

**MINUTES OF THE  
MAYOR'S TASK FORCE ON ECONOMIC DEVELOPMENT AND PROSPERITY MEETING  
HELD FRIDAY, JULY 10, 2015, 9:00 A.M.  
TOURISM VICTORIA BOARDROOM, #200 – 737 YATES STREET**

**1. THE CHAIR CALLED THE MEETING TO ORDER AT 9:00 A.M.**

**Task Force Members Present:** Mayor Lisa Helps in the Chair, Councillor Margaret Lucas, Dallas Gislason, Paul Nursey, Suzanne Bradbury, Tony Joe, James Coccola, Scott Gurney, Peter Kuran, John Wilson, Robert Jawl, Darlene Hollstein, Jill Doucette, Liam Scott-Moncrieff, Ken Kelly

**Staff Support:** Jocelyn Jenkyns, Deputy City Manager; Kerri Moore, Manager of Strategic Relations and Business Development; Emilie Gorman, Policy Analyst, Legislative and Regulatory Services

**Absent:** Larry Alexander (Consultant), Dan Gunn, John Wilson

**2. APPROVAL OF THE AGENDA**

**Action:** It was moved by Mayor Helps, seconded by Councillor Lucas, that the agenda be approved.

CARRIED UNANIMOUSLY

**3. ACTIONS**

**A) Follow-up on assignment from previous meeting**

• **A Definition of Well-being**

The Task Force members discussed:

- Creation of a definition that addresses the preventative aspects of well-being
- The WHO definition: "Health is a state of complete physical, mental and well-being and not merely the absence of disease or infirmity."
- If our economic development task force goal is to improve well-being, then how do we get there? What specific on-the-ground actions?
- To draw a direct line between actions and actual well-being will take a lot of assumptions and an articulated theory of change
- Recommendations should be measurable and accountable rather than just aspirational, with a sense of a scalable concept of well-being
- If the engines are going well, well-being will be improved
- Wellness being embedded in the Victoria framework as an ecosystem

• **Marine Industry Research**

- Contact established with Sea Span, RalMax, Applied research company, Ocean Networks Canada
- The possibility of being Canada's Ocean City

- Large industry that can often be anywhere in Canada – how do we leverage what we have to keep them here
- Heard the desire for us to bring a strategy to the table
- **Unique Experience Business Inventory**
  - No one repository of whose here and what are they contributing
  - How does the City become the repository?
  - There is business licence information, but that does not capture everybody
  - Arts Victoria website is self-reported
- **Additional Research Conducted and Discussed**
  - Credit unions – interest in potential partnership with Island Savings regarding more community involvement
  - Co-working spaces – many in Vancouver, both publically and privately funded, more of these could bring our start up community to life
  - Incubation and how that supports the entrepreneurial community
  - Mapping out our economy as an ecosystem promotes coordination and facilitation
  - The potential benefit of a repository of start-ups
  - Localizing the supply chain runs through all the engines
  - Possibility of matching funds with the City or another partner to act as default protection for entrepreneurs, a shared risk depletion fund that will help support them during the one make or break month

## **B) Complete and Confirm “Engines” and Actions Discussion**

- **Advanced Education and Research & Development**
  1. Increase the number of graduates who can find meaningful work and start businesses in Victoria post-graduation
  2. The City leads stronger, close, action-orientated collaborations between post-secondary institutions, the local economy and the community
    - a. Retain the impacts of the commercialization of the research and development
    - b. Pathways to meaningful careers
    - c. Researching the questions that matter to the community and lead to action
  3. Partner to create a downtown post-secondary campus
- **Ocean and Marine Sector:** Objectives to be developed by the sub-group and brought forward to the July 24<sup>th</sup> meeting
- **Experiential Tourism**
  1. 72% hotel room occupancy on a sustained basis
  2. Victoria is a year-round destination
  3. Create a Customers pre-clearance pilot at Belleville terminal as a step towards pre-clearance at all regional facilities (e.g. Ogden Point, Victoria International Airport)
  4. Triple the number of businesses and events that offer authentic, only in Victoria product and unique experience

- **Government**
  1. Be the stewards that allow the provincial government to continue to location downtown
  2. Realize the potential for land and infrastructure opportunities that overlap with Provincial interests. These interests include the Read lot, Belleville terminal, Ships point and general infrastructure.
- **Technology:** Objectives to be developed and brought forward to the July 24<sup>th</sup> meeting, including incubation, for example
  1. Give Victoria a reputation as a tech hub
  2. Get the government to invest in a local tech incubator
- **Start-ups, Entrepreneurship and Social Enterprise**
  1. Victoria is the easiest place in Canada to start a business
  2. In partnership with Island Savings, create an economic development investment fund
    - a. To drive funding towards a start-up community
  3. Establish a Social Innovation Task Force
  4. Build Victoria as an innovation zone

**C) September launch**

The Draft Action Plan will be shared online on August 20<sup>th</sup>. The Draft Action Plan will be launched on September 9<sup>th</sup> at a workshop. There will be an opportunity for meaningful input from the public

**D) Final meeting**

The final meeting of the Mayor's Task Force on Economic Development and Prosperity will be July 24, 2015 at the Tourism Victoria boardroom at #200 – 737 Yates Street at 8 a.m.

**4. ADJOURNMENT**

**Action:**

It was moved by Mayor Helps, seconded by Councillor Lucas, that the July 10, 2015 Task Force on Economic Development and Prosperity be adjourned at 10:32 A.M.

CARRIED UNANIMOUSLY