

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, April 24, 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, February 28, 2024**

Recommendation:

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

NEW BUSINESS

- 2. Introduction of Tourism and Visitor Economy Manager (Introductory Comments by the Manager Economic Development)**
7:05 – 7:10 p.m. (5 minutes)
- 3. Invest Vancouver (Presentation by Jacquie Griffiths, President, Invest Vancouver)**
7:10 – 7:40 p.m. (30 minutes)
- 4. Environmental Sustainability Implementation and Climate Action Plan Update (Presentation by the Sustainability Programs Specialist)**
7:40 – 8:10 p.m. (30 minutes)
- 5. Economic Development Microsite (Presentation by the Manager Economic Development and Business Growth Manager)**
8:10 – 8:40 p.m. (30 minutes)
- 6. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**
8:40 – 9:00 p.m. (20 minutes)

OTHER BUSINESS

NEXT MEETING DATE - Wednesday, July 24, 2024

ADJOURNMENT

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, February 28, 2024**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, February 28, 2024 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 Steve Kim, Chair
Mohammad Darwish, Citizen Representative
Emma Friess, Citizen Representative (arrived at 7:03 p.m.)
JJ Lee, Citizen Representative (arrived at 7:02 p.m.)
Marion Lochhead, Citizen Representative (arrived at 7:01 p.m.)
Rohith Manhas, Citizen Representative (arrived at 7:23 p.m.)
Elizabeth Mayorga, Citizen Representative
Deryck Persaud, Citizen Representative
Matthew Sebastiani, Citizen Representative
John Toor, Citizen Representative
Vanessa Wideski, Citizen Representative
Catherine Williams, Douglas College-Coquitlam Campus

REGRETS: Councillor Trish Mandewo, Vice Chair
Zorica Andjelic, Citizen Representative
Kathryn Millar, Tri-Cities Chamber of Commerce

STAFF: Eric Kalnins, Manager Economic Development
Edward Tain, Business Growth Manager
Caley Amundsen, Committee Clerk

CALL TO ORDER

The Chair welcomed Committee members to the first meeting of 2024 and provided an Indigenous territorial acknowledgment.

Marion Lochhead arrived to the meeting at this time (7:01 p.m.).

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

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

JJ Lee arrived to the meeting at this time (7:02 p.m.).

Emma Friess arrived to the meeting at this time (7:03 p.m.).

NEW BUSINESS**2. Committee Welcome**

The Committee Clerk provided introductory comments relative to the 2024 Economic Development Advisory Committee (EDAC) Meeting Schedule, Committee member attendance expectations, conflict of interest and evacuation procedures.

3. Review and Adoption of the 2024 Economic Development Advisory Committee Work Plan

The draft 2024 Work Plan was presented on-screen and the Manager Economic Development and Business Growth Manager provided introductory comments that covered the following topics:

- Overview of 2024 Work Plan, including drafting process, Coquitlam Business Plan priority classifications, community partnerships, staff desire for Committee feedback and impact of recent Provincial housing legislation, Bills 44, 46 and 47, on Work Plan items

Rohith Manhas arrived to the meeting at this time (7:23 p.m.).

The Chair noted the importance of feedback and participation and encouraged Committee members to provide feedback to staff outside regular meetings in addition to the Committee Members' Roundtable.

Discussion ensued relative to the following:

- Corporate partnerships, including exploring corporate collaborations and sponsorships, balancing financial support for facilities with the optics of naming rights, ensuring alignment between corporate values and City values and offering public engagement for corporate sponsors

- Whether corporate partnerships/sponsorships and naming rights can alleviate budget constraints for City amenities and services and counteract increasing expenses
- The importance of inclusive recreation and identifying obstacles that impede resident participation in recreational programs such as program availability and costs

The Committee endorsed the 2024 Work Plan and a copy is attached hereto, and forms a part of, these minutes.

The Committee recommended:

COMMITTEE RECOMMENDATION

That Council approve the 2024 Economic Development Advisory Committee Work Plan.

4. Introduction of Tourism and Visitor Economy Manager

The Manager Economic Development provided a brief introduction of the Tourism and Visitor Economy Manager in her absence.

There were no comments from the Committee.

5. Metro Vancouver Economic Development and Industrial Lands Update

The Manager Economic Development and Business Growth Manager provided a presentation entitled “Economic Development Advisory Committee 2024” that covered the following topics:

- Overview and update of City strategies, including the Tourism Strategy, Festivals and Events Strategy, Corporate Partnerships Program, Economic Development Strategy and future Committee engagement opportunities for the Strategic Transportation Plan, Climate Action Plan and Waste Reduction Initiatives
- Overview of Metro Vancouver’s Invest Vancouver service, including organizational structure, mandate, purpose, strategic industries, research initiatives, community partnerships, events and synergy with other Metro Vancouver initiatives
- Overview of Metro Vancouver’s Regional Lands Strategy – Bring to Market Initiative, including purpose, timeline, industrial land challenges and desire for community feedback

Discussion ensued relative to the following:

- The importance of reducing zoning barriers and creating multilevel industrial buildings and local distribution centres to maximize limited industrial space

- Identifying factors contributing to the ongoing industrial land shortage in Metro Vancouver and Coquitlam's initiatives to address this scarcity
- Industrial lands legislation and the importance of exploring updating City zoning to incentivize industrial development that will address community needs
- Consideration of the potential and obstacles associated with the City's exploration of commercial zoning revisions to enable mixed-use developments while emphasizing the necessity of preserving public spaces within such developments
- Impact of corporate tax rate on small businesses and the importance of the City mitigating corporate tax burden for small businesses
- The importance of learning from other jurisdictions regarding economic development policies and planning

The Chair expressed appreciation for Committee feedback and free-flow discussion.

6. Committee Members' Roundtable / Emerging Issues

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

The following topics and concerns were shared:

- Potential for the City to collaborate with local churches to use donated lands for commercial activities and housing
- Matthew Sebastiani's involvement as a representative for the Coquitlam North Road Business Improvement Association (BIA)
- Background and challenges of former EDAC Technology Sub-Committee and the possibility of establishing a new sub-committee
- Staff desire for Committee support regarding marketing content that celebrates local business, non-profit and community group success
- The significance of fostering economic centres within mixed-use developments and highlighting the Committee's advocacy for such hubs
- Desire for targeted City initiatives and events to attract economic investment alongside municipal efforts to support the growth of home-based enterprises
- The importance of minimizing bureaucracy and desire for streamlining of business naming and licensing process
- Potential for the City to promote kwikwəłəm stories and businesses
- Exploring the prospects and hurdles of establishing a forthcoming entertainment district and nurturing a vibrant night economy in Coquitlam

The Manager Economic Development thanked Committee members for their participation and discussion.

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, April 24, 2024

ADJOURNMENT

The meeting adjourned at 9:02 p.m.

MINUTES CERTIFIED CORRECT:

Steve Kim, Chair

Caley Amundsen, Committee Clerk

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