

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Note: This meeting will be live-streamed online at coquitlam.ca/webcasts

DATE: Wednesday, March 30, 2022

TIME: 7:00 p.m. to 9:00 p.m.

PLACE: **Council Chambers via Zoom**

CALL TO ORDER

ADOPTION OF MINUTES

1. **Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 23, 2022**

NEW BUSINESS

2. **Economic Development Strategy**
Andre Isakov, Manager Economic Development
3. **Emerging Issues (20 min)**

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, May 25, 2022

ADJOURNMENT

A handwritten signature in black ink, appearing to read 'RCA', is located in the bottom right corner of the page.

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, February 23, 2022

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, February 23, 2022 at 7:00 p.m. in the Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS: Councillor Trish Mandewo, Chair
Councillor Steve Kim, Vice Chair
Zorica Andjelic
Paul Carter
Paul Choi
Leslie Courchesne, Tri-Cities Chamber of Commerce
Mohammad Darwish
Marko Dekovic
Emma Friess
Alice Hale
Lilian Kan
JJ Lee
Marcelo Machado
Mathew Sebastiani
Catherine Williams, Douglas College Coquitlam Campus

STAFF: Andre Isakov, Manager Economic Development
Eric Kalnins, Tourism Manager
Julie Hunter, Committee Clerk

CALL TO ORDER

1. Welcome and Introductions

The Chair welcomed the new and returning members and the Committee participated in a roundtable of introductions.

ADOPTION OF MINUTES

2. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, November 24, 2021

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, November 24, 2021 were approved.

NEW BUSINESS**3. Committee Orientation**

The Committee Clerk provided the Committee with an orientation of its structure, mandate, and responsibilities, referencing an on-screen presentation and utilizing slides titled as follows:

- 2022 Advisory Committee Orientation Session
- 2022 Advisory and Statutory Committees
- Coquitlam City Council
- City's Planning Processes and You
- Committee Mandate
- Role of the Committee
- Role of the Chair and Vice Chair
- Role of the Staff Lead(s)
- Role of the Committee Clerk
- Term of Appointment and Code of Conduct
- Conflict of Interest
- COVID-19 Measures
- Questions?

There were no questions. The Chair thanked the Committee Clerk for the orientation.

4. Visitor Economy (Tourism) Update / Film Office Update

The Manager Economic Development provided introductory comments relative to the City's Economic Development division, the visitor economy and film industry activity in Coquitlam. The Tourism Manager utilized an on-screen presentation entitled "Overview / Update" and referred to slides titled as follows:

- Visitor Economy Outline
- Tourism Forecast
- BC Tourism Indicators
- 2015-2020 Coquitlam Tourism Strategy
- Travel & Experience Guide
- Tourism Coquitlam Identity and Branding
- Monthly Promotions
- Partnerships - Miss604.com
- Partnerships - Westcoastfood.ca
- Partnerships - Scenic7BC.com
- Economic Impact of Tourism
- STEAM Reports – the value of events
- Upcoming Summer Events
- Thank you

Discussion ensued relative to the following:

- Successful efforts by the City to attract the Caribbean Days Festival from its long-time North Vancouver location to Town Centre Park
- The future proposed hotel and conference centre to be located in the City Centre
- The recent reduction in the hotel inventory in the metro Vancouver area
- Post-pandemic challenges and opportunities related to the visitor economy
- Film industry activity in the City and factors contributing to the selection of production locations

6. Economic Development Strategy Update

The Manager Economic Development provided introductory comments and highlighted the intention to provide the Committee with background information and context in order to set the stage for the meetings to follow. He utilized an on-screen presentation entitled “Economic Development Strategy: Terms of Reference” and referred to slides titled as follows:

- Presentation Objectives
- Background
- Goals
- Planning Principles
- Strategy Deliverables
- Timeline
- Public Engagement
- Next Steps
- Questions?

Discussion ensued relative to the following:

- The importance of the Committee’s work and the addition of a meeting to the 2022 EDAC meeting schedule
- The intent to schedule a visioning workshop at the Committee’s next meeting

7. Emerging Issues

The Manager Economic Development utilized an on-screen presentation entitled “Creative Industries Initiative” and referred to slides titled as follows:

- Leveraging Coquitlam’s Creative Industries to Support Economic Growth
- Creative Industries – beyond the arts
- Sectors
- Value to Community
- Creative Industries Value - GDP
- Creative Industries Value – Employment
- Job Creation
- Creative Industries Initiative
- Arts, Culture & Heritage Strategic Plan
- Connecting Assets
- Developing Assets
- Growth

- Toronto Example
- Lublin, Poland Example
- Bristol, UK Example
- Questions?

Discussion ensued relative to the following:

- How housing affordability and quality of life are crucial to the attraction and retention of the creative sector and indeed talent for all sectors
- The cultural GDP generated in Coquitlam and the intent to grow it
- Ways by which the City can control the growth of the City's economic activity, including through land use policies, the availability of office space, etc.
- The future use of offices post-pandemic
- The understanding that the City is re-imagining how economic development is achieved
- The City's current and future demographics and opportunities to attract and retain talent including among post-secondary students and new families
- The belief that the City can capitalize on its strengths, such as being a complete community, proximity to nature, availability of rapid transit, and relatively more affordable than downtown, to attract and retain talent
- The importance of identifying gaps in the City's offerings while developing the economic development strategy
- The importance of creating the right opportunities for graduates

The Manager Economic Development utilized an on-screen presentation entitled "Project Greenlight" and referred to slides titled as follows:

- Clean technology definition
- 2019-2024 Coquitlam Technology Strategy
- Project Greenlight
- Cities as Platforms for Innovation
- Asset Owner Network
- Bridge Connections...
- Results
- Project Greenlight
- Tech Ecosystem Development
- Roadmap
- Questions?

Ms. L. Courchesne left the meeting at this time (9:00 p.m.).

8. 2022 Work Plan Development and Approval

Ms. E. Friess left the meeting at this time (9:02 p.m.).

The Manager Economic Development led the Committee through a review of the draft 2022 EDAC Work Plan.

Ms. C. Williams left the meeting at this time (9:06 p.m.).

The Committee approved the draft 2022 EDAC Work Plan and a copy is attached to, and forms a part of, these minutes.

The Committee recommended:

**COMMITTEE
RECOMMENDATION**

That Council approve the 2022 Economic Development Advisory Committee Work Plan.

NEXT MEETING DATE – Wednesday, March 30, 2022

ADJOURNMENT

The meeting adjourned at 9:07 p.m.

MINUTES CERTIFIED CORRECT

CHAIR

Julie Hunter
Committee Clerk

2022 Economic Development Advisory Committee Work Plan

Economic Development Advisory Committee Mandate

The mandate of the Committee is to advise Council and staff on economic development and investment related issues and opportunities. It is anticipated that advice would be sought for items such as:

- Providing a business perspective on economic development priorities which should be addressed;
- Identifying the pillars of economic development in the City;
- Identifying economic development impediments and opportunities for the City;
- Advising on business attraction and business retention and expansion activities;
- Advising on ways to provide information about business to the general public; and
- Attending to economic development matters which may be referred to the Committee by Council or other standing committees of Council.

2022 Work Plan Items

Item	Department / Presenter	Comments (i.e. Initiated by, Council Priority Assignment A, B, C)
Committee Welcome & Orientation	Chair / Clerks	
2022 Work Plan Approval	Committee / Staff	
Economic Development Strategy (Standing Item)	Economic Development Staff	“B”
Visitor Economy (Tourism) Update	Economic Development Staff	
Film Update	Economic Development Staff	
Business Improvement Area Update <ul style="list-style-type: none"> • Austin Heights BIA Delegation • AHBIA in Coquitlam Hosting BIABC & IDA Pacific Northwest Regional Conference 	Economic Development Staff	
Emerging Issues (Standing Item)	Committee	
2022 Committee Review and Feedback	Committee	
2023 Work Plan Development	Economic Development/Clerks	