

## Exchange Inner City Membership Meeting Notes

*Date:* July 29, 2019

*In Attendance:* Anna Godefroy (Binnars' Project), Bobby MacDonald (UGM), Elizabeth Ballantyne (DTES Neighbourhood House), Jarett Rude (Open Door Group), Johanna Li (EMBERS), Lydia Meister (Transitions Program), Elizabeth Chick (Buy Social Canada), Matthew Morin (Eastend Food Co-op), Marcia Nozick (EMBERS), Matt Hessey (Hessey Consulting), Matt Smedley (Mission Possible), Shari LaLiberte (VCC Nursing/MVA), Scott Maxwell (Local resident), Steven Johnston (CIRES), Wes Regan (City of Vancouver), Alisha Masongsong (Exchange Inner City)

*Guests:* Cherihan Hassun (Railyard Lab), Mica (Railyard Lab)

*Regrets:* Ambrose Williams (ALIVE), Brennan Fitzgerald (HxBIA), Brian Rutledge (Local Resident), Chris Neale-Clark (Local Resident/DTES Business Directory), Christina Wong (Employ to Empower), Colleen Hamilton (City of Vancouver), Dakota Shelby (Check Your Head), David LePage (Buy Social Canada), Davin Boutang (Local Resident), Deanna Wing (Central City Foundation), Dylan Goggs (CleanStart BC), Farhad Farhangfar (SUCCESS), Gavin Jones (EMBERS), Grace Tait (YWCA Crabtree Corner), Jean- Paul Beran (JustWork), Jennifer Guest (RayCam Board), Jose Fernandez-Garcia (City of Vancouver), Judy McGuire (Our Place), Kellie Carroll (NICCSS), Lucia Woolgar (Let's Speak Up Program), Luke Coad (CleanStart BC), Marc Lawrence (Local Resident), Minshu Mo (NICCSS), Peter Crawford (Working Gear), Rocky James (MVAEC), Scott Clark (ALIVE), Sean Condon (312 Main), Shaugn Schwartz (CIRES), Shelley Bolton (East Van Roasters/PHS), Shirley Vivian (Local resident), Theo Lamb (Strathcona BIA), Tom Wanklin (City of Vancouver), Wilson Liang (Local Resident)

### **1. Welcome & Traditional Acknowledgement:**

- Meeting started at 4:05pm
- Anna welcomed everyone and conducted the traditional territorial acknowledgement and a round of introductions.

### **2. Approval of Agenda & Previous Meeting Notes:**

- Both approved

### **3. Presentation from BC Infrastructure Benefits:**

- The presentation got cancelled as the BCIB team had something else come up during this time and we're unable to make it to the meeting.

#### 4. Presentation from Railyard Lab:

- Railyard Labs is a program out of Dossier, which is a for profit brand agency located in the DTES that has been in operation since 1990
- The founder of Dossier formed Railyard Lab which is a student powered intern studio that provides branding for non-profit agencies, social purpose start-ups and design thinking courses
- Railyard Labs provides their services for a reduced rate to non-profits and new social purpose ventures
- Previous projects include: EIC, Mission Possible, RADIUS, refresh, and Faces of Alexander St.
- Hello Neighbourhood Initiative is a program out of Dossier that was designed to bridge the gap between their office and the businesses, residents and services on Alexander st. Being aware of the stigma and gentrification that happens in the office building with which they're located, they have been making efforts to be active in community events/work, and created a Hello Neighbour package with the housing development across from the office.
- One of their new clients right now is the St. James Music Academy
- Dossier and Railyard Labs want to understand how as a local business can they facilitate relationships and help grow the DTES by keeping true to its roots.
- Currently Railyard Labs is partnering with the UBC Social Innovation Academy (SIA) to build a bridge between the private and public capital investments and social purpose organizations seeking capital funds in the DTES. Railyard is working with SIA on a DTES Mapping the System Project to understand the following question:
  - How might investors allocate capital towards Vancouver's DTES in the most effective manner?
  - The project has 4 parts: identify main issues/opportunities, theories of change, projects/organizations/initiatives, and provide recommendations to SIA
  - The idea is to capture knowledge from the DTES community to help give a platform for voices to be heard more effectively
  - Social Innovation Academy is rolling this project across Canada and are prototyping a nation-wide internship
- Question: What is the ask from Railyard, do they need content for the mapping part?
  - Looking to connect with community organizations to learn about what they do and put that information in front of the Social Innovation Academy.
- Question: Is the Social Innovation Academy looking for a return on their investment?
  - The priority for SIA is social impact.
  - It is unclear as to what kind of return SIA is looking for.

- Question: What is the mapping part of the project?
  - The mapping provides information about what clusters of organizations are focused on specific impacts (such as women focused organizations) and then if an investor wants to invest in women focused organizations they can see who exists.
  - Nothing has been mapped out yet other than what already exists from previous work done in the community.
- Is the Social Innovation Academy accessing the Federal Social Finance and Social Innovation \$50million in funds to community that was released?
  - Unclear, but SIA is working with Bruno Lam and James Tamsey and the Ten Street Fund on this project.
- Question: Is the intention that Railyard Lab would be the face of the DTES project through the Social Innovation Academy?
  - Right now yes, but things can change
- Question: What is the timeline for the project?
  - The initial end time for the project is August 30th but Railyard is looking to push this back because there is more work to be done
- Question: Is this a mapping project or a report, what can EIC members do to be helpful and have a chance to meaningfully present our work?
- The main purpose is for Railyard Lab to provide updates all the DTES mapping work that exists re: current services, organizations, and social enterprise in the DTES.
- Suggestion: It would be good for the Social Innovation Academy to come with Railyard Lab to an EIC meeting in the community and speak to the roles of the work done already in the space and ensure there isn't duplication in mapping, but also so they can provide more clarity about the project.
- Social Innovation Academy and Sauder S3i acknowledge that they are not experts in the DTES and want to support community to understand what the needs of the community are.
- Comment: the report Railyard is asking to produce for SIA seems opaque and not transparent, which generates anxiety for EIC members to provide information.
- **Action Item: Cherihan, Mica and Alisha will ask SIA to review their engagement and information gathering process and invite them to come to a future EIC meeting.**
- Comment: All the members at EIC are engaged in working together within a framework around the City's DTES CED Strategy. The strategy and the work of members here reframes what the definition of work is and has developed the Income Generation Spectrum model. The members also provide avenues for building capacity of DTES residents to work across that spectrum and more. Therefore, we would suggest that SIA read the DTES CED Strategy report to understand what EIC is doing and how

everyone fits and works together and to understand the new narrative around what work is - which is the income generation spectrum. SIA needs to engage with EIC at a systems change level and think about the collaborative work that is happening, and not just invest in one organizations here or there, but think of the coordinated efforts among multiple DTES organizations that support people to get out of poverty and find meaningful work.

- Question: What is the size of investment that SIA could provide?
  - SIA will answer that question when they come to present to EIC.
- Question: Has anything been explored in terms of having investors give money to community decision makers and then testing how it can be deployed to collaboratives like EIC and its partners?
  - This is unclear. Railyard will ask SIA about this.
- Comment: SIA needs to invest more upfront costs for their community engagement process and fact finding when doing work like this.

#### **5. Questions re: Exchange Inner City Personnel & Working Group Updates:**

- There were no questions from members.

#### **Acting Director Update (Alisha):**

- See meeting package for updates. No questions.

#### **CED Planner Update (Wes/Colleen):**

- See meeting package for updates. No questions.

#### **Community Benefit Agreement (CBA) Working Group Update:**

- See meeting package for updates. No questions.

#### **Retail Gentrification & Social Inclusion Working Group Update:**

- See meeting package for updates. No questions.

#### **Social Procurement Roundtable:**

- See meeting package for updates. No questions.

#### **6. Exchange Inner City Project Updates Presentation:**

##### **Recommendation for EIC's Co-chair:**

- The Executive Committee shared that they unanimously agree that EIC will miss Anna and are very grateful for all her work and support with EIC.
- The Executive Committee looked at several ways to appoint and poll for the Co-chair role.
- The Executive Committee also looked at EIC members and considered which members are active, who has can be supportive of Alisha in her

interim Director role, and who is aligned with the values of EIC. Through that process, Johanna Li had offered to do the Co-chair role.

- Therefore, the Executive Committee unanimously agreed to recommend Johanna Li as the new Co-chair for EIC. Members were asked for their consensus on this recommendation.
- All EIC members present at the meeting agreed to support Johanna Li to take on the Co-chair position effective on September 1st.

### **Updates on CBA Working Group:**

- COV is currently reviewing a previously drafted Terms of Reference for the COV CBA Working Group
- No work has been done to set up the CBA 3rd Party Implementation Team
- A Terms of Reference will be drafted between COV, St. Paul's and EIC/BSC re: the St. Paul's CBA process.
- COV has made funds available to support community with organizing St. Paul's CBA Learning Sessions
- The City funds would support EIC to organize the St. Paul's learning sessions and go towards costs like meeting room rental, catering etc.
- The Terms of Reference that will occur between COV, EIC/Buy Social Canada and St. Paul's team will help map out how the education events will be organized, look at an agreement process and identify other opportunities that could meet community benefits that aren't implicit in the policy (i.e., benefits outside of the 10% targets on local hiring and social procurement)
- There was a recognition that the CBA Policy is not exactly an agreement as to how developers and community move forward in engagement on St. Paul's and other developments. Therefore, there needs to be an agreement signed with community on this work.
- Comment: The degree of coordination that is needed to support a 3rd party partner to help make connections between multiple CBAs, to build on the opportunities and workforce development from other CBA projects is crucial and should be properly resourced.
- EIC and Buy Social Canada should continue to recommend and advocate for the funds of a 3rd party implementation partner, and that funds not just go towards organizing engagement and learning sessions for developers.
- COV is now requiring developers to pay for an implementation team and to do contracts and have community bid for them. The onus is on the developers to fund the implementation work, but also to be apart of the CBA Working Group table to support and understand the benefits and opportunities arising out of the larger CBA process.
- Comment: It's important to note that the community doesn't want the CBA process to loose sight of being thoughtful about workforce development opportunities coordination.

- Money earmarked deployed in the best possible way with the best possible outcomes

#### **Local Card Update:**

- Chris is asking for members support with the following:
  - Facilitate introductions between Chris and local businesses
  - Visit the Local Card site (<https://www.localcard.ca/>) and write customer reviews on the participating businesses that they may have shopped at before
  - To share community events and news with Chris to add to the Local Card site
- Comment: It's great to see that Chris has started to promote the Local Card as a business to business opportunity as well. He has done so with the Binnners' Project and Mission Possible to offer their services to other businesses at discounted rates.
- **Action Item: If members or a business they know are interested in providing a B2B discount through the Local Card project, please reach out to Chris.**

#### **EIC Summer Social:**

- The EIC Summer Social will be held on August 26th from 4pm-6pm at Strathcona Brewing Company, food will be provided. All members are welcome to attend. Please RSVP to the calendar invite for the event by August 19th.

#### **7. New Business Arising and Announcements from Members:**

- Binnners' Project has announced their new Director. Landon Hoyt will be taking on the position and he will start on August 18th and he will be joining EIC on behalf of the Binnners' Project.
- Binnners' Project Universal Cart initiative will have a launch event on September 5th from 10am-11am at 312 Main, all are welcome to come. They will have 10 carts and a station outside of 312 Main and 10 carts and station outside of United We Can. Features of the station will include: voice recognition to access a cart which was made in-house. Voice activation was the best solution to allow for easy access, does not allow for binnners to transfer membership and removes the risk of loosing a key or fob, etc. Binnners can borrow the carts for free for 12 hours at a time. Currently the Binnners' Project is looking for funding to have two maintenance workers at each cart station to monitor the stations and be available for customer care and station needs.
  - **Action Item: The Binnners' Project is looking for sponsors for their universal carts, so if members know of anyone, please connect them with Anna.**

- Eastend Food Co-op is planning to expand and have another location. Currently they're located on Commercial Drive in a very small space. Hoping to stay on Commercial at their existing location and then have another location elsewhere, perhaps Hastings Sunrise area or elsewhere. They would like to expand the food co-op model to other areas in the city to provide more access points to all residents.
  - **Action Item: Please reach out to Matt Morin if you know of any opportunities for space.**
  
- Wes is leaving his position as the CED Planner at City of Vancouver on September 15th and is taking a position at Vancouver Coastal Health as their Team Lead in Population Health Policy and Projects. Will be working with colleagues at UBC and the School for Population Health. Wes will still be engaging with community on HCS, Poverty Reduction Strategy and health policies with this new role.
  - Comment can Wes ensure that the new CED Planer be apart of EIC.
    - Yes this will be a part of the CED Planners job description to attend the EIC table.

#### **8. Traditional Closing and Adjournment:**

- Meeting adjourned at 5:36pm.