

MINUTES OF THE
MAYOR'S TASK FORCE ON ECONOMIC DEVELOPMENT AND PROSPERITY MEETING
HELD FRIDAY, MAY 15, 2015, 8:00 A.M.

1. THE CHAIR CALLED THE MEETING TO ORDER AT 8:00 A.M.

Task Force Members Present: Mayor Lisa Helps in the Chair, Councillor Margaret Lucas, Dan Gunn, Nicole Chaland, Paul Nursey, Darlene Hollstein, Ken Kelly, Jill Doucette, Robert Jawl, Suzanne Bradbury (by phone), Tony Joe, James Coccola, John Wilson, Liam Scott-Moncrieff, Scott Gurney

Staff Support: Jocelyn Jenkyns, General Manager, Victoria Conference Centre; Emilie Gorman, Policy Analyst, Legislative and Regulatory Services

Larry Alexander, Consultant

Absent: Dallas Gislason

2. ADOPTION OF THE AGENDA

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

CARRIED UNANIMOUSLY

3. ADDITIONS TO THE IDEAS INVENTORY

As follow-up to the meeting held May 1, 2015, the Task Force was given the opportunity to add items that may have been left out of the proposed ideas for further action. The following items were added:

- Look into an attraction
- Expand city's childcare programs/Incentivize new childcare programs
 - Ken to investigate Winnipeg example further
- Strengthen the entrepreneurship ecosystem
- Fully wired co-working spaces on upper floor of Government St.
- Add continuing education downtown
- Be less polite
- Identify underutilized capital assets and start with City owned properties
- Have a strategic approach to festivals
- Capture leaks in investment: an incentive program for locals to keep investment
- Crowd-sources song sheet

The following data sets were identified as key to measuring success:

- Profitability per square foot

- Inventory of owners (local and non-local)
- Genuine well-being measure
- Residential and Commercial space downtown: what number or percentage is the right mix?
- A database of vacant spaces
- Data base of total retail and commercial spaces
- List of recent experiences that could use improvement
- Red tape inventory

The following themes also emerged

- Make Victoria relevant to the consumer (investors, locals, etc.)
- Triple Bottom Line Approach to Business: Increase economic literacy
 - Nicole to look into Manitoba CED
- Collaborate, Embrace and Enable

4. SHORT TERM ACTIONS

The Task Force discussed a range of items that could be worked on for short term wins. These items must be actionable by Council and the City and accomplished in 2016. Following finalization of the list, task force members organized themselves into sub-committees to identify 1 to 3 concrete actions for each of the 5 short term goals, in advance of the next meeting.

1) Continue to support the ongoing enhancements and improvements in culture happening at City Hall

Paul, Scott, Margaret, John, Jocelyn

2) Address the street issues (title to be reframed)

Ken, Tony, Darlene, Nicole

3) Red Tape Reduction (including fully leveraging City resources and making them accessible)

Rob, Jill, Peter

4) Enhance the retail environment (including removing barriers to entry, way-finding, supporting buy local and downtown, shop where you pay your taxes, etc.)

Darlene, Suzanne, Liam

5) Support entrepreneurs, startups and social enterprise

Dan, Nicole, James, Jill

ADJOURNMENT

Action: It was moved by Mayor Helps, seconded by Councillor Lucas, that the May 15, 2015 Task Force on Economic Development and Prosperity be adjourned at 9:31 A.M.

CARRIED UNANIMOUSLY