

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, February 28, 2024

TIME: 7:00 p.m. to 9:00 p.m.

PLACE: Council Committee Room, Coquitlam City Hall

CALL TO ORDER

ADOPTION OF MINUTES

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

Recommendation:

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

NEW BUSINESS

- 2. Committee Welcome (Introductory Comments by the Committee Clerk)**
7:05 – 7:15 p.m. (10 minutes)
- 3. Review and Adoption of the 2024 Economic Development Advisory Committee Work Plan**
7:15 – 7:35 p.m. (20 minutes)
Recommendation:
That the Committee recommend to Council to approve the 2024 Economic Development Advisory Committee Work Plan.
- 4. Introduction of Tourism and Visitor Economy Manager (Introductory Comments by the Manager Economic Development)**
7:35 – 7:45 p.m. (10 minutes)
- 5. Metro Vancouver Economic Development and Industrial Lands Update (Presentation by the Business Growth Manager)**
7:45 – 8:15 p.m. (30 minutes)
- 6. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**
8:15 – 9:00 p.m. (45 minutes)

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, April 24, 2024

ADJOURNMENT

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, November 29, 2023**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, November 29, 2023 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 Trish Mandewo, Chair
Councillor Steve Kim, Vice Chair
Zorica Andjelic, Citizen Representative
Mohammad Darwish, Citizen Representative (arrived at 7:09 p.m.)
Marion Lochhead, Citizen Representative (arrived at 7:02 p.m.)
Rohith Manhas, Citizen Representative (arrived at 7:03 p.m.)
Elizabeth Mayorga, Citizen Representative
Deryck Persaud, Citizen Representative
Matthew Sebastiani, Citizen Representative
John Toor, Citizen Representative (arrived at 7:12 p.m.)
Vanessa Wideski, Citizen Representative
Catherine Williams, Douglas College – Coquitlam Campus

REGRETS: Emma Friess, Citizen Representative
JJ Lee, Citizen Representative
Kathryn Millar, Tri-Cities Chamber of Commerce

STAFF: Jonathan Helmus, Director Utilities
Eric Kalnins, Acting Manager Economic Development
Edward Tain, Business Growth Manager
Amanda Gleave, Filming Coordinator
Caley Amundsen, Committee Clerk

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, September 27, 2023

Marion Lochhead arrived to the meeting at this time (7:02 p.m.).

Rohith Manhas arrived to the meeting at this time (7:03 p.m.).

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, September 27, 2023 were approved.

NEW BUSINESS**2. Streetscape Enhancement Program Update**

The Director Utilities and Acting Manager Economic Development provided a presentation entitled “EDAC – Streetscape Enhancement Program Update” that covered the following topics:

- Overview and update of the Streetscape Enhancement Mural Project (hereon “the Project”)
- Collaboration between Vancouver Mural Festival (VMF) and the Culture Services Advisory Committee (CSAC)
- The Project’s feature lighting, gateway signage and architectural place-making enhancements across Coquitlam

Mohammad Darwish arrived to the meeting at this time (7:09 p.m.).

John Toor arrived to the meeting at this time (7:12 p.m.).

Staff’s presentation continued on the following topics:

- The Project’s promotion and marketing campaigns
- Future mural sites across Coquitlam
- Collaboration with *kʷikwə́ləm* on a future mural for Town Centre Park Community Centre (TCPCC)

Discussion ensued relative to the following:

- The Program’s murals, including total number across Coquitlam, City policies in terms of mural criteria and themes, possibility of lighting murals at night and installing plaques that display artist information
- Possibility of expanding neutral and white street tree lighting to other streets in Coquitlam

3. Film Program Update

The Acting Manager Economic Development introduced the Filming Coordinator and provided a presentation entitled “Filming in Coquitlam EDAC Update 2023” that covered the following topics:

- Overview of film productions in Coquitlam, including City revenues, top filming locations, notable films and movies filmed in Coquitlam, challenges, permitting process and community partnerships
- Scale of BC’s motion picture industry by productions, jobs and revenue

- BC Film industry's efforts to synergize productions with clean energy and climate initiatives
- Coquitlam Film Strategy and synergy with the City's Economic Development Strategy (EDS)
- City efforts to promote reconciliation at səmiqʷəʔelə (Suh-MEE-kwuh-EL-uh)/Riverview
- Data breakdown of issued filming permits from 2018 to 2023
- Opportunities to capitalize on benefits of film productions such as film tourism, marketing and promotion of local area

Discussion ensued relative to the following:

- Jurisdictional control of səmiqʷəʔelə (Suh-MEE-kwuh-EL-uh)/Riverview
- COVID-19 pandemic being the primary reason for City film revenue discrepancy from 2020 to 2021.
- Film industry writer and actor labour strikes being the primary reason for decreased City film revenue in 2023
- Whether the City will hire more staff to manage film production liaising, marketing and promotion
- Possible initiatives for the City to undertake, including attracting technology companies that work on film and television (TV) post-production, issuing temporary use permits for film productions to use empty developer-owned buildings, disseminating information about film industry jobs to residents, studying direct economic benefits of filming in Coquitlam, linking film productions with the City's Streetscape Enhancement Program murals, utilizing Douglas College's Coquitlam campus for films, attracting animation and computer-generated imagery (CGI) productions to Coquitlam and running a marketing campaign/competition to promote local Christmas displays in film productions
- The film industry's seasonal nature and whether this trend has changed
- Revenue generated for Coquitlam's local economy from film productions, types of current productions and revenue and film production trends for the next five years
- The balance of providing opportunities for film productions while maintaining sufficient community space and services for residents
- Whether the City has forecasts for future film productions

4. 2023 Year-End Review/Identify Potential Items for the Draft 2024 Work Plan

The Acting Manager Economic Development and Business Growth Manager provided a presentation entitled "2023 Year-End Review & 2024 Work Plan Discussion" that covered the following topics:

- Review of 2023 Work Plan items and meetings
- 2024 Work Plan drafting process
- Staff appreciation for the Committee’s volunteerism and feedback in 2023
- Planning and next steps for potential establishment of the North Road Business Improvement Association (BIA)

Mohammad Darwish left the meeting at this time (8:22 p.m.).

Discussion ensued relative to the following:

- Airbnb’s impact on local hotel development and revenues
- Whether the City’s Economic Development Division will collaborate with the Parks, Recreation, Culture and Facilities Department to develop the Festivals and Events Strategy
- Possibility of studying the local economic impact of festivals and events hosted in Coquitlam, utilizing a passport mobile application for event and festival attendees, offering public engagement opportunities for City Centre business development, incentivizing local businesses to stay open later in the evening during winter months, hosting an art festival in Town Centre Park and providing positive economic benefit data regarding festivals and events to residents
- The City’s Business Visitation Program scope and purpose
- Sports tourism and concern regarding the lack of hotels in Coquitlam
- Benefits and challenges of hosting large events and festivals in Coquitlam
- The City’s 2024 Economic Development Competitiveness Study scope and purpose
- The importance of Coquitlam being innovative in terms of budgeting and channeling revenue to services and programs

5. Committee Members’ Roundtable / Emerging Issues

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

The following information was shared:

- The Homelessness Services Association of BC’s 2023 Homeless Count in Greater Vancouver report and concern regarding the lack of housing and shelter space in Coquitlam
- Concern regarding economic inequality in Coquitlam and the importance of applying novel approaches to longstanding socioeconomic issues
- The necessity of providing outreach and resources for unhoused individuals in Coquitlam

- The necessity of collaborating with businesses and non-profits to mitigate effects of homelessness and drug overdose crisis
- Concern regarding Crohn’s and Colitis Canada’s Gutsy Walk fundraiser being denied access to booking the Town Centre Park Amphitheater

OTHER BUSINESS

NEXT MEETING DATE - TBD (2024)

ADJOURNMENT

The meeting adjourned at 8:51 p.m.

MINUTES CERTIFIED CORRECT:

Trish Mandewo, Chair

Caley Amundsen, Committee Clerk



2024 Economic Development Advisory Committee Meeting Schedule

Meetings are generally scheduled quarterly, or as needed, on the fourth Wednesday of the month from 7:00 p.m. – 9:00 p.m.

DATE	TIME	LOCATION
February 28, 2024 (Wednesday)	7:00 – 9:00 p.m.	Council Committee Room
April 24, 2024 (Wednesday)	7:00 – 9:00 p.m.	Council Committee Room
No meetings in August		
July 24, 2024 (Wednesday)	7:00 – 9:00 p.m.	Council Committee Room
October 23, 2024 (Wednesday)	7:00 – 9:00 p.m.	Council Committee Room
No meetings in December		

Notes:

- Meeting dates are subject to change, as needed.

DRAFT 2024 Work Plan

Economic Development Advisory Committee

Committee Mandate

The mandate of the Committee is to advise Council and staff on economic development and investment related issues and opportunities. It is anticipated that advice would be sought for items such as:

- Providing a business perspective on economic development priorities which should be addressed;
- Identifying the pillars of economic development in the City;
- Identifying economic development impediments and opportunities for the City;
- Advising on business attraction and business retention and expansion activities;
- Advising on ways to provide information about business to the general public; and
- Attending to economic development matters which may be referred to the Committee by Council or other standing committees of Council.

WORK PLAN ITEMS	DEPARTMENT AND/OR PRESENTER	COMMENTS (i.e. Initiated by, Council Priority Assignment A, B, C)
Committee Welcome	Chair/Staff	Chair/Staff
2023 Committee Review and Feedback	Committee/Staff	Committee
Review and Approve 2024 Work Plan	Committee/Staff	Staff
Economic Development Strategy Update	ED Staff	ED Staff
Economic Development Competitiveness Study	ED Staff	Business Plan "B" Priority
Festivals and Events Strategy	ED Staff	Business Plan "B" Priority
Corporate Partners and Sponsorship Program Review	ED Staff	Business Plan "C" Priority
Initiate the Development of an Investment Promotion Strategy	ED Staff	ED Staff
Launch Coquitlam's Business Visitation Program	ED Staff	ED Staff
Strategic Transportation Plan (May/June)	EPW Staff	Business Plan "A" Priority
Climate Action Plan – Engagement Outcomes and Project Updates	EPW Staff	Business Plan "A" Priority
Waste Reduction Initiatives and Single Use Item Reduction (Optional)	EPW Staff	EPW Staff

Economic Development Advisory Committee

Collaborate Regionally and Advocate Locally for Investment Attraction Including Hotel(s)	ED Staff	ED Staff
Committee Members' Roundtable and Emerging Issues (Standing Item)	Committee	Committee
Tourism and Visitor Economy Update	ED Staff	ED Staff
2024 Year-End Review / Identify Potential Items for the Draft 2025 Work Plan	Staff/Committee	Staff

DRAFT



Economic Development Advisory Committee 2024

Coquitlam

Presentation Objectives

- 1. 2024 Work Plan**
- 2. Tourism and Visitor Economy Manager**
- 3. Metro Vancouver Updates**

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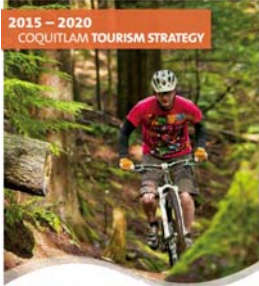


Heidi Hughes
Tourism & Visitor Economy Manager

- 20 years of meeting, event and conference service management
- Manager, Conference Sales and Marketing at Anvil Centre
- Instructor at BCIT for Tourism Program



Core Function Updates



2015 – 2020
COQUITLAM TOURISM STRATEGY

Destination British Columbia
Coquitlam

Tourism Strategy Update



Festivals and Events Strategy



COQUITLAM
Corporate Partners

Corporate Partnerships Program Review



Economic Development Strategy



Competitiveness Study



Investment Promotion Strategy



Business Visitation Program



Regional Investment Attraction



Strategic Plan Feedback / Updates



Strategic Transportation Plan



Climate Action Plan



Waste Reduction Initiatives



Invest Vancouver

Regional Economic Development Service

- Attract Strategic Investment
- Data, Research and Policy
- Foster Collaboration



Coquitlam

The Team



			
Jacquie Griffiths President	Bryan Buggey Executive Vice President	Katie Fitzmaurice Vice President, Collaboration	Lejla Uzicanin Vice President, Data, Research & Policy

- The Invest Vancouver Board is comprised of leaders from a cross section of the region:
- Metro Vancouver Directors
 - Academic Institutions
 - Agriculture
 - Board of Trade and Chambers of Commerce
 - Business
 - Community Organizations
 - First Nations
 - Industry Associations
 - Labour
 - Vancouver Fraser Port Authority & Vancouver Airport Authority

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Strategic Industries

Key Industries

 Agritech	 Apparel	 Digital Media and Entertainment	 Green Economy
 High-Tech	 Life Sciences	 Trade and Transportation	Learn more

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Date, Research & Policy

 <p>Strategic Industries Analytics Project Discovering Opportunities in the Metro Vancouver Region's Export Industries November 2023 INVEST VANCOUVER</p>	 <p>INVEST VANCOUVER Innovation Ecosystem Profile Opportunity. Amplified. In a region like no other.</p>	 <p>Life Sciences in Metro Vancouver Shaping a Globally Prominent R&D Hub April 2023 INVEST VANCOUVER</p>
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Collaboration & Events



World Smart Energy Week
FC EXPO

GLOBE FORUM 2024 | THE FUTURE IS REGENERATIVE

Coquitlam



Regional Industrial Lands Strategy – Bring to Market Initiative

Eric Aderneck, RPP, MPL, BCOM, DULE
Senior Planner, Regional Planning and Housing Services
Regional Planning Advisory Committee | January 19, 2024
65172382

metrovancouver

INDUSTRIAL LANDS CONTEXT & CHALLENGES

Constrained Land Supply

Pressures on Industrial Lands

Site and Adjacency Issues

Complex Jurisdictional Environment

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METRO 2050 INDUSTRIAL & EMPLOYMENT LANDS

Strategy 2.2:
Protect the supply, and enhance the efficient use of, industrial land

- support and protect industrial uses
- encourage better utilization and intensification of industrial areas for industrial activities

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Bring to Market Initiative Overview

- Some vacant industrial lands suffer from site-specific challenges, such as limited infrastructure, environmental concerns, under-sized parcels
- Project will analyze and document:
 - the selected industrial site / area's strengths, weaknesses, opportunities, threats
 - any issues that may have prevented its development

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Bring to Market Initiative Overview

- any environmental remediation required
- reinvestment and intensification opportunities
- assembly and consolidation of fragmented parcels
- local servicing and infrastructure improvement needs
- a plan to advance development and achieve regional / local land use planning and economic development goals

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Project Scope

- any environmental remediation required
- reinvestment and intensification opportunities
- assembly and consolidation of fragmented parcels
- local servicing and infrastructure improvement needs
- a plan to advance development and achieve regional / local land use planning and economic development goals

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Bring to Market Initiative Overview

- One project selected through a call for sites / areas
- Metro Vancouver will provide staff time, technical expertise, facilitation / collaboration role, funding
- A consultant will supplement staff resources and expertise by completing specific technical tasks (TBD)
- The results would be shared to inform other efforts and initiatives
- The project would be completed within one year

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Questions?

Eric Kalnins

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Development

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Edward Tain

Business Growth Manager

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The logo for Coquitlam, featuring a stylized blue wave graphic above the word "Coquitlam" in a white sans-serif font.

Coquitlam