

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, May 21, 2025

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, May 21, 2025 at 7:01 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

**Indicates Virtual Attendance*

COMMITTEE MEMBERS: Councillor Robert Mazzarolo, Chair
Councillor Teri Towner, Vice Chair
Laurel Alexander, Citizen Representative
Mohammad Darwish, Citizen Representative
Yasmin Jalali, Citizen Representative
Marion Lochhead, Citizen Representative
Amanda Maharaj, Citizen Representative
Jennifer Mckinnon, Tri-Cities Chamber of Commerce
Nicole Paul, Citizen Representative
Deryck Persaud, Citizen Representative
Araz Rismani, Citizen Representative
Catherine Williams, Douglas College Coquitlam Campus

ABSENT: Mohammad Darwish, Citizen Representative
Haley Hodgson, Citizen Representative
Matthew Sebastiani, Citizen Representative
Jacqueline Wan, Citizen Representative

GUESTS: Tom Richards, CEO, SetSail (re Item 2)*

STAFF: Eric Kalnins, Senior Manager Economic Development
Heidi Hughes, Manager Tourism and Visitor Economy
Edward Tain, Manager Business Growth
Bryan Leung, Committee Clerk

CALL TO ORDER

The Chair called the meeting to order at 7:01 p.m. and provided an Indigenous territorial acknowledgement.

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 26, 2025

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 26, 2025 were approved.

NEW BUSINESS

2. Economic Development Microsite Update

The Senior Manager Economic Development and Manager Business Growth gave a presentation entitled “Economic Development Advisory Committee” and referred to slides contained in the agenda package.

Tom Richards, CEO SetSail Marketing, gave a presentation entitled “Invest Coquitlam” and referred to slides contained in the amended agenda package.

Discussion ensued relative to the opportunity to add website content that is specific to attracting international investment by highlighting the City’s diversity and skilled workforce.

Tom Richards, CEO SetSail Marketing, left the meeting at this time and did not return. (7:24 p.m.)

3. Business Enterprise Zone Discussion

The Senior Manager Economic Development and Manager Business Growth gave a presentation entitled “Business Enterprise Zone Review” and referred to slides contained in the agenda package.

Discussion ensued relative to the following:

- Challenges with integrating residential units in industrial zoned spaces.
- Opportunity to explore increased industrial density via stacked warehousing.
- Staff continue to explore viability of stacked industrial for employment generating uses.

4. Festivals and Events Update

The Manager Tourism and Visitor Economy gave a presentation entitled “The Role of Festivals and Events” and referred to slides contained in the agenda package.

Discussion ensued relative to the following:

- Opportunity to include live camera feeds to the City’s festival website to help inform visitors about events in real-time.
- Whether the City leads the marketing for Evergreen Cultural Centre.
- Opportunity to create an early New Year’s Eve countdown at Lafarge Lake to provide a unique event for families in Metro Vancouver, similar to Vancouver Fraser Port Authority’s past event, and consideration of an exemption for the Noise Regulation Bylaw to allow late-evening New Year’s Eve events at Lafarge Lake.
- Opportunity to further promote that the Lights at Lafarge extends into February to potentially attract more visitors to the City.
- Opportunity to market the event on social media through a series of videos documenting the set-up of the lights (time lapse).
- Opportunity to set-up an information board at Lights at Lafarge that would provide a space for information to be shared about nearby activities and restaurants.
- Funding sources for City-led events (sponsorship).
- Opportunity for enhanced marketing for Lights at Lafarge, including partnering with content creators to reach a wider audience and having sponsored warming stations with advertising opportunities.
- Opportunity to understand the economic impact of festivals on local businesses before and after events and how to get people into the downtown business core before or after events.

5. Committee Members’ Roundtable / Emerging Issues (Standing Agenda Item)

Discussion ensued relative to the following:

- Opportunity for the City to incentivize a greater diversity of ground floor level businesses in new developments.
- Opportunity to curate the types of businesses that will occupy commercial space in the upcoming Burke Mountain Village project.
- Opportunity to promote Burke Mountain as a mountain biking and/or nature hub to drive local tourism to the area and economic activity.
- Opportunity to partner with the Province of British Columbia to further develop Pinecone Burke Provincial Park as a tourism destination and provide washroom facilities and other infrastructure.
- Opportunity to create “light corridors” that create road pathways into Lights at

Lafarge, similar to Burnaby's Hastings Street.

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, July 23, 2025

ADJOURNMENT

The meeting adjourned at 9:00 p.m.

MINUTES CERTIFIED CORRECT:

Councillor Robert Mazzarolo, Chair

Bryan Leung, Committee Clerk