

## MULTICULTURALISM ADVISORY COMMITTEE

DATE: Wednesday, June 19, 2024

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

PLACE: Council Committee Room, Coquitlam City Hall

### CALL TO ORDER

### ADOPTION OF MINUTES

**1. Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, April 17, 2024**

*Recommendation:*

That the Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, April 17, 2024 be approved.

### NEW BUSINESS

**2. Festivals and Events Strategy Update (Presentation by the Tourism and Visitor Economy Manager)**

7:05 – 7:30 p.m. (25 minutes)

**3. Canada Day Update and Volunteer Sign-up (Introductory Comments by the Community Social Development Manager)**

7:30 – 7:35 p.m. (5 minutes)

**4. Cultural Understanding Project Sub-Committee Update – Standing Agenda Item (Introductory Comments by the Sub-Committee Lead)**

7:35 p.m. – 8:00 p.m. (25 minutes)

**5. Committee Members' Roundtable / Multicultural Communities and Emerging Issues (Standing Agenda Item)**

8:00 – 8:50 p.m. (50 minutes)

### OTHER BUSINESS

**NEXT MEETING DATE – Wednesday, September 25, 2024**

### ADJOURNMENT



**MULTICULTURALISM ADVISORY COMMITTEE**  
**Wednesday, April 17, 2024**

A Regular Meeting of the Multiculturalism Advisory Committee convened on Wednesday, April 17, 2024 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 Robert Mazzarolo, Chair  
Councillor Brent Asmundson, Vice Chair  
Simin Ahmadian, Citizen Representative  
Shannon Alves, Citizen Representative  
Carolina Echeverri, Citizen Representative  
Silvia Luigia Camolese, Citizen Representative  
Honore Gbedze, Citizen Representative  
Arun Ghag, Citizen Representative  
Ann Johannes, Citizen Representative  
Nikki Kasravi, Citizen Representative  
Bitra Rezaei, Citizen Representative  
Lucie Wee, Citizen Representative

GUESTS: Stefani Ekeli, Metro Vancouver  
James Stiver, Metro Vancouver

STAFF: Zeralynne Te, Community Social Development Manager  
Laura Sampliner, Environmental Sustainability Manager  
Doron Fishman, Park Planning and Design Manager  
Leila Todd, Senior Project Manager  
Andrea Spakowski, Planning Assistant I  
Caley Amundsen, Committee Clerk  
Julia Power, Committee Clerk

**CALL TO ORDER**

**ADOPTION OF MINUTES**

**1. Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, February 21, 2024**

The Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, February 21, 2024 were approved.

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**NEW BUSINESS****2. Metro Vancouver Social Equity Project**

Stefanie Ekeli, Regional Planner, and James Stiver, Division Manager – Regional Land Use Policy, Metro Vancouver provided a presentation entitled “Social Equity in Regional Growth Management” that covered the following topics:

- Background of Metro Vancouver, including purpose, mandate, plans and policies, history of regional planning projects, regional planning principles, role in social equity, sub-committees and climate change lens
- Overview of Metro Vancouver’s Metro 2050: Regional Growth Strategy, including purpose, goals, timeline, community partnerships, social equity definition, equality versus equity, the necessity of social equity and regional planning and synergy with other Metro Vancouver plans
- Overview of Metro Vancouver’s Social Equity and Regional Growth Study, including purpose, timeline, data methodology and breakdown, Inequity Index map, Ethnic Diversity Index, Urban Tree Planting Priority map and Social Equity report links and data

Discussion ensued relative to the following:

- Concern regarding the recent Provincial housing legislation, Bills 44, 46 and 47, and implications for municipal and regional planning in Metro Vancouver
- Metro Vancouver's inquiry into the Province's influence on municipal planning concerning jurisdictional boundaries and restrictions, emphasizing the significance of municipalities presenting a cohesive message to the Province
- Whether Metro Vancouver will be supporting the City in terms of infrastructure and utility planning for future decades

**3. Climate Action Plan**

The Environmental Sustainability Manager provided a presentation entitled “Climate Action Plan: Phase 3 Project Update and Engagement Highlights” that covered the following topics:

- Overview of the City’s Climate Action Plan (CAP), including purpose, timeline, proposed priority areas, long-term approaches and structure, synergy with other City policies and plans, results and key takeaways from the City’s 2023 Climate Action Plan Survey, motivators and challenges for climate action, next steps, community partnerships, consultation with k<sup>w</sup>ik<sup>w</sup>əłəm and desire for Committee feedback

Discussion ensued relative to the following:

- Concern regarding language barriers impacting resident participation in CAP surveys and other engagement opportunities
- City translation programs and resources that provide information in multiple languages to residents

- Desire for the City to partner with School District No. 43 (SD43) to provide environmental sustainability and climate change education

Bitia Rezaei left the meeting at this time (7:45 p.m.).

#### **4. Fraser Mills Project Update**

The Park Planning and Design Manager and Senior Project Manager provided a presentation entitled "Fraser Mills Public Amenities Update" that covered the following topics:

- Overview of City's Fraser Mills Development Project (hereon "the Project"), including purpose, site location, timeline, details of developer agreement, community centre and park amenities, desire for Committee feedback, synergy with other City policies and plans, public art themes and collaboration with kwikwəłəm

Discussion ensued relative to the following:

- Challenges of amalgamating different amenities at individual community centres and City efforts to provide amenities tied to population growth
- The impact of recent Provincial housing legislation, Bills 44, 46 and 47, on City's ability to provide community amenities
- Desire for the Project's amenities to include space to host large cultural festivals and events, covered areas, proposed riverside trail network to extend into neighboring municipalities and public transit infrastructure options
- Concerns regarding the Project, including challenges of extending proposed riverside trail network into neighboring municipalities, proposed community centre square footage and lack of ice sheets
- The Project, including condominium and park development timeline, population projections and Coquitlam Public Library's (CPL) Library Link to provide mobile services at the site

Carolina Echeverri left the meeting at this time (8:00 p.m.).

#### **5. Canada Day 2024 Event Planning – MAC Booth**

The Planning Assistant 1 provided a presentation entitled "Canada Day 2024" that covered the following topics:

- Overview of the City's Canada Day 2024 event, including 2022/2023 attendance statistics, purpose of the MAC Booth, past engagement activities, breakdown of survey results and methodology, proposed public engagement activities for 2024, 2023 immigration statistics from Statistics Canada and desire for Committee feedback

Discussion ensued relative to the following:

- The MAC booth, including size, whether it will be shared with City's Community Planning Division, presentation of data, Committee desire to provide handouts and promotional materials and possibility to display quick-response (QR) codes that share immigration statistics

- Committee desire for event itinerary to be shared in advance of event
- City efforts to reduce garbage at Canada Day events by limiting handouts
- Potential for City's Canada Day event advertising to be displayed in multiple languages

**6. Cultural Understanding Project Sub-Committee Update**

This item was deferred to the next meeting.

**7. Committee Members' Roundtable / Multicultural Communities and Emerging Issues**

The Chair invited Committee members to share details regarding upcoming events or emerging issues in their communities.

The following information was shared:

- Coquitlam Public Library (CPL) Brave Spaces Speaker Series on May 1 and May 15, 2024 at City Centre Branch
- TED 2024 event from April 15 to 19, 2024 at Vancouver Convention Centre
- Tri-Cities Literacy Committee Services Fair for Newcomers event on May 7, 2024 from 10:00 a.m. to 3:00 p.m. at Evergreen Cultural Centre

**OTHER BUSINESS**

**NEXT MEETING - Wednesday, June 19, 2024**

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**ADJOURNMENT**

The meeting adjourned at 8:36 p.m.

**MINUTES CERTIFIED CORRECT:**

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Robert Mazzarolo, Chair

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Caley Amundsen, Committee Clerk

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Julia Power, Committee Clerk



## Multiculturalism Advisory Committee

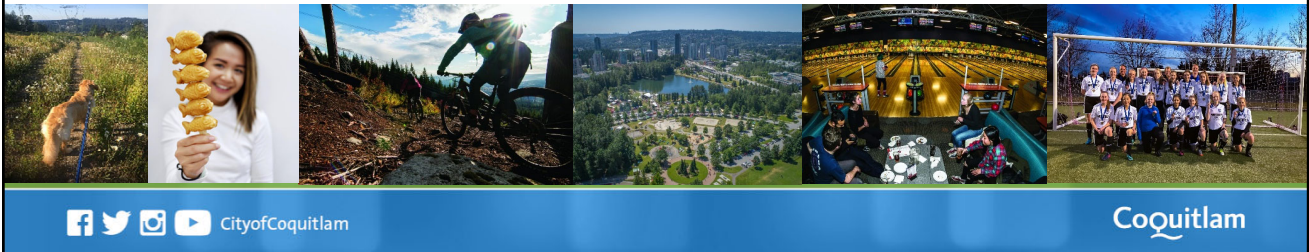
June 19, 2024

## Agenda

- Introduction
- Economic Development Strategy Update
- Festivals and Events
  - Community Led
  - City Led
- Festival and Events Strategy Update

# What is Economic Development?

- Economic Development is programs, policies or activities that seek to improve the economic well-being and quality of life for a community.
- What “economic development” means to you will depend on the community you live in. Each community has its own opportunities, challenges and priorities.



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# Economic Development Division

- Tourism & Visitor Economy
  - Festivals and Events
- Corporate Partnerships
- Film & Creative Industry
- Economic Development



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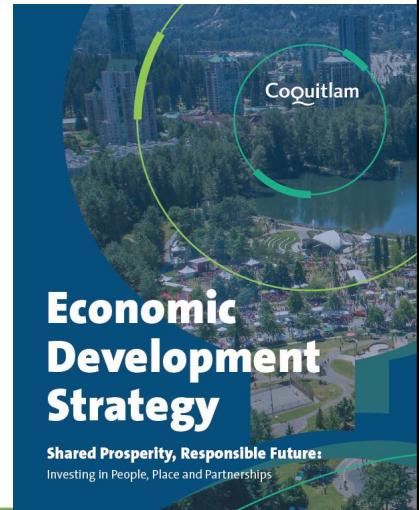
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# Economic Development Strategy

MAC Consulted in May, 2022  
Council approved in May, 2023

- Three Themes to the Strategy:
  - People
    - Key goal “Develop Coquitlam’s Identity as a Cultural and Economic Hub north of the Fraser”
  - Place
  - Partnerships



# Multiculturalism & Economic Development

Economic Development

- Quality of Life
- Social Fabric
- Local Employment



Adapted from the California Association of Local Economic Development

# Key Sectors Identified



## ADVANCED MANUFACTURING

- Advanced Construction Materials
- Food & Nutrition



## CREATIVE & CULTURAL

- Film Production
- Visual & Digital Effectst



## NATURE & ENVIRONMENT

- Tourism
- Clean Tech

# Coquitlam Visitor Economy



# Community Led Events

- Festival du Bois
- Fire Festival
- Diwali Fest
- Festival Coquitlam
- ScotFestBC
- Caribbean Days Festival
  - Sat July 27 – Sun July 28
- BC Dumpling Festival
  - Sat Aug 10
- Plus Many more!



## City-led Summer Events and Programs

- **Canada Day**
- **Summer Concert Series**
- **Block Parties**





# City of Coquitlam CANADA DAY

PRESENTING  
PARTNER

MARCON

**July 1, 2024**  
**12 – 10:30 p.m.**  
**Fireworks at 10 p.m.**  
[Town Centre Park](#)



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COQUITLAM CANADA DAY 2024	
STAGE SCHEDULES - FINAL	
<b>MAIN STAGE SCHEDULE</b>	
12:00 - 12:30 PM	Opening Ceremony - Protocol & Traditional Performance
12:35 - 1:00 PM	Dignitary Remarks
1:00 PM - 1:10 PM	O Canada - Marie Hui
1:30 PM - 2:00 PM	Emilyn - Coquitlam Based
2:30 PM - 3:00 PM	Eagle Ex Machina
4:30 PM - 5:30 PM	Non-Sweet
6:30 PM - 8:00 PM	The Harpoonist
8:30 PM - 9:55 PM	The Boom Booms
10:00 PM	Fireworks Soundtrack
<b>MEADOW STAGE SCHEDULE</b>	
2:00 - 2:30	Bollyfusion
3:00 - 3:25	Mike Battie
4:00 - 4:30	Ginalina
5:30 - 6:30	Kunda Culture
<b>ROVING PERFORMANCES</b>	
4 x 30 min	2 Canadian Jugglers
3 x 30 min	3 Canadian Stiltwalkers



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# Food & Beverage



# Free Programming



# Equity, Diversity and Inclusion



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**summer**  
concert series

Featuring 4  
concerts!

The graphic features three photographs: a large crowd of people sitting on bleachers at an outdoor concert, a musician playing a brass instrument on a stage, and a family of four sitting on a concrete ledge in a park setting.

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# Summer Block Parties



The graphic contains two photographs: a group of people gathered around a white and blue tent with 'FORTIS BC' and 'Tic Tac Know' branding, and a young boy in a grey t-shirt playing with a tall stack of wooden blocks.

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# Promotion and Support

- Social Media: @visitcoquitlam
- Website: visitcoquitlam.ca
- Blogs
- Marketing Partners
- Festival Funding



# What's Next ?

- Festivals and Events Strategy to commence Fall 2024
- Public Consultation and Committee Consultations in 2024/2025





# Thank you

Eric Kalnins

Manager, Economic Development

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Heidi Hughes

Tourism & Visitor Economy Manager

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