

Exchange Inner City Membership Meeting Notes

Date: March 26, 2018

In Attendance: Anastasia Gaisenok (Check Your Head), Anna Godefroy (Bidders' Project), Ara Beittoei (LEDlab), Bobby MacDonald (UGM), Brennan Fitzgerald (HxBIA), Davin Boutang (Resident), Glenn (Local Resident), Hendrik Beune (Village Vancouver, Megaphone), Jarett Rude (Open Door Group), Johanna Li (EMBERS), Shari LaLiberte (MVA), Shaughn Schwartz (CIRES), Wilson Liang (Local Resident), Steven Johnston (Exchange Inner City Director), Alisha Maxfield (Exchange Inner City Project Coordinator)

Guest: Nicole Hanbury (LEDlab/Buy Social Canada)

Regrets: Amelia Huang (SFU Urban Studies Student), Ayisha Appiah (Local resident), Brian Rutledge (Local Resident), Chris Neale-Clark (Local Resident/DTES Business Directory), Christina Wong (Employ to Empower), Daryl Wiebe (Streetohome), Derek Weiss (UGM), David LePage (Buy Social Canada/CIRES), Deanna Wing (Central City Foundation), Dylan Goggs (CleanStart), Edmund Ma (Ma Foundation/VCRC), Eileen Clabburn (Exchange Inner City Admin Staff), Elizabeth Ballantyne (DTES Neighbourhood House), Elizabeth Vu (Japanese Language School/PSF), Farhad Farhangfar (SUCCESS), Grace Tait (YWCA Crabtree Corner), Jean- Paul Beran (JustWork), Jennifer Froese (Directions-Greater Vancouver Family Services), Jose Fernandez-Garcia (City of Vancouver), Judy McGuire (Our Place), Kellie Carroll (NICCSS), Kevin Huang (Hua Foundation), Kiri Bird (LEDlab), Kit Rothschild (PACE Society), Lydia Meister (Metro Vancouver Consortium-Transitions), Ludvik Skalicky (Resident), Mandy Hardwick (RainCity LGBTQ2S+), Marc Lawrence (Local Resident), Marcia Nozick (EMBERS), Matt Campbell (Let's Speak Up), Matt Smedley (Mission Possible), Minshu Mo (NICCSS), Pete Fry (Strathcona Resident/RayCam), Rocky James (MVAEC), Scott Clark (ALIVE), Sean Condon (Vancity Community Foundation), Sharon Belli (Carnegie Centre), Shirley (Local resident), Shelley Bolton (East Van Roasters/PHS), Suddhodan Baidya (SUCCESS), Tom Wanklin (City of Vancouver), Trish Kelly (Potluck Cafe Society), Viveca Ellis (BC Poverty Reduction Coalition-CAN Program), Wes Regan (City of Vancouver), Zoe Ozirney (JustWork Economic Initiative)

- **Welcome & Traditional Acknowledgement:**
 - Meeting started at 4:07 p.m
 - Anna welcomed everyone and conducted the traditional acknowledgement

- **Approval of Agenda & Previous Meeting Notes:**
 - Both were approved by everyone in the room nodding in agreement

- All agreed to the proposed agenda
- **Exchange Inner City Website:**
 - Steve shared the latest updated to the Exchange Inner City website
 - Alisha mentioned that the website will help to increase Exchange Inner City's capacity as it can also be used as a CRM tool, and shared member platform for meeting minute archives, as well as the capacity to create our own events, tickets and analytics.
 - Steve added that the news and events pages makes it easy to update members about what Exchange and other community groups are doing relevant to community economic development, as well as allows members to share their information updates or on events via our website too.

Comments:

- Some members preferred that only their names be listed on the membership page
- A member asked if social media was connected to the website. Facebook is currently connected and Alisha will be creating an Exchange Inner City Twitter account and will include this on the website.

Check out the new Exchange website at the link below. Please note that Steve and Alisha will be meeting with the developer in April to finalize content and set up the unique member logins.

<https://www.exchangeced.com/>

- **Nicole Hanbury Present Buy Social Canada CBA Scorecard:**
 - Developing (work in progress) a CBA scorecard tool to track CBA requirements and targets that developers can contribute to.
 - Also can be used as a tool to inform developers, municipal government staff and the community with a list of various community benefit options the project could explore and set as targeted requirements.
 - Nicole spoke about connecting the concept of reconciliation to the tool's points system and its challenges. Steve shared that the City is exploring how reconciliation can be a required part of community engagement, and Wes and Steve are currently speaking with MVAEC about what this could look like.
 - Nicole shared that at the moment the scorecard has more of a Vancouver focus but there is potential for it to be used across BC.
 - The tool can also support Buy Social Canada to be an intermediary organization for CBAs along with Exchange Inner City.
- **Comments/Feedback for Nicole:**
 - How will the various scores/values be measured? - Nicole is using multipliers and proxies, or pass/fail scores. This is still being finalized.

- Ara/Ana asked if there was anything members at the table could contribute to the scorecard
 - Developers have mentioned to City staff that the labour requirements will be easier to achieve, but that social procurement will be more challenging.
 - Negative point for some developments.
 - How to have the point system recognize the broader impact to community.
 - Members suggested adding something that measures or considers accountability and meaningful engagement
 - There are other broader City policies (ie. greener city policy, healthy city strategy policy) in place that the scorecard can dovetail with. The CBA scorecard doesn't have to cover everything.
 - Potential privacy issues related to the local/social hiring of equity seeking groups and the scoring categories in the tool, and balancing the scoring of equity hiring vs. personal information disclosed.
 - First source hiring system is a potential alternative
 - CBA can be issued by all levels of government. (ie., city, provincial and federal)
- **Merge/Support with Urban Core:**
 - Steve has been connecting with Urban Core about potentially merging the CED focused working groups of Exchange Inner City and Urban Core into one group under Exchange Inner City.
 - Urban Core and Exchange Inner City are working out how to effectively collaborate instead of duplicating the work in community.
 - When LEDlab concludes their work, Urban Core will lose an important administrative resource. Exploring how these two organizations can work together, and how Exchange Inner City could offer resources and admin support to Urban Core.
 - The benefits of merging will provide Exchange with a larger membership base and the various working groups can work together and combine efforts.
 - It will take another few months for Urban Core to finalize the direction they want to go in. Steve will be sure to keep everyone updated.
- **Personnel & Working Group Updates:**

Co-Chairs' Update :

As stated in the meeting package.

Director Update (Steve):

Addition to what has been stated in the meeting package, Steve gave updates on:

- The St. Paul's Hospital Relocation Social Impact Research conducted by graduate students in the UBC Global Network for Change and Advance Management. The research shared what the social return on investment would be if the new St. Paul's Hospital development hired local community with barriers to employment for construction and hospitality sector jobs. The SROI was determined by doing an analysis of government stats (ie. salary, income tax/CPP/EI contributions, cost of living, and local spend) to show the community benefit and return on investment.

CED Planner Update (Wes Regan):

Alisha will follow up and see if Wes had any updates for Exchange Inner City members Steve mentioned that Wes has been very busy conducting community engagement efforts for the City's Poverty Reduction Plan.

Project Coordinator Update (Alisha):

Updates in addition to those in the meeting package:

- Newsletter is coming later this week. Alisha was waiting on content from other organizations that wanted to share information in the newsletter and received all of the content this afternoon.

Advocacy Working Group Update:

- Combine efforts of both our working group and Urban Core's Legislative Change Committee.
- Steve, Sharon from Urban Core, and Kiri from LEDlab met with Minister Shane on last week re: the Policy Position Statement to reform Income Assistance and Employment Services BC
- There were 151 signatures in total on the policy position statement, and approximately 30 organizations signed on including major organizations like the Canadian Centre for Policy Alternatives and the Vancouver Foundation.

Community Benefit Agreement (CBA) Working Group Update:

Updates on the Community Benefit Agreement Information Seminar - occurred on March 21st:

- Well attended by broad audience from community, municipal staff across BC, and developers
- Vice President of UDI was there to represent their membership
- Panel conversation was successful
- Some attendees provided feedback stating it was a good starting point to develop relationships with all the sectoral partners in CBA and that the event was valuable
- The event helped to set up future dialogue

Retail Gentrification & Social Inclusion Working Group Update:

Local Card updates:

- The project now has a website. Steve showcased the website and what has been completed and what still needs to be done.
- More details of participating businesses to come
- This project is internally funded by Exchange Inner City
- Distribution points for the Local Card: Carnegie Center and RayCam Community Centre. We will look into more distribution points after the initial launch
- The launch of the Local Card will occur in May
- This project is an Exchange Inner City effort to link the retail environment and business community with local community residents to support social inclusion efforts in the downtown eastside.

Social Procurement Roundtable:

- Will be planning a Social Enterprise Walking Tour for the Sustainable Brands Conference on June 4th
- The Social Enterprise Walking Tour will showcase the partnership between social enterprise and the neighborhood and how social enterprises benefit the community
- Representatives from the Convention Centre have agreed to join the Social Procurement Roundtable, and attended their first meeting in March, and mentioned that it was very valuable for them.

- **Project Updates:**

CAN - Community Action Network:

No updates.

Metro Vancouver Transition Consortium

No updates.

- **New Business Arising:**

- Updates from MVA's Economic Justice committee work and their Transit Fare Campaign- being held on May 12th 1pm-3pm @ First Lutheran Church. Anyone interested in joining can RSVP through MVA's website: <https://www.metvanalliance.org/calendar>

Action Item: Shari Laliberte will share details with Alisha, and Alisha will circulate the information with members.

- Hendrik shared that there will be a Town Hall at Carnegie Center on Mar 29th, food and beverages will be provided and all are welcome
- Alisha asked for support with her Exchange Inner City community engagement efforts. Alisha has been attempting to connect with Gordon Neighborhood House and Kiwassa Neighborhood House, but with no



follow through. If any members have connections with either neighbourhood house, Alisha would appreciate support in being introduced.

- **Traditional Closing and Adjournment:**
Steve led the traditional closing. Meeting adjourned at 5:40PM