

TO: MEMBERS OF COUNCIL

2004 June 2

FROM: MAYOR CORRIGAN

Our File: 76000.20
Burnaby EDS Update

SUBJECT: **BURNABY ECONOMIC DEVELOPMENT STRATEGY (EDS) UPDATE**

PURPOSE: To seek approval of nominated Steering Committee members for the Burnaby Economic Development Strategy (EDS) Update.

RECOMMENDATIONS:

1. **THAT** Council approve the Burnaby EDS Update Steering Committee members contained in **Appendix "A"** *attached* to this report.
2. **THAT** Council authorize the Mayor to appoint the six (6) remaining vacant Burnaby EDS Update Steering committee members.
3. **THAT** Council approve the proposed date for the first Burnaby EDS Update Steering Committee meeting contained in section 2.4 of this report.

REPORT

1.0 BACKGROUND

Council at their regular meeting of 2003 November 03 approved a terms of reference and budget to facilitate a process to update the 1990 Burnaby Economic Development Strategy (EDS).

The 1990 Burnaby Economic Development Strategy (EDS) was a progressive policy document which identified a series of 15 initiatives which in turn were supported by specific actions, all within the context of a sustainable economic management strategy approach. The 1990 Burnaby EDS has contributed to the success Burnaby has had over the past decade in attracting economic growth which is consistent with the environmental and social aspirations of the community.

The process, Steering Committee structure, and budget approved by Council on 2003 November 03 was designed to update the Burnaby EDS to a progressive future vision of Burnaby ten years from now. Moreover, the Burnaby EDS update is also being targeted as providing important input to the economic component of the pending Burnaby OCP review. On 2003 November 03, Council authorized Mayor Corrigan to appoint Steering Committee members in accordance with the list of business sectors identified in the report.

The purpose of this report is to present the Steering Committee nominations and the proposed date of the first Steering Committee meeting for the approval of Council.

2.0 STEERING COMMITTEE

The *Steering Committee* is being formed to assist the City in casting a vision for the future of Burnaby in which sustainable economic development appropriate to the community will be targeted to provide opportunities for all groups within the community as part of the Burnaby EDS Update process.

2.1 Guiding Principles

The Terms of Reference previously approved by Council states that the *Steering Committee* will be asked to:

- build on the success of the existing Burnaby Economic Development Strategy (EDS);
- identify emerging trends and how Burnaby could position itself to maximize benefits to the community 10 years from now;
- focus on making Burnaby the best it can be;
- challenge the way the City and other levels of government currently do business;
- sit on a sub-committee which may be outside of their core area of expertise; and
- contribute to the process in an open-minded and constructive manner.

2.2 Nomination Criteria

Potential *Steering Committee* members have been selected for being leaders in their respective industry; for demonstrating a belief in the potential that Burnaby has; for being visionary; and for having a broad base of experience upon which they can draw. It should be noted that the City has reserved the right to invite others to sit on the sub-committees once the priority key sectors or themes have been identified.

2.3 Nominated Steering Committee Members

The *Steering Committee* will be chaired by, myself, Mayor Corrigan. Councillor Sav Dhaliwal and Councillor Nick Volkow are being proposed as Council's representatives on the Steering Committee. The Steering Committee members nominated in *Appendix "A" attached* ensure that the composition of the *Steering Committee* is representative of the cross-section of the key sectors of the Burnaby community that can play a role in the progressive development of the City's economy.

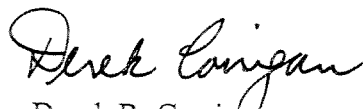
It should be noted that we are awaiting confirmation from six (6) potential nominees and as a result are requesting that Council delegate the authority to appoint the remaining six (6) Steering Committee members as outlined in the second recommendation of this report. Council will be informed of the final appointments to these six (6) positions by memo, once all of these positions have been filled.

2.4 First Meeting of the Steering Committee

Steering Committee members are being requested to commit to attend about five (5) round-table meetings and attend at least two (2) sub-committee meetings. The first Steering Committee meeting is being proposed for 6:30 pm (dinner) and 7:00 pm (meeting) on Tuesday, June 29th in room 102 at the Shadbolt Centre for the Arts. The timing of the remainder of the meetings will be discussed with the Steering Committee members at the first meeting and will likely be targeted to occur in the fall and winter. The proposed Burnaby EDS Update process is currently anticipated to conclude in early 2005.

3.0 CONCLUSION

I have committed to chairing the proposed Steering Committee for the EDS update. The *Steering Committee* is being formed to assist the City in casting a vision for the future of Burnaby in support of the Burnaby EDS Update process. The Steering Committee is being proposed to act as a catalyst for ideas or a think-tank for this process. I have nominated Steering Committee members for being leaders in their respective industry, demonstrating a belief in the potential that Burnaby has, being visionary, and for having a broad base of experience upon which they can draw. As a result, the list of proposed nominees I am submitting to Council are what I believe to be a forward thinking group of business and community leaders that represent the spectrum of business in Burnaby to assist and challenge the City in developing a progressive future vision of Burnaby.


Derek R. Corrigan
MAYOR

Attachment

cc: City Manager
Deputy City Manager
Director Planning & Building
Director Finance
Director Parks, Recreation and Cultural Services



BURNABY ECONOMIC DEVELOPMENT STRATEGY (EDS) UPDATE

Nominated Steering Committee Members

Steering Committee Member	Organization
Committee Chair	
	City of Burnaby
Mayor Corrigan	<i>Mayor's Office</i>
Council Liaison	
	City of Burnaby
Councillor Sav Dhaliwal	<i>Parks, Recreation and Cultural Services</i>
Councillor Nick Volkow	<i>Corporate Services</i>
Agriculture	
	United Flower Growers
Tasia Richards <i>Grower Division</i>	<i>United Flower Growers</i>
Arts	
	Wild Rice Studios
Keith Rice-Jones <i>Visual Arts Advisory Committee</i>	<i>Wild Rice Studios</i>
Biotechnology	
	MDS Metro
Dr. Donald B. Rix <i>Chairman of the Board</i>	<i>MDS Metro</i>

APPENDIX 'A'

Steering Committee Member	Organization
Business	
Burnaby Board of Trade Heights MA Edmonds TCBCA	
Brad Alden <i>Chair, Burnaby Board of Trade</i>	<i>The Burnaby NOW</i>
Mymee Chow <i>President</i>	<i>The Heights Merchants Association</i>
Debbie Zurowski <i>Scotia Bank (Edmonds and Sixth St.)</i>	<i>Edmonds Town Centre Business and Community Association</i>
Communications	
Telus	
Maureen Kirkbride <i>Senior Government Relations Advisor</i>	<i>Telus</i>
Development	
Canada Lands SFU Community Trust	
Commercial	
Larry Morgan <i>Senior Project Manager</i>	<i>Canada Lands Co. Ltd.</i>
Residential	
Michael Geller <i>President</i>	<i>SFU Community Trust</i>
Education	
Simon Fraser University	
K-12	
Dr. Phil Moir	<i>Educator</i>
Post-Secondary	
Dr. Michael Stevenson <i>President & Vice-Chancellor</i>	<i>Simon Fraser University</i>
Environment	
awaiting confirmation	
-	-
Film	
awaiting confirmation	
-	-
Finance	
awaiting confirmation	
-	-

APPENDIX 'A'

Steering Committee Member	Organization
Health Care	
Burnaby General Hospital	
Dr. Paul H. Wright <i>Orthopaedic Surgeon, Clinical Associate Professor</i>	<i>Burnaby General Hospital</i>
Media	
Burnaby NewsLeader	
Darlene Osborne <i>Publisher</i>	<i>Burnaby NewsLeader</i>
Retail	
Metropolis/Lougheed Town Centre	
Ted Williams <i>General Manager</i>	<i>Metropolis & Metrotown Centre (IvanhoeCambridge)</i>
Bonney Rempel <i>Marketing Director</i>	<i>Lougheed Town Centre (20 Vic Management Inc.)</i>
Social (Not-for-profit)	
United Way of the Lower Mainland	
Susan Papdionissiou <i>Director, Agency and Community Services</i>	<i>United Way of the Lower Mainland</i>
Special Events/Tourism	
2009 World Police & Fire Games/ 2010 Winter Olympics-Paralympics	
Mathew Coyne <i>Tourism Vancouver</i>	<i>2009 World Police & Fire Games</i>
Sev Morin <i>Chair</i>	<i>Going for Gold, Burnaby Committee 2010 Winter Olympics</i>
Sports/Recreation	
awaiting confirmation/Amateur Sport	
-	-
George Kawaguchi	<i>Amateur Sport</i>
Technology	
awaiting confirmation	
-	-
Union	
awaiting confirmation	
-	-