

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, November 29, 2023  
TIME: 7:00 p.m. to 9:00 p.m.  
PLACE: Council Committee Room, Coquitlam City Hall

### CALL TO ORDER

### ADOPTION OF MINUTES

- Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, September 27, 2023**  
*Recommendation:*  
That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, September 27, 2023 be approved.

### NEW BUSINESS

- Streetscape Enhancement Program Update (Presentation by the Director Utilities)**  
7:05 – 7:35 p.m. (30 minutes)
- Film Program Update (Presentation by the Acting Manager Economic Development and Business Growth Manager)**  
7:35 – 7:55 p.m. (20 minutes)
- 2023 Year-End Review/Identify Potential Items for the Draft 2024 Work Plan (Discussion led by the Acting Manager Economic Development)**  
7:55 – 8:30 p.m. (35 minutes)
- Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**  
8:30 – 9:00 p.m. (30 minutes)

### OTHER BUSINESS

### NEXT MEETING DATE – TBD (2024)

### ADJOURNMENT



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**Wednesday, September 27, 2023**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, September 27, 2023 at 7:00 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

COMMITTEE MEMBERS: Councillor Trish Mandewo, Chair (arrived at 7:09 p.m.)  
Councillor Steve Kim, Vice Chair  
Mohammad Darwish, Citizen Representative  
Emma Friess, Citizen Representative  
JJ Lee, Citizen Representative (left at 8:36 p.m.)  
Rohith Manhas, Citizen Representative  
Elizabeth Mayorga, Citizen Representative  
Deryck Persaud, Citizen Representative  
John Toor, Citizen Representative  
Vanessa Wideski, Citizen Representative

REGRETS: Zorica Andjelic, Citizen Representative  
Marion Lochhead, Citizen Representative  
Matthew Sebastiani, Citizen Representative  
Catherine Williams, Douglas College – Coquitlam Campus  
Kathryn Millar, Tri-Cities Chamber of Commerce

STAFF: Eric Kalnins, Acting Manager Economic Development  
Edward Tain, Business Growth Manager  
Laura Sampliner, Environmental Sustainability Manager  
Karin Johnson, Sustainability Programs Specialist  
Caley Amundsen, Committee Clerk

<b>CALL TO ORDER</b>
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The Vice Chair assumed the role of the Chair and provided an Indigenous territorial acknowledgment.

**ADOPTION OF MINUTES****1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, June 28, 2023**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, June 28, 2023 were approved.

**NEW BUSINESS****2. Climate Action Plan Engagement**

The Environmental Sustainability Manager provided introductory comments regarding the Climate Action Plan Engagement.

The Environmental Sustainability Manager and Sustainability Programs Specialist provided a presentation entitled “Climate Action Plan – Project Update and Discussion” that covered the following topics:

- Background, overview, goals and timeline of the City’s Climate Action Plan (CAP)
- Synergy between the City’s CAP and Environmental Sustainability Plan (ESP)
- Breakdown of Coquitlam’s carbon pollution, greenhouse gas (GHG) emission sources and emission reduction targets
- CAP priority areas and next steps

Councillor Trish Mandewo, Chair, arrived to the meeting at this time (7:09 p.m.).

Discussion ensued relative to the following:

- Barriers to *how we build* CAP priority, including high cost of installing heat pumps in condominiums and lack of rebates, community bylaws and warranties inhibiting heat pump installation at condominiums, traffic congestion and lack of sufficient transportation infrastructure, cars being more convenient than public transportation, issue of public safety on public transportation and reluctance to use other transportation options, strata rules and infrastructure capacity hindering installation of electric vehicle (EV) chargers and the reluctance of single family homes to install alternative heating sources
- Barriers to *how we move* CAP priority, including safety and congestion issues on City roads and highways
- Barriers to *how we consume* CAP priority, including lack of awareness regarding thrifting and reusing items and inaccessible thrift stores
- Barriers to *how we steward* CAP priority, including cutting down trees to build more homes and lack of education regarding wildlife concerns
- CAP GHG emission data sources and what is measured

- The possibility of the City advocating for rebates to install heat pumps in condominiums
- City efforts to address transportation challenges such as traffic bottlenecks on Highway 1
- Maintaining space for cars while providing alternative low-carbon modes of transportation
- Possible legislation to retrofit older buildings with heat pumps and other low-carbon heating systems
- The necessity for more information and supports for stratas to transition to heat pumps
- Hydrogen fuel cell technology as a viable alternative form of energy and whether the City is considering this technology
- The possibility of utilizing accredited busses to drive children to school and reduce traffic congestion
- Whether the City is creating natural pathways for wildlife to pass through urban areas undisturbed
- Reimagine Institute's "Thing Library", a library of things where people can borrow items instead of buying them
- Metro Vancouver's Metro 2050 – Regional Growth Strategy and whether the City's climate goals align with the Strategy
- How the City's CAP GHG emission reduction targets are formulated and whether other jurisdictions are considered
- The City's E-Scooter Pilot Program and concerns regarding e-scooters, including improper storage, users going too fast and collisions with other sidewalk users

Councillor Trish Mandewo, Chair, left the meeting at this time (7:46 p.m.).

### 3. **Business Improvement Areas Update**

The Acting Manager Economic Development and Business Growth Manager provided a presentation entitled "Business Improvement Areas (BIAs): Support for Local Entrepreneurship" that covered the following topics:

- Overview, background, examples and costs of Business Improvement Areas (BIAs)
- Potential BIAs in City Centre, Maillardville and along United Boulevard and North Road
- The difference between a BIA and a chamber of commerce
- BIA business promotion scheme key components, including beautification projects, heritage conservation projects, graffiti removal, carrying out local studies and supporting businesses
- BIA governance model and applicable regulations such as the *Community Charter*
- Background, overview, accomplishments and future initiatives of the Austin Heights BIA

- Council support for establishment of additional Coquitlam BIAs
- The importance of business collaboration and cost sharing for BIAs

Discussion ensued relative to the following:

- The potential establishment of a business and community hub for local non-profits
- Demand and support for establishing BIAs in Coquitlam
- The possibility of creating an entertainment book regarding North Road
- The possibility of creating a marketing program as a component of BIAs to help promote small businesses
- Challenges for small businesses in BIAs and fees being the main reason for business reluctance to join BIAs
- Who can vote to establish a BIA

#### **4. Economic Development Strategy Update**

The Acting Manager Economic Development and Business Growth Manager provided a presentation entitled “Economic Development Update” that covered the following topics:

- Background, overview and key action items of the City’s Economic Development Strategy (EDS)
- EDS Competitive Study (2024) key components and goals
- Continued demand for office space particularly beyond downtown Vancouver
- The City’s business promotional marketing materials including branding, microsite for economic development and sales materials
- Community feedback opportunities for local businesses
- Details, logistics and examples of early stages and findings of the Economic Development Business Visitation Program

JJ Lee left the meeting at this time (8:36 p.m.).

- Local businesses actively recruiting graduates from local universities
- Breakdown of presently in-demand jobs and specializations based on completed business visits
- Assisting local businesses with acquiring talent, research and development and market access

Discussion ensued relative to the following:

- How the EDS research data is stored
- The importance of leveraging EDS research data to create tangible goals
- The importance of working with major employers to recruit local talent
- Whether local businesses are open to hiring immigrants and newcomers
- Local business hiring trends and challenges of retaining staff

- Challenges of hiring immigrant talent, including matching foreign qualifications with local requirements

## 5. Committee Members' Roundtable / Emerging Issues

The Chair invited the Committee members to share information and emerging issues from the community.

The following information was shared:

- How the City can collaborate with local businesses to promote public safety
- Concern regarding recent public safety events in Coquitlam
- The possibility of community partnerships with the RCMP
- The desire for information or a City pamphlet on local hiking trails in Coquitlam

### OTHER BUSINESS

**NEXT MEETING DATE – Wednesday, November 29, 2023**

### ADJOURNMENT

The meeting adjourned at 8:56 p.m.

### MINUTES CERTIFIED CORRECT:

\_\_\_\_\_  
Steve Kim, Vice Chair

\_\_\_\_\_  
Caley Amundsen, Committee Clerk






**EDAC**  
**Streetscape Enhancement Program Update**

     | [coquitlam.ca](https://coquitlam.ca)

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**Themes and Funding**



**Coquitlam**

1



## Murals



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2

# Murals



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## Feature Lights - Brunette & City Centre



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4

## Gateway Sign Lights - Lougheed



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## Place-making & Architectural



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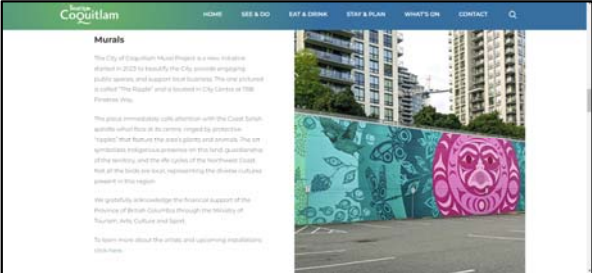
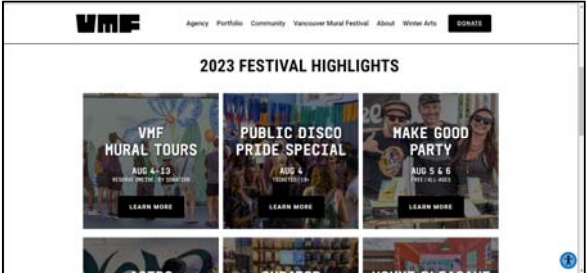
## Decorative Bike Racks & Benches



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# Promotions and Marketing



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# Final Thoughts

[f](#) [t](#) [i](#) [v](#) [i](#) | [coquitlam.ca](https://coquitlam.ca)

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## Mural Bonus



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## Filming in Coquitlam EDAC Update 2023



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## Filming in BC

### British Columbia

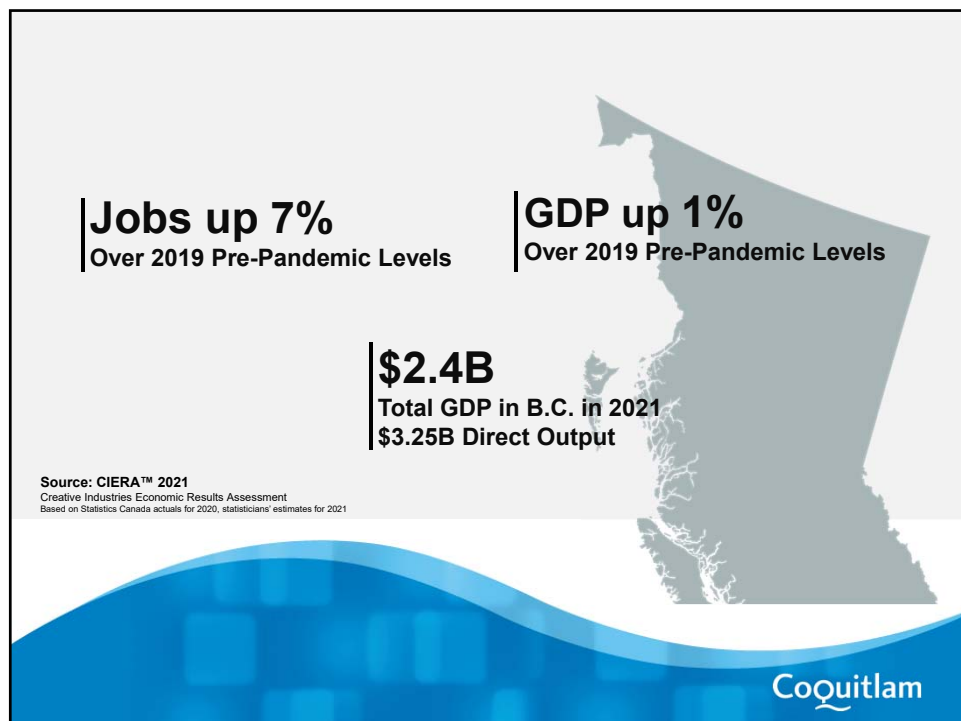
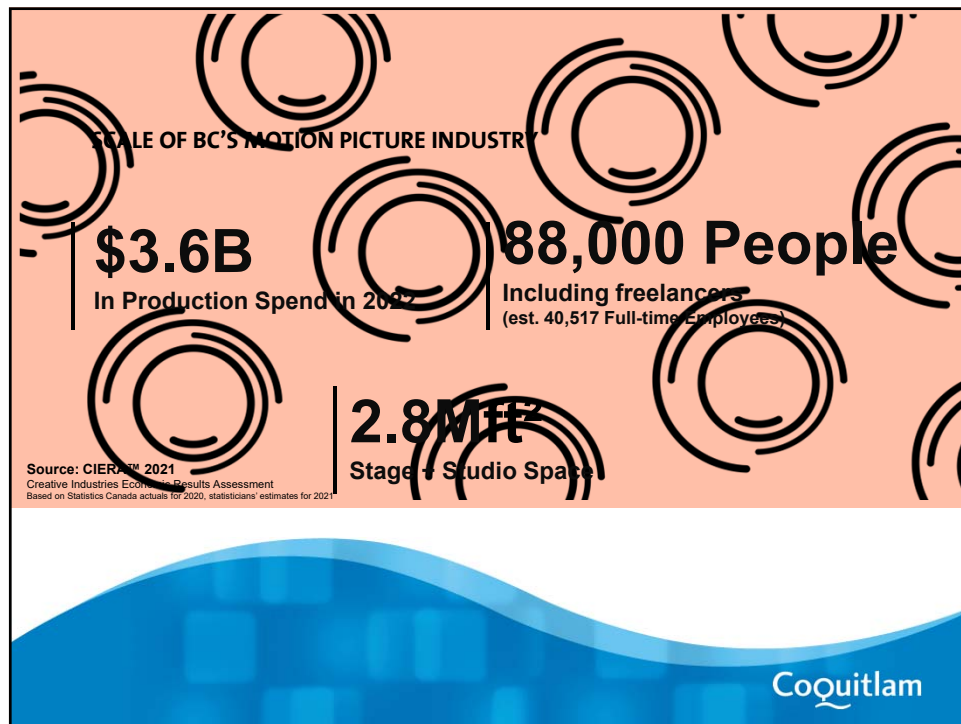
- 2022 – an estimated 235 businesses delivered expert capabilities to motion picture production

### Metro Vancouver Region

- 3rd largest full-service motion picture production centre in North America
- 13.6% increase in spending over the past decade



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## PRODUCTIONS IN BC

### PRODUCTIONS 2022

212

### PRODUCTIONS 2023

128

**\*\*Not including animation, VFX, and independent work (music videos, documentaries and commercials)**

The WGA and SAG-AFTRA strikes taking place in the U.S. have had a negative impact on British Columbia's film and television industry, particularly on U.S. productions doing business in B.C. where SAG-AFTRA members are employed. Additionally, B.C. productions employing SAG-AFTRA members are also being significantly impacted. Together, these productions represent the majority of filming activity in B.C.

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**Funding Program in partnership with  
BC Hydro**

- Delivered by Reel Green™'s Clean Energy Committee
- The Clean Energy Fund invests up to \$2,500 in electric grid tie-in projects to reduce greenhouse gas emissions in high-volume filming areas



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# Coquitlam Film Strategy & EDS

## Coquitlam Film Strategy

3 Key Areas of Focus:

- Program Management & Improvements
- Retention & Expansion
- Marketing & Attraction

## Economic Development Strategy

- Identifies Film and the Creative Industries as an area of strength and future growth for the City
- Creative Industries directly employed an estimated 2,400 residents within the City of Coquitlam according to Creative BC



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# Reconciliation

## səmiqʷəʔelə (Suh-MEE-kwuh-EL-uh)/Riverview

- One of the most popular film locations in BC
- Province is creating internships with a focus on providing industry training, initially targeted to kwikwəʔəm members.
- Senior order of governments are currently in negotiations regarding kwikwəʔəm's land claim to səmiqʷəʔelə / Riverview lands; outcome will impact any future redevelopment process.



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## Top Locations



Widgeon Marsh



Mundy Park



semiqwə?elə - Riverview



Upper Coquitlam River Park



Town Centre Park

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## Filmed in Coquitlam



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## Coquitlam Film Permitting

- Coquitlam continues to be a popular destination for film, television and commercial production
- The pandemic and current labour interruptions notably effected permits issued
- Long-term outlook remains positive

**Coquitlam's Film Statistics 2018-2023**

Month End Totals	Inquiries	Issued Permits
2018	509	138
2019	739	169
2020	621	58
2021	549	109
2022	510	102
YTD 2023	207	37

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## Financials

- 2023 film revenues negatively impacted by strike action
- Expected to rebound in 2024



**Coquitlam's Film Revenues**

Month End Totals	Total Revenues
2018	147,697
2019	151,298
2020	82,882
2021	83,989
2022	175,589
YTD 2023	82,544

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## Opportunities



- Demand for On-Site Electrical Power
- Streaming TV Series vs Feature Films
- Film Tourism
- Marketing and Promotion

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## Challenges



### **Studio Space – Lack of Industrial Lands**

Restrict opportunities with historically low vacancies and increased lease rates.



### **Workforce**

Waiving fees for student-led productions are challenged by an aging demographic and general shortage of skilled labour in film production.

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## Questions



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## 2023 Year-End Review & 2024 Work Plan Discussion

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## Presentation Objectives

1. 2023 Year-End Review & Highlights
2. 2024 Work Plan Discussion
3. EDAC 2024



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## 2023 Work Plan Overview

2023 Work Plan Items

Item	Department / Presenter	Comments (i.e. Initiated by, Council Priority Assignment A, B, C)
Committee Welcome & Orientation	Chair / Clerks	
2023 Committee Review and Feedback	Committee	
2023 Work Plan Approval	Committee / Staff	
Economic Development Strategy	Economic Development Staff	"B"
Tourism & Visitor Economy Update	Economic Development Staff	
Business Improvement Areas Update	Economic Development Staff/ BIA Staff	
Economic Development Competitiveness Study	Economic Development Staff	
Project Greenlight Update	Economic Development/Environment Staff	
Strategic Transportation Plan	EPW Staff	
Streetscape Enhancement Program	EPW Staff	
Emerging Issues (Standing Item)	Committee	
2023 Committee Review and Feedback	Committee	
2024 Work Plan Development	Economic Development/Clerks	

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## Economic Development Strategy



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# Economic Development Strategy



## ADVANCED MANUFACTURING

- Advanced Construction Materials
- Food & Nutrition



## CREATIVE & CULTURAL

- Film Production
- Visual & Digital Effectst

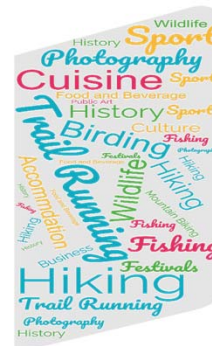
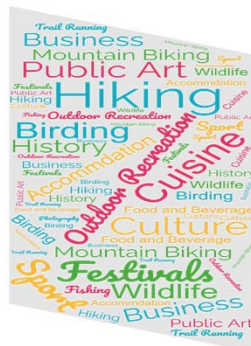


## NATURE & ENVIRONMENT

- Tourism
- Clean Tech

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# Coquitlam Visitor Economy



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## The Coquitlam Visitor Economy – Product Development

### Marcon Hotel and Conference Centre

- 152 room hotel in City Centre
- 10,000 sq. ft. conference centre
- Mixed use with residential, retail, public art, office space



## The Coquitlam Visitor Economy – Product Development

### Existing Event Support:

- Festival du Bois
- ScotFest BC
- Sport Tourism

### New Event Attraction:

- Caribbean Days Festival
- BC Dumpling Festival
- HollyDaze in the Heights
- Coquitlam Craft Beer Festival



## Partnerships

- **Destination BC**
  - Scenic Route 7
  - WestCoastFoods.ca
  - BC Ale Trail
- **Tri Cities Chamber of Commerce**
  - Taste of the Tri Cities
  - Shop Local
- **Coquitlam Heritage**
  - Visitor Booth
  - Walking Tours
- **Austin Heights BIA**
  - Public Art
  - Marketing
  - Events

WESTCOAST FOOD



SCENIC ROUTE 7

THE  
BC ALE TRAIL

ARRIVE THIRSTY, LEAVE INSPIRED.



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## Business Promotion Scheme

Beautification Projects

Conserving Heritage Properties

Graffiti Removal

Carrying out local studies and reports

Encouraging business



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## North Road BIA

### Establishment Checklist:

- Local Champion Identified: Vanessa Wideski
- Proposed Catchment Area Defined
- Membership Engagement Initiated:
  - Business Walk
  - Business Meet & Greet

### Next Steps:

- Establish Board of Directors
- Draft Business Plan
- Present to Council



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## Business Visitation Programs

- Pulse on the local business community
- Connecting local needs with regional innovation ecosystem partners
- Access to a City Staff Liaison
- Local Economic Program Development Opportunities
- Celebrating local innovation and successes

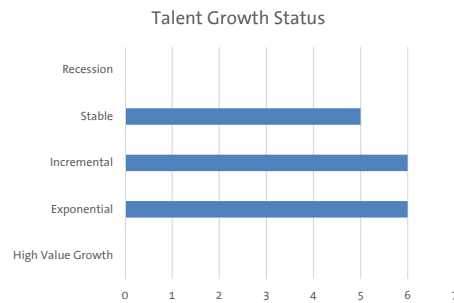


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## Local Talent Highlight

**20% Increase**  
in talent demands over next 12 months

### University Recruitment



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## 2024 WorkPlan Discussion

Item	Priority Assignment (High, Low)
Develop Festivals & Events Strategy	
Corporate Partners Program Update	
Economic Development Competitiveness Study	
Support the Establishment of Business Improvement Areas	
Launch Coquitlam's Business Visitation Program	
Initiate the development an Investment Promotion Strategy	
Collaborate Regionally and Advocate Locally for Investment Attraction	
Collaborate with local hotel and hospitality industry for additional hotel developments	

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## Questions?

**Eric Kalnins**

Acting Manager, Economic  
Development

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[ekalnins@coquitlam.ca](mailto:ekalnins@coquitlam.ca)



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## 2024 WorkPlan Discussion

**MentiMeter Survey**



1. Go to [Menti.com](https://menti.com)
2. Type in code: 2665 3383

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