



The City of Saint John

MINUTES - OPEN SESSION GROWTH COMMITTEE MEETING
MAY 14, 2019 AT 11:15 A.M.
8TH FLOOR COMMON COUNCIL CHAMBER (Ludlow Room), CITY HALL

Present: Mayor D. Darling
Deputy Mayor McAlary
Councillor J. MacKenzie

Absent: Councillor R. Strowbridge
Councillor B. Armstrong

Also

Present: City Manager J. Collin
Commissioner Growth and Community Development J. Hamilton
Deputy Commissioner Building and Inspection Services A. Poffenroth
Deputy Commissioner Growth and Community Development P. Ouellette
Population Growth Manager D. Dobbelsteyn
Administrative Assistant K. Tibbits

1. Meeting Called To Order

Mayor Darling called the Growth Committee open session meeting to order.

1.1 Approval of Minutes – April 16, 2019

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:

RESOLVED that the minutes of April 16, 2019 be approved.

MOTION CARRIED.

1.2 Growing in Saint John Presentation – Glen Hicks, U Station

The Growing in Saint John series shares success stories in the City and provides an opportunity to profile local businesses, leaders, newcomers, investors, and entrepreneurs. Mr. Ouellette introduced Mr. Hicks, co-owner of U Station.

Referring to the submitted report, Mr. Hicks stated that U Station is a productivity business, is membership based, provides members with great spaces, great technology and great connections, and endless opportunities for networking. Franchise opportunities will be available across the Atlantic Provinces. As membership grows in Saint John, additional space will be developed to meet increased membership demands. Expansion will include the addition of U-Pods which offer similar capabilities for a single user, popular for podcasting and video conferencing. Members also have the ability to book private spaces for meetings through the U-Station app. The digital economy provides an opportunity to attract people to Saint John who are employed elsewhere, who will benefit from lower housing costs and countless lifestyle opportunities, offering a significant economic impact to the area.

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:

RESOLVED that the presentation on U-Stations be received for information.

MOTION CARRIED.

1.3 Neighbourhood Plan Update

Ms. Hamilton stated that the Central Peninsula Neighbourhood Plan offers a suite of deliverables, including new regulatory framework to drive the three pillars of growth outcomes identified in the Roadmap for Smart Growth. The plan is taking root in the community.

Referring to the submitted report, Ms. Brown provided an update on the Central Peninsula Neighbourhood Plan including the status of the plan and next steps in the process. Kate Gillis, Chair of the Neighbourhood Action Team, noted that the team remains engaged and committed to the project. The Neighbourhood Action Team will play a pivotal role in the development of the plan and will review the final document, provide feedback and endorsement of the plan, prior to the Council process.

Moved by Councillor MacKenzie, seconded by Deputy Mayor McAlary:
RESOLVED that the Neighbourhood Plan Update be received for information.

MOTION CARRIED.

1.4 Discover Saint John Annual Report

Referring to the submitted report, Ms. Clarke, Discover Saint John, outlined many of their achievements. In 2018, Discover SJ has shown a valuable return on investment stemming from its strategic destination marketing and sales by increasing visitor revenue and contributing to industry employment. Discover SJ focuses on four major pillars – Meetings and Conventions, Sports and Major Events, Travel Trade and Cruise, and Leisure Visitation.

The perception of the City as a destination, to work, play and live is becoming more positive. The hashtag #SaintAwesome has been very successful and approximately 40,000 images have been tagged through social media. Investment in tourism and marketing promotes Saint John as a great place to live, go to school, and invest, and has contributed to a rise in civic pride. Successful destination marketing and sales drives broader economic growth and helps to attract more and better transportation choices, creates familiarity among prospective visitors, attracts event decision makers, and improves the quality of life for residents.

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:
RESOLVED that presentation from Discover Saint John be received for information.

MOTION CARRIED.

Adjournment

Moved by Deputy Mayor McAlary, seconded by Councillor MacKenzie:
RESOLVED that the open session meeting of the Growth Committee be adjourned.

MOTION CARRIED.

The open session meeting of the Growth Committee held on May 14, 2019 was adjourned at 1:40 p.m.

Recording Secretary