

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, March 30, 2022

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, March 30, 2022 at 7:02 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
Leslie Courchesne, Tri-Cities Chamber of Commerce
Marko Dekovic
Emma Friess
Lilian Kan
JJ Lee
Marcelo Machado
Mathew Sebastiani
Catherine Williams, Douglas College Coquitlam Campus

REGRETS: Mohammad Darwish

ABSENT: Zorica Andjelic
Paul Carter
Paul Choi
Alice Hale

STAFF: Andre Isakov, Manager Economic Development
Julie Hunter, Committee Clerk

CALL TO ORDER

Councillor Kim assumed the role of Chair.

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 23, 2022

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, February 23, 2022 were approved.

NEW BUSINESS

3. Economic Development Strategy Workshop

The Manager Economic Development noted that due to illnesses the Economic Development Strategy Workshop would be deferred to the next meeting.

The Manager Economic Development utilized an on-screen presentation entitled “Economic Development Strategy: Community Engagement” and referred to slides titled as follows:

- Presentation Objectives
- Background
- Planning Principles
- Strategy Deliverables
- Project Timeline
- Community Engagement
- Engagement Tools
- Next Steps
- Questions?

The Manager Economic Development also shared a series of short videos related to place-making, the visitor economy, and Tourism Coquitlam.

Discussion ensued relative to the following:

- The public engagement process
- The desire that those consulted during the engagement process have an opportunity to see where or how their input is taken into account
- The use of the City’s “letstalkcoquitlam.ca” public engagement portal on the City website
- The desire to consider the regional perspective as well as the feedback from local groups
- Further engagement opportunities once the survey is closed
- The desire to consider initiatives that worked and ones that didn’t from the 2009 Economic Development Action Plan
- The importance of diversity and the desire for input from large businesses and small businesses across the City
- The desire to learn the needs of post-secondary students in order to make it attractive for them to stay in Coquitlam once they have graduated
- The infrastructure needs of the business community
- The principles of diversity, equity and inclusion
- The desire to solicit input from home-based businesses
- The desire to attract businesses located in other municipalities that are owned by Coquitlam residents
- The intent to maximize the relationship with the BC Chamber of Commerce and the Tri-Cities Chamber of Commerce

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- Tri-Cities Chamber of Commerce membership trends
- The impact of the COVID-19 pandemic on local businesses
- Trends for young professionals
- The desire to see how Coquitlam compares to other municipalities in terms of business “friendliness” and business supports
- The importance of identifying and building on the City’s strengths
- The demand for office space in Coquitlam
- Trends in the technology sector and the desire to attract this sector
- The importance of creating the right “ecosystem”, which would include outdoor recreation opportunities, childcare, cycling infrastructure, and other amenities, to attract and retain businesses and employees
- Opportunities in the City for commissary kitchens
- The understanding that the City has distinct business districts with unique strategic development opportunities
- The importance of maintaining a safe community
- Links between economic development and the City’s Neighbourhood Plans and planning for how areas of the City will change
- The desire to preserve the history and cultural heritage of the Maillardville neighbourhood and to use it as a unique opportunity for the area
- The desire to make information regarding local businesses available to residents
- The desire to attract those visitors attending Coquitlam festivals or using outdoor recreation amenities to patronize local businesses while they are visiting the City

Marko Dekovic and Lilian Kan left the meeting at an unknown time.

Marcelo Machado left the meeting at this time (8:24 p.m.).

The Chair noted that the Committee no longer had quorum and the meeting would continue as an informal meeting.

NEXT MEETING DATE – Wednesday, May 25, 2022

ADJOURNMENT

The meeting adjourned at 8:24 p.m.

MINUTES CERTIFIED CORRECT

CHAIR

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Julie Hunter
Committee Clerk

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In the absence of quorum, an Informal Meeting of the Economic Development Advisory Committee convened on Wednesday, March 30, 2022 at 8:25 p.m. in the Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS: Councillor Trish Mandewo, Vice Chair
Councillor Steve Kim, Chair
Leslie Courchesne, Tri-Cities Chamber of Commerce
Emma Friess
JJ Lee
Mathew Sebastiani

REGRETS: Mohammad Darwish
Marcelo Machado

ABSENT: Zorica Andjelic
Paul Carter
Paul Choi
Marko Dekovic
Alice Hale
Lilian Kan

STAFF: Andre Isakov, Manager Economic Development
Julie Hunter, Committee Clerk

CALL TO ORDER

Councillor Kim continued in the role of Chair and noted that in the absence of quorum, the meeting would continue as an informal meeting.

NEW BUSINESS (CONTINUED)

3. Economic Development Strategy (continued)

Discussion ensued relative to the following:

- Opportunities related to the upcoming festivals and events season
- Local campaigns such as the “Shop Local” campaign and “Taste of the Tri-Cities”
- The specific branding of Tourism Coquitlam versus the City’s brand
- The scarcity of office space in the City and across the region
- The desire to support more office space development

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- The use of strategies to incentivize commercial developments
- Opportunities to use the data from the upcoming housing needs assessment
- The trend towards remote work
- The next steps

4. Emerging Issues

The Chair highlighted the following:

- Festival du Bois, April 1-3, 2022
- BC Business Improvement Association Conference, May 1-4, 2022
- Tri-Cities Chamber of Commerce Economic Summit, May 11, 2022

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, May 25, 2022

ADJOURNMENT

The informal meeting adjourned at 8:43 p.m.

INFORMAL MEETING NOTES CERTIFIED CORRECT

CHAIR

Julie Hunter
Committee Clerk