

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**Wednesday, July 27, 2022**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, July 27, 2022 at 7:04 p.m. in the Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS: Councillor Trish Mandewo, Chair  
Councillor Steve Kim, Vice Chair  
Paul Choi  
Leslie Courchesne, Tri-Cities Chamber of Commerce  
Mohammad Darwish  
Lilian Kan  
JJ Lee (arrived at 7:26 p.m.)  
Mathew Sebastiani  
Catherine Williams, Douglas College Coquitlam Campus

REGRETS: Zorica Andjelic  
Marko Dekovic  
Emma Friess  
Alice Hale

ABSENT: Marcelo Machado

STAFF: Andre Isakov, Manager Economic Development  
Dragana Mitic, Manager Transportation  
Glen Chua, Major Project Planner  
Julie Hunter, Committee Clerk

**CALL TO ORDER**

**ADOPTION OF MINUTES**

**1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 25, 2022**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 25, 2022 were approved.

## NEW BUSINESS

### 2. Strategic Transportation Plan

The Major Project Planner and the Manager Transportation utilized an on-screen presentation entitled “Strategic Transportation Plan Update” and referred to slides titled as follows:

- Agenda
- What is the Strategic Transportation Plan?
- What is the Strategic Transportation Plan (STP)?
- Why are we updating this Plan?
- Changing Landscapes
- Changing Industry Standards
- Emerging Transportation Trends
- E-Mobility Strategy – 4 Themes
- Alignment with City priorities
- Integration with Regional Transportation Plans
- Project Timeline
- 5 Phases for STP Update
- Community Engagement
- Engagement Opportunities
- Strategic Transportation Plan
- Thank You

Discussion ensued relative to the following:

- The various phases of the project
- The desire for transportation plans routinely expressed by the public at Public Hearings
- The understanding that staff are continually updating the STP
- The various traffic models put forward by higher levels of government
- Projected traffic models related to future development
- The belief that mobility is critical to economic vitality
- The importance of transportation to livability and affordability
- Various micromobility options
- Government investment in rapid transit
- The desire to develop more office and commercial space in proximity to rapid transit
- The understanding that transportation is the second largest household expense and the impact of transportation on affordability
- The vision for Coquitlam as the regional centre north of the Fraser River
- Opportunities for economic development in hubs around transit stations
- The transportation challenges in areas far from rapid transit
- The desire that strata properties install electric vehicle charging stations
- The importance of supporting the existing businesses in areas where transportation infrastructure is under development
- The benefits to Coquitlam of advocating for the expansion of Skytrain eastward north of the Fraser River
- The parking challenges resulting from construction activity

- Appreciation for the City's Official Community Plan and development planning in creating walkable neighbourhood areas
- Resources and opportunities to reach businesses through the Tri Cities Chamber of Commerce
- The need to update City bylaws with respect to the operation of E-scooters on roads
- The understanding that Council is sponsoring a resolution regarding micromobility for consideration at the Union of BC Municipalities
- The need for transportation and infrastructure to support the major increase in population in the North Road / Lougheed area, including parking for residents
- The belief that there is a significant population of residents who must use cars
- The use of car share programs
- The desire to support micromobility and multimodal transportation, and potential barriers to these resulting from the City's topography, inclement weather, and unsuitability for some people
- The desire to support the transportation of people who need to carry groceries and other belongings
- The need for expanded Skytrain service hours and a more consistent schedule for shift workers

### 3. **Business Improvement Areas: Support for Local Entrepreneurship**

The Manager Economic Development utilized an on-screen presentation entitled "Business Improvement Areas (BIAs): Support for Local Entrepreneurship" and referred to slides titled as follows:

- Robson Street
- Lower Lonsdale - The Shipyards District
- Fort Langley
- Gastown
- Downtown Kelowna
- Downtown Penticton
- Downtown Quesnel
- Downtown Prince George
- Business Improvement Areas
- What is a BIA?
- Business Improvement Areas
- Austin Heights BIA
- North Road BIA + Downtown Coquitlam BIA
- Video: BIAs in Hamilton, Ontario
- Video: Croydon, UK, BID
- Next Steps
- Questions?

Mohammad Darwish left the meeting at this time (8:17 p.m.)

Discussion ensued relative to the following:

- The positive relationship between the Chamber of Commerce and local BIAs
- The desire to foster more BIAs in the City

- The understanding that the Chamber of Commerce serves the entire business community and is a key partner in economic development
- The understanding that BIAs are most beneficial for small, local businesses
- Various BIA models
- The need for seed funding to assist in establishing BIAs
- Opportunities for synergies, alliances, and shared resources
- The importance of establishing a brand and a unique identity in BIAs
- The desire to leverage the population living in proximity to BIAs
- Appreciation for the successful BIA BC Conference hosted by the Austin Heights BIA

#### 4. Economic Development Strategy

The Manager Economic Development provided an update relative to the Economic Development Strategy and noted the next steps, including an upcoming workshop with the Committee that will be held at the next meeting.

#### 5. Emerging Issues

The following emerging issues were identified:

- International Downtown Association and co-host Downtown Vancouver Business Improvement Association - 68th Annual Conference & Marketplace, September 21-23, 2022
- Project Greenlight

Lilian Kan left the meeting at this time (8:54 p.m.)

**NEXT MEETING DATE – Wednesday, September 28, 2022**

**ADJOURNMENT**

The Chair noted that Quorum was lost. The meeting adjourned at 8:54 p.m.

MINUTES CERTIFIED CORRECT

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CHAIR

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Julie Hunter  
Committee Clerk

