

**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

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- 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