

**MINUTES OF THE**  
**MAYOR'S TASK FORCE ON ECONOMIC DEVELOPMENT AND PROSPERITY MEETING**  
**HELD FRIDAY, MAY 1, 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, Dallas Gislason, Darlene Hollstein, Ken Kelly, Jill Doucette, Robert Jawl, Suzanne Bradbury (by phone), Tony Joe, James Coccola, John Wilson, Liam Scott-Moncrieff

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

Larry Alexander, Consultant

**Absent:** Scott Gurney

**2. ADOPTION OF THE AGENDA**

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

CARRIED UNANIMOUSLY

**3. MEETING SCHEDULE**

The following is the meeting schedule for the Task Force, with meetings occurring at The Dock Boardroom (300-2 Fan Tan Alley) except where otherwise noted.

- Friday May 1 8:00-9:30
- Friday May 15 8:00-9:30
- Friday May 29 8:00-9:30
- Friday June 12 8:00-9:30
- Friday June 19 8:00-9:30
- Friday June 26 1:00-4:00 (Hotel Rialto)
- Friday July 2 8:00-9:30
- Thursday July 16 9:00 Task Force delivers report to GPC meeting

**4. WELCOME & THANKS**

Mayor Helps welcomed and thanked the Task Force on Economic Development and Prosperity (TFEDP) members for attending and committing to the goal, which was described as:

Victoria is the heart of the region economically; we embrace and support the full spectrum of small businesses including high-growth companies, lifestyle companies, 'small giants', and social enterprises and we've attracted more money into our local economy from growth investors to philanthropists. We've unlocked some of the rock star talent in our midst. And City Hall is a player and a place that nourishes all of this.

The members of the Task Force then took turns to outline why they agreed to participate.

## 5. IDEA INVENTORY

The Task Force reviewed a document containing an "Idea Inventory" for economic development and potential metrics, collected in advance through discussion with task force members. The group pared the list down into the best ideas to take forward to the next meeting to develop action items.

### PROPOSED IDEAS FOR FURTHER ACTION

#### BE STORYTELLERS

- Paint
  - A compelling picture of downtown
  - Experiences for millennials
  - An online presence for downtown and businesses
- City: who you are and what your story is
- Tell an authentic, common, positive story about who we are and who we will be in 20 years
  - Look to crowdsource the common story
  - Psychographics that get people here and keeps them here
- Redefine the downtown experience for people who live and work downtown
  - Get people downtown
- Promote lifestyle as our unfair advantage

#### DEVELOP INFRASTRUCTURE

- Transportation and connectivity in and around downtown
- Increase way-finding downtown (both digital and physical)
- Increase bike infrastructure
- Several new developments downtown including residential

#### CREATE EXPERIENCES

- Compelling experiences and security
  - A downtown for everyone
  - Programming the downtown
  - Streets and homeless problem – find people homes
  - Enhance the human experience and the businesses that do this

## BUILD CAPACITY

- Increase local ownership
- Mentorship
  - Wealth transfer (knowledge)
  - The next generation of building owners
  - High School and University School students
  - Through the transfer to the next generation expected in the next 10 years
- Empower people to find work that fits their needs
  - Programming the downtown
  - An inclusive economy
  - “Binner Industry”
- Support entrepreneurship
  - Downtown
  - In neighborhoods including social entrepreneurship
  - Use downtown to support entrepreneurs
- Triple bottom line business
  - Training
- Inventory/crowdsource of businesses
- Service based exports
- Work block by block – small wins that can be catalysts and serve to catalyze ideas

## BE PARTNERS

- Enable partnerships that support UVic downtown
- Executive welcome wagon: capture wealth that’s here
  - City Hall as ‘welcome wagon’
- Let businesses know we support them
- Funding relationships with the Provincial and Federal governments – make a priority list
- Use successful examples: Austin, Portland, Gastown

## ACHIEVE/STRIVE

- Have a low risk, highly visible success by end of summer
- Laser like focus with the annual allocation of \$250,000 for economic development
- Be the best of what a city can be
- Promote a staff culture that is empowered to make decisions
  - Change the culture – don’t set up a separate office
  - An economic development office can that is revenue positive

## ADJOURNMENT

**Action:** It was moved by Mayor Helps, seconded by Councillor Lucas, that the May 2, 2015 Task Force on Economic Development and Prosperity be adjourned at 9:26 A.M.

CARRIED UNANIMOUSLY

