

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
Wednesday, April 24, 2024**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, April 24, 2024 at 7:01 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  
Zorica Andjelic, Citizen Representative (arrived at 7:05 p.m.)  
Mohammad Darwish, Citizen Representative  
JJ Lee, Citizen Representative  
Marion Lochhead, Citizen Representative  
Rohith Manhas, Citizen Representative  
Deryck Persaud, Citizen Representative  
Vanessa Wideski, Citizen Representative  
Leslie Courchesne, Tri-Cities Chamber of Commerce  
Catherine Williams, Douglas College-Coquitlam Campus

REGRETS: Councillor Trish Mandewo, Vice Chair  
Emma Friess, Citizen Representative  
Elizabeth Mayorga, Citizen Representative  
Matthew Sebastiani, Citizen Representative  
John Toor, Citizen Representative

GUESTS: Jacquie Griffiths, President Invest Vancouver

STAFF: Eric Kalnins, Manager Economic Development  
Heidi Hughes, Tourism and Visitor Economy Manager  
Edward Tain, Business Growth Manager  
Laura Sampliner, Environmental and Sustainability Manager  
Laura Beattie, Environmental Sustainability Program Specialist  
Caley Amundsen, Committee Clerk  
Julia Power, Committee Clerk

**CALL TO ORDER**

The Chair provided an Indigenous territorial acknowledgement.

**ADOPTION OF MINUTES****1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 28, 2024**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 28, 2024 were approved.

**NEW BUSINESS****2. Introduction of Tourism and Visitor Economy Manager**

The Manager Economic Development provided a brief introduction of the Tourism and Visitor Economy Manager, Heidi Hughes

The committee welcomed Heidi and expressed appreciation of the future planning of festivals and events.

Zorica Andjelic arrived to the meeting at this time — 7:05 p.m.

**3. Invest Vancouver**

Jacque Griffiths, President Invest Vancouver provided a presentation entitled “Invest Vancouver” that covered the following topics:

- Overview of Invest Vancouver including, relevant background, population and GDP statistics, organizational structure and goals for 2024
- Highlighted Coquitlam’s key industries; high tech, green economy and digital media and entertainment

Discussion ensued relative to the following:

- Concerns including, the lack of hotels and short term rentals for tourism and temporary workers, the implications of new Provincial housing legislation Bills 44, 46 and 47 on international investment, whether Invest Vancouver will assist with voicing these concerns to the provincial government
- The desire to know factors that multi-national investors consider when operating in a given region, an availability of skilled workers and the cost of operating in a given region
- Committee desire to appeal to growing industries such as Agri-Tech and Nutraceuticals for relationship-building outside the boundary of Metro Vancouver, in particular a partnership with the Fraser Valley Regional District (FVRD) and continued worker development through post-secondary education to develop a stronger workforce

#### 4. Environmental Sustainability Implementation and Climate Action Plan Update

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

- Overview and updates of the City’s Climate Action Plan (CAP) including, vision, timeline, objectives, and targets, as well as acknowledging challenges and incorporating feedback from public engagement sessions, and next steps in consulting with kwikwəłəm First Nation

Discussion ensued relative to the following:

- The importance of promoting climate action through educating youths, using social media to spread awareness of climate action initiatives and encouraging thrifting and a circular economy
- Committee desires including, establishing a form of local “currency” that can be used at small businesses, hosting a car-free day, publically funded waste disposal for businesses, repurposing materials from tear-down projects and demolitions and improving legislation surrounding tree preservation
- Committee acknowledged that some climate action initiatives may lead to additional costs for businesses (i.e. abolishing single-use plastics)
- BC Green Business will assess the sustainability of a business, making it easier for business owners to understand where improvements can be made
- Concerns regarding the loss of trees due to the requirements of new Provincial housing legislation, Bills 44, 46 and 47 having implications for tree preservation, storm water run-off and public green spaces

#### 5. Economic Development Microsite

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

- Overview of the proposed Coquitlam Economic Development website including, funding, timeline, case studies and key takeaways
- Successful Federal CanExport grant funding, alongside the Council's approved matching fund, facilitating the development of a website aimed at promoting economic development in Coquitlam and foreign direct investment opportunities

Discussion ensued relative to the following:

- Committee suggestions included, establishing a creative name for the site, having a property-search feature, leveraging the current skillset of Coquitlam workers and industry, with the website being developed by a local company
- Concerns that the budget will not adequately cover both the initial start-up costs and ongoing maintenance of the website

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

The Chair invited Committee members to share information and emerging issues from their communities.

The following information was shared:

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- The Tri-Cities Chamber of Commerce Economic Summit on Tuesday, May 14, 2024 at Westwood Plateau
- The Tri-Cities Chamber of Commerce Business Excellence Awards Gala on Saturday, April 27, 2024 at the Great Canadian Casino, Vancouver
- Women in Business golf event, Swing into Spring on Thursday, May 30, 2024 at Westwood Plateau

**OTHER BUSINESS**

**NEXT MEETING DATE - Wednesday, July 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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Julia Power, Committee Clerk