

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
Wednesday, February 28, 2024**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, February 28, 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 Steve Kim, Chair  
Mohammad Darwish, Citizen Representative  
Emma Friess, Citizen Representative (arrived at 7:03 p.m.)  
JJ Lee, Citizen Representative (arrived at 7:02 p.m.)  
Marion Lochhead, Citizen Representative (arrived at 7:01 p.m.)  
Rohith Manhas, Citizen Representative (arrived at 7:23 p.m.)  
Elizabeth Mayorga, Citizen Representative  
Deryck Persaud, Citizen Representative  
Matthew Sebastiani, Citizen Representative  
John Toor, Citizen Representative  
Vanessa Wideski, Citizen Representative  
Catherine Williams, Douglas College-Coquitlam Campus

REGRETS: Councillor Trish Mandewo, Vice Chair  
Zorica Andjelic, Citizen Representative  
Kathryn Millar, Tri-Cities Chamber of Commerce

STAFF: Eric Kalnins, Manager Economic Development  
Edward Tain, Business Growth Manager  
Caley Amundsen, Committee Clerk

**CALL TO ORDER**

The Chair welcomed Committee members to the first meeting of 2024 and provided an Indigenous territorial acknowledgment.

Marion Lochhead arrived to the meeting at this time (7:01 p.m.).

**ADOPTION OF MINUTES****1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, November 29, 2023**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, November 29, 2023 were approved.

JJ Lee arrived to the meeting at this time (7:02 p.m.).

Emma Friess arrived to the meeting at this time (7:03 p.m.).

**NEW BUSINESS****2. Committee Welcome**

The Committee Clerk provided introductory comments relative to the 2024 Economic Development Advisory Committee (EDAC) Meeting Schedule, Committee member attendance expectations, conflict of interest and evacuation procedures.

**3. Review and Adoption of the 2024 Economic Development Advisory Committee Work Plan**

The draft 2024 Work Plan was presented on-screen and the Manager Economic Development and Business Growth Manager provided introductory comments that covered the following topics:

- Overview of 2024 Work Plan, including drafting process, Coquitlam Business Plan priority classifications, community partnerships, staff desire for Committee feedback and impact of recent Provincial housing legislation, Bills 44, 46 and 47, on Work Plan items

Rohith Manhas arrived to the meeting at this time (7:23 p.m.).

The Chair noted the importance of feedback and participation and encouraged Committee members to provide feedback to staff outside regular meetings in addition to the Committee Members' Roundtable.

Discussion ensued relative to the following:

- Corporate partnerships, including exploring corporate collaborations and sponsorships, balancing financial support for facilities with the optics of naming rights, ensuring alignment between corporate values and City values and offering public engagement for corporate sponsors

- Whether corporate partnerships/sponsorships and naming rights can alleviate budget constraints for City amenities and services and counteract increasing expenses
- The importance of inclusive recreation and identifying obstacles that impede resident participation in recreational programs such as program availability and costs

The Committee endorsed the 2024 Work Plan and a copy is attached hereto, and forms a part of, these minutes.

The Committee recommended:

#### **COMMITTEE RECOMMENDATION**

That Council approve the 2024 Economic Development Advisory Committee Work Plan.

#### **4. Introduction of Tourism and Visitor Economy Manager**

The Manager Economic Development provided a brief introduction of the Tourism and Visitor Economy Manager in her absence.

There were no comments from the Committee.

#### **5. Metro Vancouver Economic Development and Industrial Lands Update**

The Manager Economic Development and Business Growth Manager provided a presentation entitled “Economic Development Advisory Committee 2024” that covered the following topics:

- Overview and update of City strategies, including the Tourism Strategy, Festivals and Events Strategy, Corporate Partnerships Program, Economic Development Strategy and future Committee engagement opportunities for the Strategic Transportation Plan, Climate Action Plan and Waste Reduction Initiatives
- Overview of Metro Vancouver’s Invest Vancouver service, including organizational structure, mandate, purpose, strategic industries, research initiatives, community partnerships, events and synergy with other Metro Vancouver initiatives
- Overview of Metro Vancouver’s Regional Lands Strategy – Bring to Market Initiative, including purpose, timeline, industrial land challenges and desire for community feedback

Discussion ensued relative to the following:

- The importance of reducing zoning barriers and creating multilevel industrial buildings and local distribution centres to maximize limited industrial space

- Identifying factors contributing to the ongoing industrial land shortage in Metro Vancouver and Coquitlam's initiatives to address this scarcity
- Industrial lands legislation and the importance of exploring updating City zoning to incentivize industrial development that will address community needs
- Consideration of the potential and obstacles associated with the City's exploration of commercial zoning revisions to enable mixed-use developments while emphasizing the necessity of preserving public spaces within such developments
- Impact of corporate tax rate on small businesses and the importance of the City mitigating corporate tax burden for small businesses
- The importance of learning from other jurisdictions regarding economic development policies and planning

The Chair expressed appreciation for Committee feedback and free-flow discussion.

## **6. Committee Members' Roundtable / Emerging Issues**

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

The following topics and concerns were shared:

- Potential for the City to collaborate with local churches to use donated lands for commercial activities and housing
- Matthew Sebastiani's involvement as a representative for the Coquitlam North Road Business Improvement Association (BIA)
- Background and challenges of former EDAC Technology Sub-Committee and the possibility of establishing a new sub-committee
- Staff desire for Committee support regarding marketing content that celebrates local business, non-profit and community group success
- The significance of fostering economic centres within mixed-use developments and highlighting the Committee's advocacy for such hubs
- Desire for targeted City initiatives and events to attract economic investment alongside municipal efforts to support the growth of home-based enterprises
- The importance of minimizing bureaucracy and desire for streamlining of business naming and licensing process
- Potential for the City to promote kwikwəłəm stories and businesses
- Exploring the prospects and hurdles of establishing a forthcoming entertainment district and nurturing a vibrant night economy in Coquitlam

The Manager Economic Development thanked Committee members for their participation and discussion.

**OTHER BUSINESS**

**NEXT MEETING DATE – Wednesday, April 24, 2024**

**ADJOURNMENT**

The meeting adjourned at 9:02 p.m.

**MINUTES CERTIFIED CORRECT:**

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Steve Kim, Chair

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Caley Amundsen, Committee Clerk