

DISTRICT OF SQUAMISH

Minutes

Squamish Economic Partner Forum
Thursday, September 10, 2020 at 11:15am
Via Virtual Meeting

In attendance:

EPF

Louise Walker, Chamber of Commerce

Lesley Weeks, Tourism Squamish

Dennis Silvestrone, Capilano University

Andrea Welling, Futurpreneur

Natalie Szewczyk, WorkBC

Wendy Koh, Government of BC

Arthur Macapagal, Squamish Nation

Kelly Best, Faculty of Applied Science, University of British Columbia

Nicola Jones-Crossley, Futurpreneur

Spring

Keith Ippel

Luan Tolosa

Ex Officio

Karen Elliot, Mayor

Staff

Linda Glenday, Chief Executive Officer

Kate Mulligan, Economic Development Officer

Alicia Woodside, Economic Development Specialist

Megan Fullerton, Economic Development Coordinator

Meeting called to order: 11:18am

1. Welcome to the Squamish Nation Traditional Territory
Ha7lh en skwalwn Kwis tl'iknumut tl'a Skwxwuu7mesh Uxwumixw
2. Proposed agenda adopted for meeting, consensus
Moved by Kelly Best
Seconded by Arthur Macapagal

THAT the September 10, 2020 Squamish Economic Partner Forum agenda be adopted.

Carried.

3. Meet the EPF team

All members of the team introduced themselves and their vision for a sustainable economy

Sustainable economy, what does that mean?

- Diversity
- Triple bottom line
- Community
- Outdoors, environment
- Archaeology, culture and the environment
- Empowerment to youth and community members
- Equity, inclusion, people from different backgrounds and orientation can be included and participate
- Addressing vulnerabilities, so that as we rise, we raise everyone with us, in an equitable way
- Resilient, long term in nature, holistic, including everyone in the community, including all aspects of the ecosystem and everything in between. An ecosystem approach that incorporates all the voices in the community to make it inclusive and sustainable
- Inclusivity, community
- Enhancing quality of life
- Business diversification
- Collaboration
- Diversified, resilient, supports the clean tech sector
- Helping and supporting local businesses and entrepreneurs
- Helping transition to the digital economy
- Environmental
- Build back better
- Being purpose driven
- Fitting in with the community values
- Recognizing that there is vulnerability in the community, and addressing that vulnerability
- Harmony and shared values between the visitor economy and local residents
- Innovation



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4. District Strategic Priorities Overview – Mayor Elliott
 - Strategic Plan – Planet and Environment, Affordable Housing, Economy and Local Jobs, Neighbourhood Connectivity and Local Spaces
 - Ec Dev focus is local economy – 26% of local community commutes outside of district for work – lose people’s time, less available for their families
 - Elevates human connection: working and living and playing in their hometown
 - Also addresses climate action goals
 - Squamish is a destination, not a bedroom community, and it’s really important for us to maintain that brand (Hardwired for Adventure) and that sense of arriving somewhere
 - These things drive the work we’ve given Kate to do focusing on specific growth sectors
 - Talented workforce
 - Don’t want to bleed talent to Whistler or to Vancouver
 - Focus on innovation to solve the climate emergency, and the goals outlined in the Community Climate Action Plan (CCAP).
 - Reconciliation and building relationship with the Nation is important, initiative to de-colonize our practices at the District beginning this year.
 - The pandemic has shown us the complexities we’re all grappling with. No one has all the answers, but when we have diversity of perspectives, we can get somewhere.
 - Story-telling initiative being launched in October, the community will be sharing stories about the pandemic and how it has affected them.

5. Economic Development Overview and Partner Forum Role & Work Plan Priorities – Kate Mulligan Overview
 - Overview of the team and what we do
 - Overview of EPF mandate, role, and work plan

6. Emerging Sector Action Plan Implementation Development Overview – Keith Ippel, Luan Tolosa

Questions for EPF:

Conversation topic 1: “Squamish is a business destination known for its creativity, innovation and entrepreneurship”. How does this statement inspire you and your organization?

- **Keith:** a way of doing business differently.
- **Andrea:** Squamish is a community and a place that is open-minded, and allowing people to try something new. People at the table are facilitating that conversation.



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When entrepreneurs come to the Chamber or the District, that they feel really supported.

- **Kelly:** opportunity to collaborate between the advanced materials lab with the clean tech and performance apparel sectors, and also link UBC's entrepreneur accelerators with Squamish entrepreneurs and the ecosystem here.
 - **Mayor Elliot:** the word "destination" is a key word for me. Many of the entrepreneurs here today come here to play - and then they decided to stay and worked hard to create that for themselves. People see us as a place to land. Place-based attraction for people. When people say they're based in Squamish, everyone says, "cool"!
 - **Dennis:** the opportunity aligns really well with CapU's new 10-year strategic plan, which identifies these themes.
 - **Keith:** data shows a trend of exodus out of major cities and into smaller communities in recent years
 - **Natalie:** such an amazing array of talent in Squamish that is so un-tapped. There are a lot of individuals that have those skillsets, and it would be great to have them live and work in the community, building and fostering those opportunities here.
 - **Andrea:** it would be interesting to discuss barriers and to brainstorm solutions as part of our process at some point
- **Conversation topic 2: "What is the impact we want to create?"**
 - **Kate:** reduce GHG emissions, Year Over Year Job Growth in the local economy. The attribution is wide, many factors go into their success.
 - Excited about attributable measurement for the work that we're doing, to demonstrate that we're making a difference.
 - **Andrea:** that all types of people can access Squamish and make it their home and business center and that it is achievable for all types of people
 - **Louise:** the reputation of how Squamish is now. Being known as a place where you can come and live and work, and be open for business. How do we get that reputation and how do we measure that?
 - **Mayor Elliott:** the diversity of the workforce in our priority sectors. Are we attracting women, Indigenous communities? Are young people seeing a pathway so that they can continue to live in Squamish after school, or do they need to go elsewhere?
 - **Conversation topic 3: "as an EPF, where else do you think you can contribute?"**
 - **A participant asked:** how do the ELT and the EPF work together?



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- **Kate:** the idea is that there will be opportunities for you to participate, whether you're an EPF member or ELT member, in the project scope. We will use the existing meetings, and we will also set up other broader meetings that may cover specific themes or sectors, and you can self-select. We also envision opportunities to bring the ELT and the EPF together in smaller breakout groups, especially when we recognize opportunities with mutual interests and opportunities to share specific strengths and expertise. (Smaller breakouts and spinoffs from the ELT and EPF.) We will try to use your time as efficiently as possible.
- **Andrea:** we are really strong with mentoring, bringing younger entrepreneurs together with experts in the community. We work to bring that together, and I'd love to explore opportunities to make more of this happen in Squamish as I imagine there are a lot of experienced business owners.
- **Wendy:** intelligence sharing, either in terms of what other regions could be doing and providing those touchpoints, and another area is to bring forward any potential stimulus packages of funding that might be coming down the pipeline, especially around the recovery plans.
- **Dennis:** could see different members of CapU participating in different themes/sectors when relevant, such as creative sector, and tourism. Will act as a conduit or intermediary to link members of Cap with the process.
- **Kelly:** some examples are linking faculty researchers and experts, linking research labs, and UBC's entrepreneurship accelerators.
- **Mayor Elliott:** we would find it helpful to help translate terms to the organizations you work with. What is the language we can use to invite people in? this is new lingo in a lot of ways, and we need help communicating what an ecosystem is, in all those different contexts. I.e., helping us translate to answer "what's in it for me?"
 - Inclusive and adaptable for others.
- **Conversation topic 4:** "in what ways did you hope to contribute when agreeing to join the EPF?"
 - **Kelly:** we want to be hands on, and action-oriented, creating programs



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- **Conversation topic 5:** “what do you need to be successful, in the EPF, and as an organization?”

- **Didn't have time to cover due to time.**

7. Termination Recommendation: THAT the meeting be terminated.

Adjourn: 1:12pm

Action: All EPF members respond to survey questions.