

MINUTES
SPECIAL ECONOMIC DEVELOPMENT TASK FORCE MEETING
BOARD ROOM, SERVICE AND RESOURCE CENTRE
411 DUNSMUIR STREET, NANAIMO, BC
FRIDAY, 2020-SEP-25, AT 1:00 P.M.

Present: Councillor J. Turley, Chair
Councillor Z. Maartman
Councillor D. Bonner
Councillor B. Geselbracht
Councillor E. Hemmens
D. Backhouse, At Large Member
C. Carlile, At Large Member
D. Devana, Nanaimo Airport
J. Green, Community Futures (joined electronically)
R. McLay, Vancouver Island University Alternate (joined electronically)
J. Michell, Nanaimo Port Authority Alternate (joined electronically)
B. Moss, At Large Member
K. Smythe, Nanaimo Chamber of Commerce (joined electronically)
A. Sullivan, At Large Member (joined electronically)

Absent: C. Beaton, At Large Member
E. Thomas, Snuneymuxw First Nation

Staff: J. Rudolph, Chief Administration Officer
D. Lindsay, General Manager, Development Services
B. Corsan, Director, Community Development
L. Bhopalsingh, Manager, Community Planning
A. Manhas, Economic Development Officer
S. Snelgrove, Deputy Corporate Officer
A. Bandurka, Recording Secretary

1. CALL THE SPECIAL ECONOMIC DEVELOPMENT TASK FORCE MEETING TO ORDER:

The Special Economic Development Task Force Meeting was called to order at 1:02 p.m.

2. ADOPTION OF AGENDA:

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

3. ADOPTION OF MINUTES:

It was moved and seconded that the Minutes of the Special Open Meeting of the Economic Development Task Force held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC, on Wednesday, 2020-JUL-15 at 12:30 p.m. be adopted. The motion carried unanimously.

4. PRESENTATIONS:

(a) Councillors Hemmens and Bonner re: Health and Housing Task Force

Councillors Hemmens provided the Economic Development Task Force with an update on the Health and Housing Task Force and advised:

- Motion was voted on at a previous Health and Housing Task Force (HHTF) meeting to reach out to the Task Force on a possible collaboration
- HHTF is also looking at an arm-length governance model
- HHTF has a strong component of community economic development
- Dr. Alina Turner is a consultant for the HHTF, would like her to come speak to the Economic Development Task Force about potential crossover with both Task Forces

Task Force discussion took place regarding:

- Dr. Turner attending a future Task Force meeting
- Working together on social issues is fundamental to the ability of creating value in the community
- Social issues ultimately woven into the Economic Development Strategy
- Clear that there is an overlap, but unclear if both organizations should be one or separate and how that overlap could happen or be managed
- HHTF sees the overlap with economic development, need to confirm that the EDTF agrees and if in agreement what is the overlap and what are the opportunities
- Strong linkage between downtown revitalization and affordable housing and dealing with social issues
- Good time to have the discussion because the structure/organization hasn't been solidified
- Time to have all visions aligned

5. REPORTS:

(a) External Agency Discussion

Introduced by Bill Corsan, Director, Community Development.

Bill Corsan, Director, Community Development, provided Task Force members with a presentation on the External Agency Draft Charter and a summary of the discussions with the potential Agency partners, as follows:

- Confirmed what steps have been taken in preparing the Draft Charter with Neilson Strategies
- Bill Corsan and Councillor Turley met with the five potential External Agency Partners: Nanaimo Airport Authority, Nanaimo Port Authority, Chamber of Commerce, Vancouver Island University and Snuneymuxw First Nation (SFN)

- The purpose of the meetings was to provide an overview of the External Agency and see what barriers and opportunities there are that may not have been captured in the Task Force meetings
- Budget was an important topic and the potential partners agreed that the External Agency would need adequate funding
- The role of the Agency needs to include Economic Reconciliation with Snuneymuxw First Nation
- Limit the marketing of Nanaimo until there is a product to sell
- Benefits of the Agency is the coordination between the partners
- Original recommendation was to have a 9 member board, discussions with the potential partners showed interest in a 7 member board
- Comments were also received around the proposed name of the agency
- All potential partners were interested in being involved, but can't commit without seeing the Economic Development Strategy

Task Force discussion took place regarding:

- Concern with reducing the number of board members
- City isn't well represented on the Board as the major contributor
- Important to have representation from the business community on the Board
- Prefer to have a larger 'at-large' group on the Board
- The role the VI Economic Alliance will have within the External Agency and on the Board
- Economic Reconciliation was added to have SFN included within the Economic Development Strategy
- The nine member board will give opportunity to have diversity, skills and experience to have a balance on the Board
- The dollar amount for contribution should be removed from the Charter
- Base funding is an issue and the amount of money the City will be contributing
- Agency growth and the budget correlation
- As the Agency will be project based there is an opportunity for an income within the projects
- The surplus funds of the Agency whether the Agency would keep the funds
- Set up a guideline with a funding range for the participating shareholders
- 3% from each participating shareholder, in cash or items in kind
- Tourism wasn't discussed in shareholder meetings
- City as a Class A Shareholder puts in an amount for base funding and the City can also have a Class B share so there would be 6 Class B Shareholders who can each put in an amount for program funding
- Other name options for the External Agency:
 - Nanaimo Economic Prosperity Agency
 - Shares NPA acronym with Nanaimo Port Authority
 - Nanaimo Prosperity Corporation
- The accountability and reporting of the Agency back to the City would be included in the contract between the Agency and City, similar to the Tourism agreement
- Changes to the Draft Charter:
 - Page 12 – Mandate: keep Point 1 and remove Points 2-4 points

- Page 15 – Decisions: the first and last sentence contradict, remove the word ‘all’ from the first sentence and keep the Quorum of 5
- Keep the Governance and Finance Committees
- Page 16 - Base Funding: if everything in that section needs to be funded then the \$300,000 budget won't be enough

J. Rudolph vacated the Boardroom at 1:56 p.m.

(b) Economic Development Strategy – Key Objectives and Goals

Introduced by Bill Corsan, Director, Community Development.

Bill Corsan, Director, Community Development, provided Task Force members with the proposed outline for the Economic Development Strategy.

Task Force discussion took place regarding the Focus Areas in the Outline of the Economic Development Strategy:

- Add in a section or subsection that deals with Health and Housing or Social Prosperity

D. Lindsay vacated the Boardroom at 2:03 p.m.

- Add Community Economic Development, under the Human Capital section, with the meaning of working with the people in your region
- Add in basic utilities and fibre to Infrastructure
- Lack of Industrial Lands, could be included in the Employment Lands section
- Innovation and Technology is a category, the sub points may not be the correct ones
- Education not included, with respect to VIU and using the education system in place
- Place Making and Attraction, add in an idea of a branding campaign and communicating internally for the people in Nanaimo
- Innovation and Technology, add in Green Technology
- The top priorities of the agency will be determined through the strategy but the Task Force can recommend others
- Include Development Ready Land Inventory as the Agency can promote the development ready land, whether it's downtown, industrial, residential
- First Nation should be included as a specific Focus Area
- Include principles that speak broadly about how we engage partners and First Nations on inclusiveness or be more specific in the details of strategic partnerships
- The base measurement of economic success is creating new high value level jobs, many First Nations across the country have a growing younger population, the strategy could include assistance to the younger population to build their skill sets and gain high value employment which would have a mutual benefit and can bring new employment or companies

- The External Agency should deal with and collaborate with Petroglyph Development Group

6. ADJOURNMENT:

It was moved and seconded at 2:27 p.m. that the meeting terminate. The motion carried unanimously.

CHAIR

CERTIFIED CORRECT:

CORPORATE OFFICER