

MINUTES
PLANNING, TRANSPORTATION AND ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Held at Saanich Municipal Hall, Committee Room No. 2
July 12, 2018 at 4:30 p.m.

Present: Councillor Judy Brownoff (Chair), Sophia Baker-French, Suzanne Bartel, Lois-Leah Goodwin, Travis Lee, Bill Mumford, Peter Pokorny.

Staff: Jeff Keays, Committee Clerk

Regrets: Andrea Mercer, Peter Rantucci

Guests: None

MINUTES

MOVED by T. Lee and Seconded by P, Pokorny: "That the Minutes of the Planning, Transportation and Economic Development Advisory Committee meeting held June 14, 2018, be adopted as circulated."

CARRIED

DOING BUSINESS IN SAANICH

The Chair provided a brief recap of the February 15, 2018 meeting. The minutes of this meeting were circulated to the committee for their review.

The Chair noted that the purpose of this meeting was to continue the discussions on Economic Development with the goal of providing a recommendation to Council for consideration during the Strategic Plan discussions in September.

The Chair further noted that the District participated in the South Island Prosperity Project; however this initiative was regional in focus and did not include specific reference to Saanich. Additionally, it was noted that Saanich has never developed an Economic Development Strategy, nor has it employed an Economic Development Officer (or similar position).

REVIEW OF CURENT ECONOMIC DEVELOPMENT PLANS

The committee reviewed two plans highlighted by the Chair: The Vancouver Economic Action Plan: An Economic Development Plan for the City; and Economic Action Plan – City of Coquitlam.

Committee discussion ensued, the following highlights are noted:

- Coquitlam's Plan highlights four key areas, it was noted that three were directly applicable to Saanich:
 - Capitalize on Major Transportation Infrastructure to Create New Business Opportunities. (Villages and Centers)
 - Support Business Success
 - Leverage Community Assets to Drive Investment and Job Creation.
- A strategic Plan reference is needed for the development of Economic

Development Plan.

- Resources are the issue, are their granting opportunities?
- It is imperative that the next Council consider Economic Development.
- With regard to supporting Business Success (Coquitlam), the District's lone BIA, despite significant local efforts, (Cadboro Bay Village) does not have a major presence.
- Shelbourne Valley has considered a BIA, as it would be of great benefit to the business community. There is considerable support; however there is no defined leadership. A quarterback is needed.
- BIA's could play a large role in the promotion and support of local businesses through special events, promotions and leadership.
- Sidney has an Economic Development Commission as well as a BIA; they are developing an Economic Development Plan for the fall.
- The goal of a Saanich Economic Development Plan would be recognize and support existing businesses as well as creating the condition necessary for attracting new business.
- BIA's utilize levies in a delineated geographic member area to raise funds for events, initiatives and infrastructure (hard and soft).
- The Greater Victoria Business Improvement Area uses their funds for attractions such as the Ferris wheel and (previously) the skating rink.
- Land use and development policies are also important factors when considering economic development, specifically what do businesses need.
 - WiFi
 - New development corridors
 - Pre-zoned lands
- What is the priority?
 - A large geographical area such as the Shelbourne Valley could be a start.
 - Existing OCP statements reference corridors such as Uptown/Douglas.
- There is existing infrastructure to support new businesses, with more coming in the near future.
- Saanich needs the right mix of business to diversify the market.
- Very few references to Economic Development on the Saanich website.
- What initiatives or policies can be utilized to incentivize business?
- The Industrial Park is at capacity, more industrial lands are needed.
- Many municipalities utilize on-line Industrial and Commercial Vacancy databases.
- Langford has a downloadable "How to Guide" to support new development (residential or business). The guide is part of Langford's Five Year Economic and Job Creation Strategy
- What is the process for having an Economic Development Plan incorporated into the Strategic Plan process? Would this committee be recommending a formal process, or just consideration?
- What role does Saanich play in Economic Development, and what are the levers?
 - Policy tools.
 - Improved communication.
 - Land use/zoning.
 - Support for families and workers.
- Shelbourne Valley Plan is forthcoming; however, it does not include an Economic Development Strategy. There will Pre-zoning of lands.
- An Economic Development Plan should be attached to the OCP.
- Local Area Plan (LAP) updates for Cadboro Bay and Cordova Bay should consider Economic Development.
- What do those communities engaged in the LAP process want with regard to

- Economic Development?
- LAP updates should include Economic Development strategies.
 - A Convention Hotel located near UVIC is desirable; but how do we attract one?
 - What is the goal of an Economic Development Plan?
 - Supporting people and places.
 - Vibrant community.
 - Diversified tax base.
 - Saanich is primarily a suburban community, with 80% of the tax base being residential.
 - Victoria’s tax base is more evenly split, with business representing about 50%.
 - What is the perception of economic investment?
 - Growth is projected in Villages and Centers, but what about the rural communities?
 - The MXD Development Strategist Report: Population Projections, Trend & Capacity Build-out Analysis is a good source document for quantifying and predicting population growth and land demand trends; however it is buried on the website.

MOTION

Moved by S. Baker-French and Seconded by P. Pokorny “That the Planning, Transportation and Economic Development Advisory Committee recommends that Saanich include the development of an Economic Development Strategy in the Strategic Plan Update, to attract, support and maintain businesses throughout the District in order to diversify the tax base and maintain our vibrant and high quality of life.

CARRIED

The meeting adjourned at 5:55 p.m., and the next meeting is scheduled for Thursday, September 13, 2018.

Councillor Brownoff, Chair

I hereby certify these Minutes are accurate.

Committee Secretary