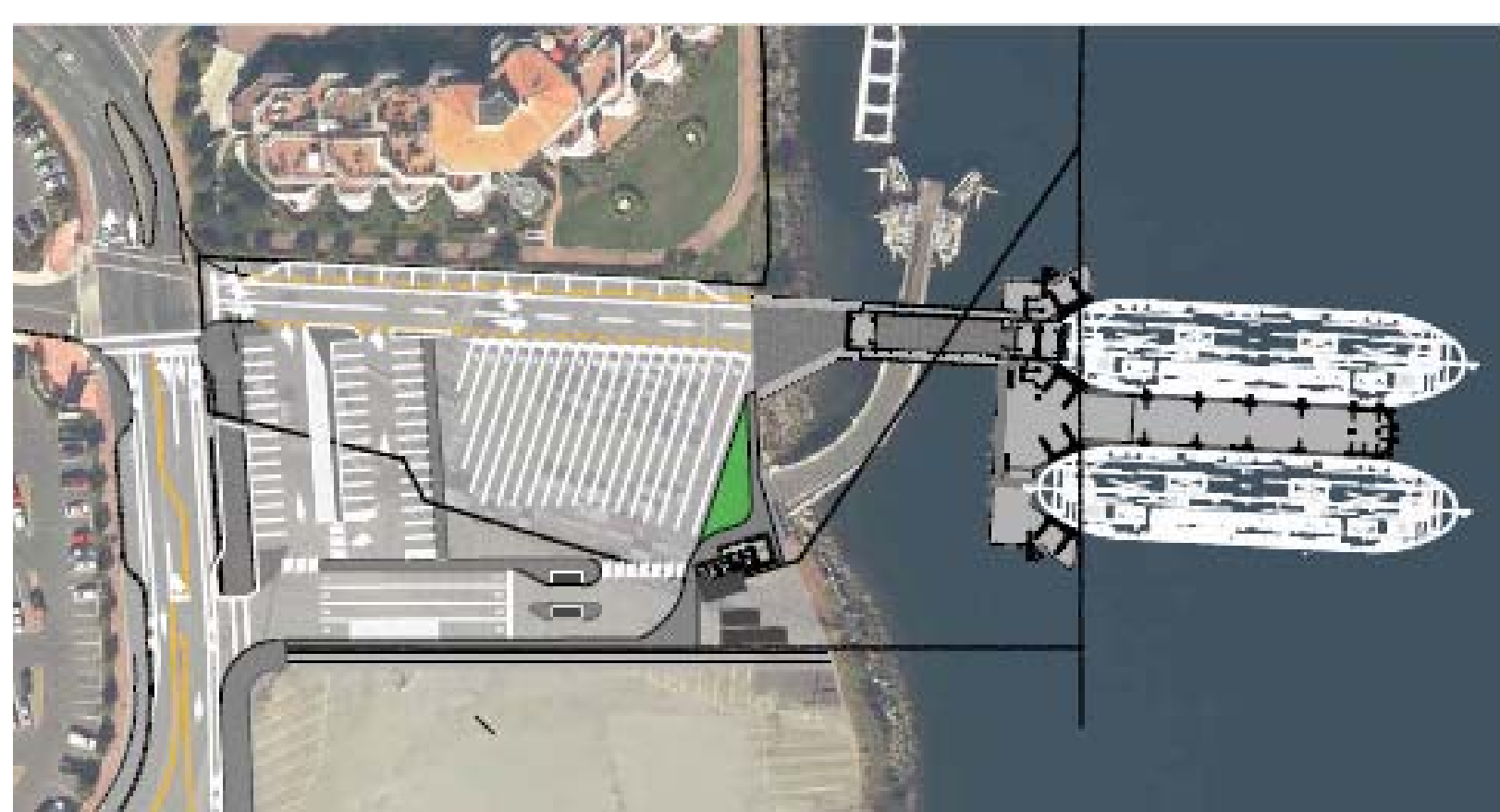
**BASTION STREET PARKADE**



# DOWNTOWN INVESTMENT

## WATERFRONT DEVELOPMENT:

BC FERRIES GABRIOLA FERRY TERMINAL - BOAT BASIN REDEVELOPMENT - 1 PORT DRIVE



## CURRENT DEVELOPMENT

100 GORDON STREET (HOTEL) - 15 FRONT STREET (HOTEL) - 77 CHAPEL STREET (MULTI-FAMILY) - 91 CHAPEL STREET (MULTI-FAMILY)



## MAFFEO SUTTON PARK MASTER PLAN - ART GALLERY EXPANSION





# DOWNTOWN: TRANSPORTATION HUB



PEDESTRIAN CONNECTIONS



SAYSUTSHUN FERRY (NEWCASTLE)



FLOAT PLANE AERODROME



RDN TRANSIT HUB



CRUISE SHIP TERMINAL



HELIJET PORT



DEEP WATER PORT  
VEHICLE PROCESSING CENTRE



NPA ASSEMBLY WHARF  
BULK & BREAK BULK



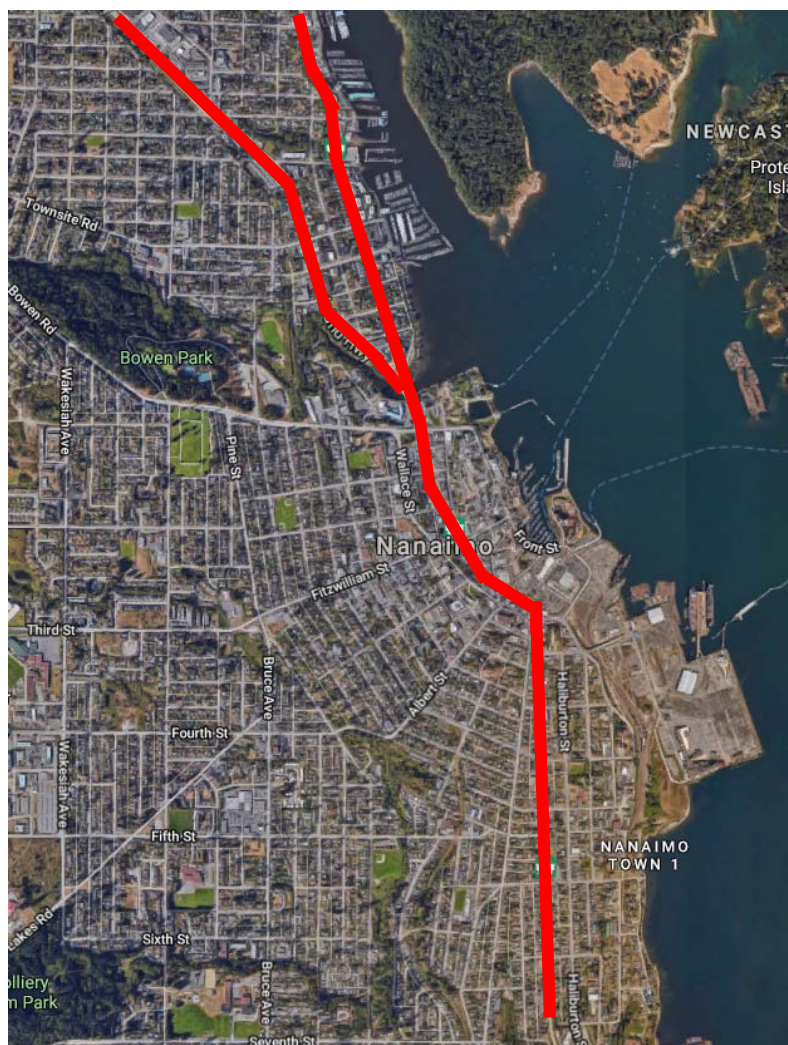
BOAT BASIN (NANAIMO PORT AUTHORITY)



GABRIOLA FERRY TERMINAL



BICYCLES



TRANS-CANADA HIGHWAY

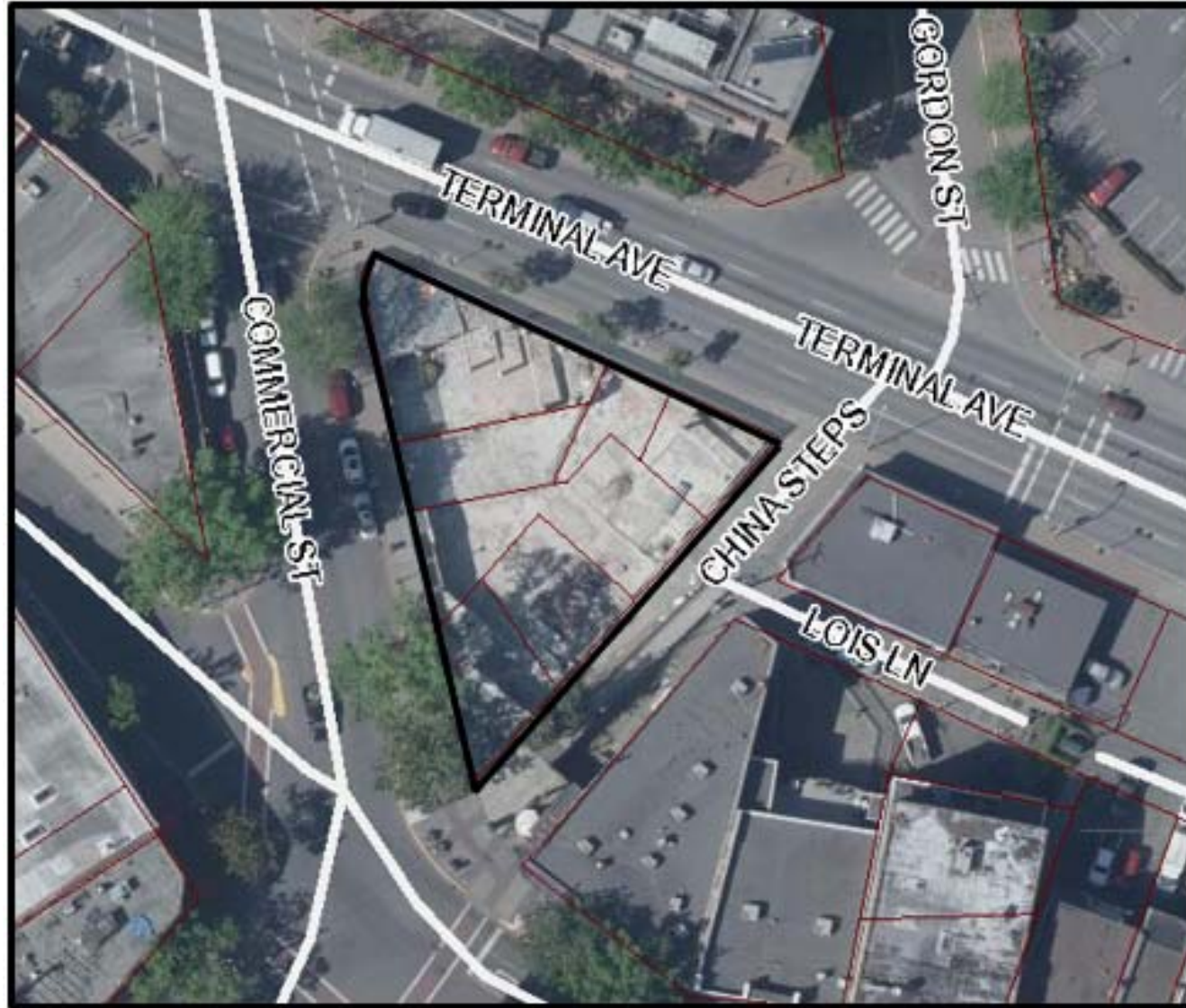


WATERFRONT  
WALKWAY





# KEY REDEVELOPMENT OPPORTUNITIES



**6, 10 & 14 COMMERCIAL STREET  
JEAN BURNS SITE**



**1 COMMERCIAL STREET,  
458 & 450 WALLACE STREET AND  
405 & 395 TERMINAL AVENUE  
A & B SOUND BUILDING/LAND**



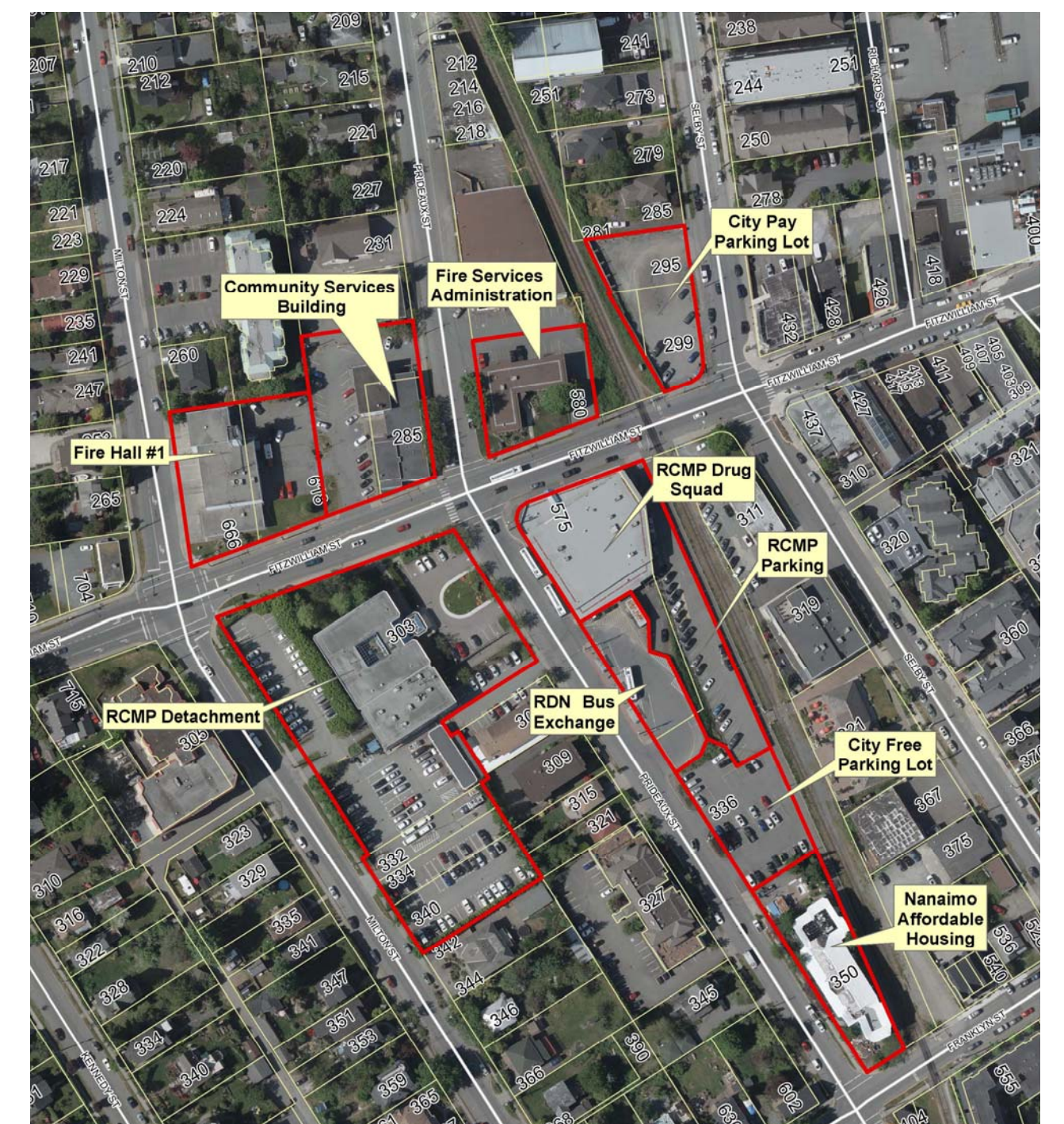
**1 TERMINAL AVENUE  
HOWARD JOHNSON SITE**



**1 PORT DRIVE**



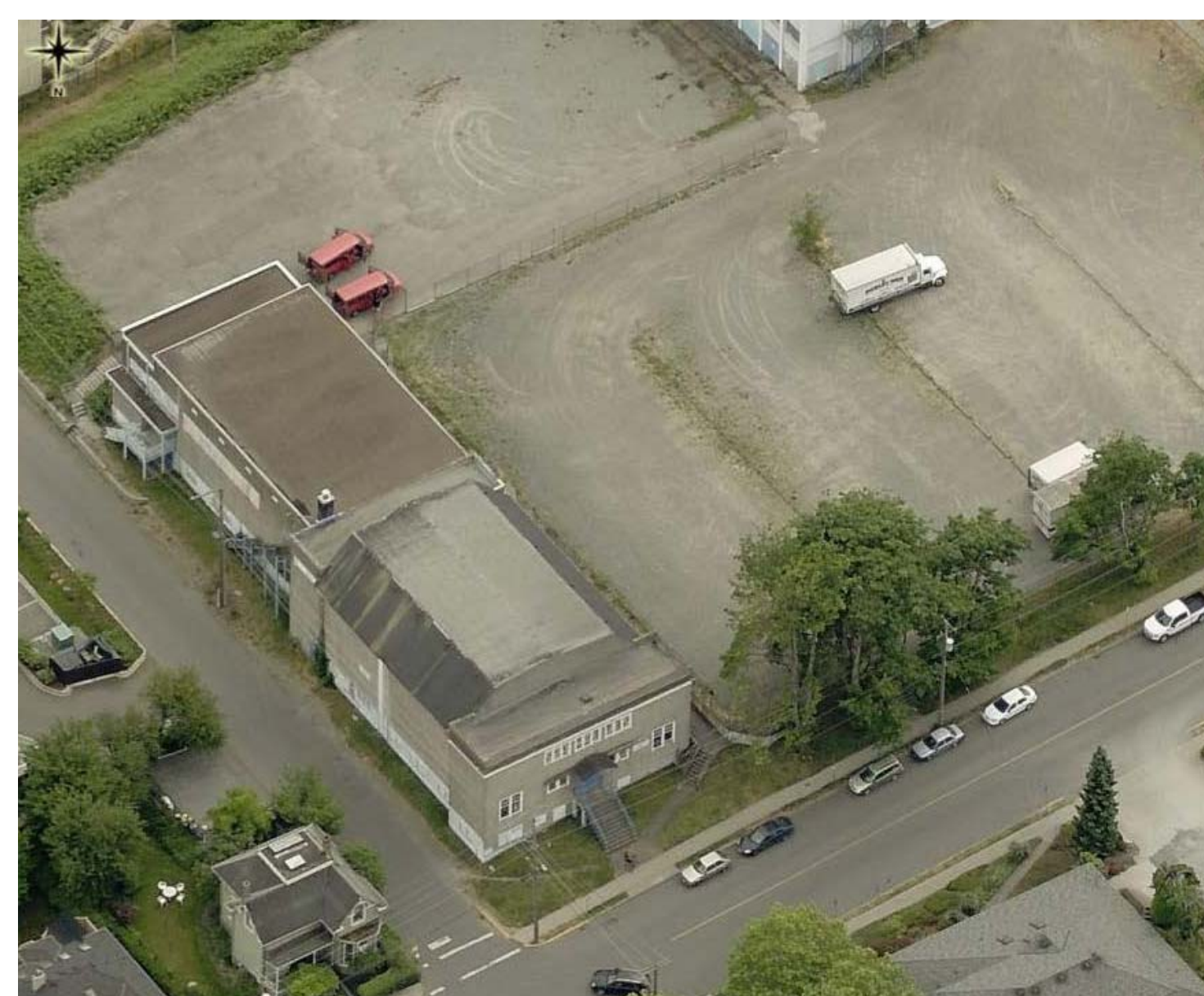
**650 TERMINAL AVENUE  
PORT PLACE SHOPPING CENTRE**



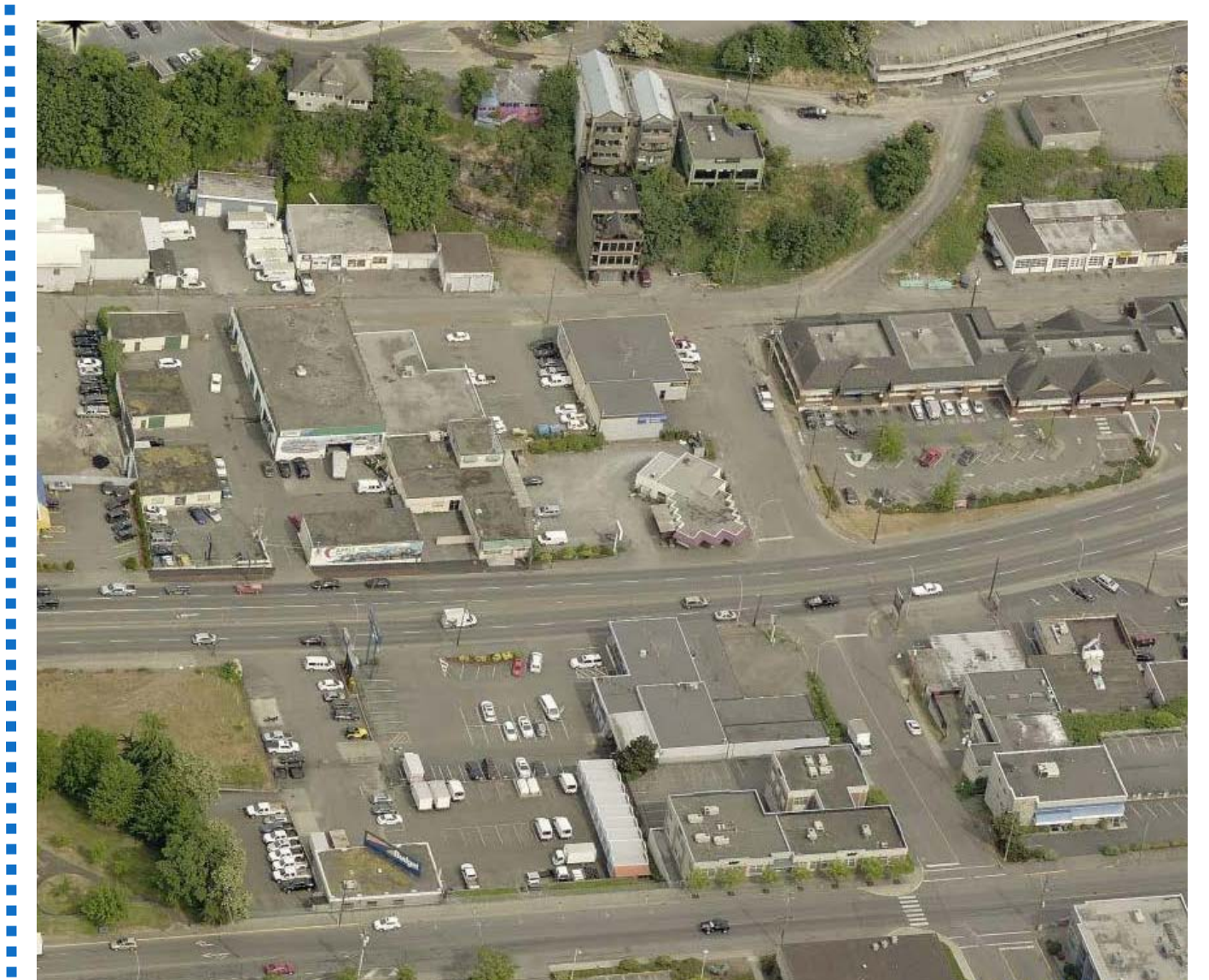
**CIVIC PRECINCT  
COMMUNITY SERVICES BUILDING,  
RCMP, FIRE HALL**



**10 FRONT STREET  
HILTON SITE**



**421 FRANKLYN STREET  
QUENNEL SCHOOL**



**TERMINAL TRENCH**



# EXAMPLES OF PUBLIC REALM / SPACES IN OTHER COMMUNITIES









# DOWNTOWN OPPORTUNITIES

## PUBLIC REALM IMPROVEMENTS



CHINA STEPS



PUBLIC ART



CENOTAPH



COMMERCIAL STREET REFRESH



DIANA KRALL PLAZA



TIDELINE PARK

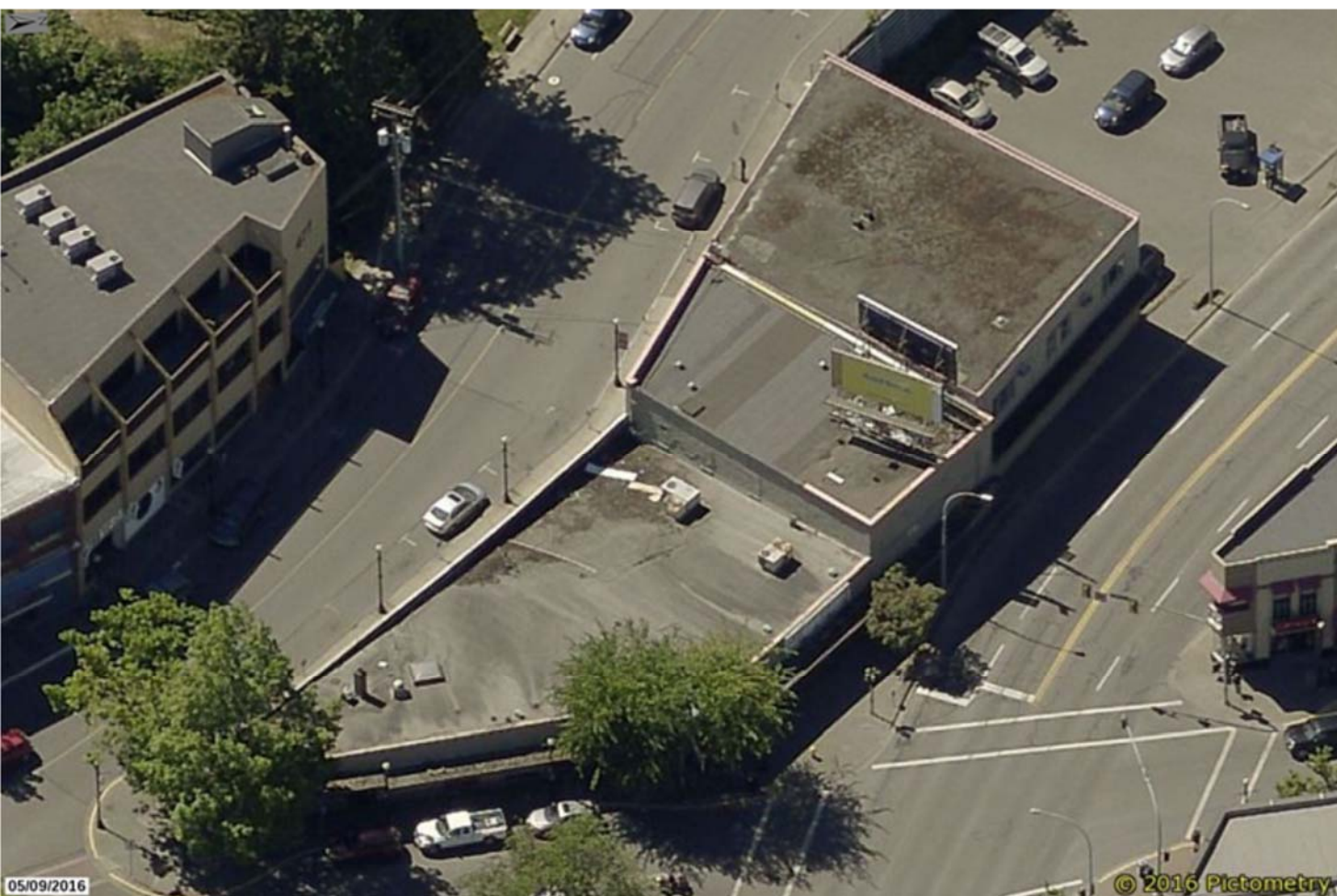


LIGHTING



PUBLIC WASHROOMS

## FACILITATING REDEVELOPMENT OF KEY PARCELS





## Governance and Priorities Committee – Agenda Planning

Potential Upcoming GPC Dates					
July	August	September	October	November	December
15	26	9	7	4	9
29			28	25	

### JULY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### AUGUST

Sun	Mon	Tues	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### SEPTEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### OCTOBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### NOVEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### DECEMBER

Sun	Mon	Tues	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



## Governance and Priorities Committee – Agenda Planning

Agenda Topic	Strategic Theme	Meeting Date	Staff Member Responsible
Emergency management	Livability	25-MAR-19	Karen Fry/Karen Lindsay
CSR update	Governance Excellence	25-MAR-19	Sheila Gurrie
Planning 101	Governance Excellence	8-APR-19	Dale Lindsay
Committees & public engagement	Governance Excellence	8-APR-19	Sheila Gurrie
Transportation	Livability	29-APR-19	Bill Sims
Environment	Environmental Responsibility	13-MAY-19	Dale Lindsay/Bill Sims/Richard Harding
Downtown economic health	Economic Health	15-JUL-19	Dale Lindsay
Economic development session #2	Economic Health	29-JUL-19	Dale Lindsay
OCP/Parks Master Plan/Active Transportation Plan	ALL	TBD	Multi Departmental
Revenue and processes (bylaw, sponsorships, etc.)	Governance Excellence	TBD	Laura Mercer
Records management/privacy	Governance Excellence	TBD	Sheila Gurrie
Civic facilities – conditions, issues, plans and objectives	Livability	TBD	Richard Harding
Sports venues & tourism strategies	Livability	TBD	Richard Harding
Arts and culture	Livability	TBD	Richard Harding
Asset management & levels of service	Governance Excellence & Environmental Responsibility	TBD	Multi Departmental
Capital planning process	Governance Excellence	TBD	Bill Sims, Richard Harding, Laura Mercer
Grants	Governance Excellence	TBD	Laura Mercer
Storm water utility	Environmental Responsibility	TBD	Bill Sims