

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, June 28, 2023  
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 Economic Development Advisory Committee Meeting held on Wednesday, March 29, 2023**

*Recommendation:*

That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 29, 2023 be approved.

### NEW BUSINESS

- 2. Introduction of Business Growth Manager (Introductory Comments by the Acting Manager Economic Development)**  
7:05 – 7:10 p.m. (5 minutes)
- 3. 2024 – 2027 Strategic Plan Renewal: Opportunity for Input (Presentation and Engagement Exercise by the Director Corporate Planning and Project Manager – Corporate Planning)**  
7:10 – 7:30 p.m. (20 minutes)
- 4. Tourism and Visitor Economy Update (Presentation by the Acting Manager Economic Development)**  
7:30 – 8:00 p.m. (30 minutes)
- 5. Business Improvement Areas Update (Presentation by the Acting Manager Economic Development and Business Growth Manager)**  
8:00 – 8:30 p.m. (30 minutes)
- 6. Economic Development Strategy Update (Introductory Comments by the Acting Manager Economic Development)**  
8:30 – 8:50 p.m. (20 minutes)
- 7. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**  
8:50 – 9:00 p.m. (10 minutes)



**OTHER BUSINESS**

**NEXT MEETING DATE – Wednesday, September 27, 2023**

**ADJOURNMENT**

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
Wednesday, March 29, 2023**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, March 29, 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  
Councillor Steve Kim, Vice Chair  
Mohammad Darwish, Citizen Representative  
Emma Friess, Citizen Representative  
JJ Lee, Citizen Representative (arrived at 7:04 p.m.)  
Marion Lochhead, Citizen Representative  
Elizabeth Mayorga, Citizen Representative  
Deryck Persaud, Citizen Representative  
Matthew Sebastiani, Citizen Representative  
Vanessa Wideski, Citizen Representative  
Catherine Williams, Douglas College-Coquitlam Campus  
Kathryn Miller, Tri-Cities Chamber of Commerce

REGRETS: Zorica Andjelic, Citizen Representative  
Rohith Manhas, Citizen Representative  
John Toor, Citizen Representative

STAFF: Andre Isakov, Manager Economic Development  
Eric Kalnins, Tourism & Visitor Economy Manager  
Rachel Cormack, Legislative Services Coordinator  
Caley Amundsen, Committee Clerk

**CALL TO ORDER**

**1. Welcome and Roundtable of Introductions**

The Chair welcomed the new and returning members to the first meeting of 2023.

JJ Lee arrived to the meeting at this time (7:04 p.m.).

The Committee members and staff participated in a roundtable of introductions.

**ADOPTION OF MINUTES****2. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, September 28, 2022**

The Minutes of the Economic Development Advisory Committee meeting held on Wednesday, September 28, 2022 were approved.

**NEW BUSINESS****3. Committee Orientation**

The Committee Clerk provided the Committee with an orientation of its structure, mandate, and responsibilities by referencing an on-screen presentation and utilizing slides.

**4. Review and Adoption of the 2023 Economic Development Advisory Committee Work Plan**

The draft Work Plan was presented on-screen and the Manager Economic Development provided an overview of the proposed Work Plan items.

The Chair expressed expectations of members' in-person participation, if possible. Additionally, the Chair reminded Committee members of their role to represent the broader community.

Discussion ensued relative to the following:

- Priority scale relating to the City's Business Plan and Council classifying Economic Development as a "B" priority

The Committee endorsed the 2023 Work Plan and a copy is attached hereto, and forms a part of, these minutes.

The Committee recommended:

**COMMITTEE  
RECOMMENDATION**

That Council approve the 2023 Economic Development Advisory Committee Work Plan.

**5. Economic Development Strategy**

The Manager Economic Development utilized an on-screen presentation entitled "Draft Economic Development Strategy – Shared Prosperity, Responsible Future: Investing in People, Place & Partnerships" that covered the following topics:

- How the Economic Development Strategy (hereon "the Strategy") was formulated
- History of economic development in Coquitlam
- The current state of the Strategy

- Key goals, visions, concrete steps and challenges around implementation of the Strategy
- Feedback and survey results from community engagement opportunities for the Strategy
- Departments responsible for implementation of the Strategy
- Enhancing quality of life, job growth and economic prosperity in Coquitlam
- Private sector and its contributions to vital commercial services that citizens depend on
- Metro 2050, the Regional Growth Strategy
- Composition of land inventory within Coquitlam
- Breakdown of census data, demographics and population numbers
- Collaboration with various community groups, businesses and First Nations
- Key business sectors of focus
- COVID-19 pandemic and economic recovery

Discussion ensued relative to the following:

- Whether data exists about the percentage of individuals working from home in Coquitlam
- The opportunity to build more hotels in Coquitlam along with related challenges and barriers for developers
- City leveraging access to nature to attract residents and developers
- Uncertainty around hybrid work model trends, housing affordability and the implications for office space
- Potential utilization of shuttle buses to facilitate access to isolated industrial areas similar to the City of Burnaby
- Mixed-use buildings, redevelopments and their impacts on net employment
- Competition among municipalities for businesses and how Coquitlam could benefit from business hubs/clusters
- Business hubs within Coquitlam and the necessity of attracting an anchor to maintain them
- The desire for the City to work collaboratively with developers and technology companies to create projects that can accommodate their specific needs
- Coquitlam's participation in Project Greenlight
- Removing barriers to help incentivize business expansion and relocation to Coquitlam
- The management, costs and perceptions of Business Improvement Areas (BIAs)
- City Centre Area Plan and its vision
- Current status of entertainment amenities and the possibility of a future entertainment district
- The desire for Coquitlam to become more vibrant for evening social gatherings
- Opportunities for new park and outdoor spaces
- The Federal Government's Budget 2023 and its investments in green technology
- Film industry activities within Coquitlam

**6. Committee Members’ Roundtable / Emerging Issues**

The Chair invited the Committee members to share information and emerging issues from the community. The following topics and concerns were shared:

- The desire for the City to promote Canadian bands rather than bands from the United States at local events for cost-effective reasons
- Accessibility concerns regarding the Hardrock Casino and SilverCity as it relates to transit options for patrons and staff
- The Committee members’ desire to participate in development of a BIA on Coquitlam side of North Road
- Example of Downtown New Westminster BIA as a successfully developed and managed BIA

The Chair thanked the Committee members for their participation and discussion.

**OTHER BUSINESS**

**NEXT MEETING DATE – Wednesday, June 28, 2023**

**ADJOURNMENT**

The meeting adjourned at 8:59 p.m.

**MINUTES CERTIFIED CORRECT:**

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Trish Mandewo, Chair

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Caley Amundsen, Committee Clerk

## Economic Development Advisory Committee

### 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.

### 2023 Work Plan Items

| Item                                       | Department / Presenter                 | Comments<br>(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            |  |