

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Tuesday, April 14, 2026

A Regular Meeting of the Economic Development Advisory Committee convened on Tuesday, April 14, 2026 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 Robert Mazzarolo, Vice Chair
Laurel Alexander, Citizen Representative
Mohammad Darwish, Citizen Representative
Gil Desaulniers, Citizen Representative
Hayley Hodgson, Citizen Representative
Marion Lochhead, Citizen Representative
Amanda Maharaj, Citizen Representative
Nicole Paul, Citizen Representative
Deryck Persaud, Citizen Representative
Ravinder Safaya, Tri-Cities Chamber of Commerce
Matthew Sebastiani, Citizen Representative

ABSENT: Councillor Teri Towner, Chair (regrets)
Yasmin Jalali, Citizen Representative (regrets)
Araz Rismani, Citizen Representative (regrets)

STAFF: Doug McLeod, Director Transportation
Eric Kalnins, Senior Manager Economic Development
Edward Tain, Manager Business Growth
Mark Dylag, Transportation Engineer
Alex McLellan, Committee Clerk

CALL TO ORDER

The Vice 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 Tuesday, February 3, 2025**

The Minutes of the Economic Development Advisory Committee Meeting held on Tuesday, February 3, 2025 were approved.

OLD BUSINESS**NEW BUSINESS****2. Curbside Management Strategy**

The Director Transportation and the Transportation Engineer gave a presentation entitled “Curbside Management Strategy” and referred to slides found in the Agenda package.

Discussion ensued relative to the following:

- Importance of adaptability and proactive planning in curbside design to meet changing demands over time and with development.
- Consideration of the current character of Coquitlam as a vehicle-oriented community.
- Suggestions related to time-restricted parking spaces including determining time limits in relation to the type of proximate businesses and their customer needs, and providing free parking for a short initial period in pay parking areas to facilitate quick transactions.
- Concern that customers may avoid areas with pay parking and suggestion that ease of payment and clear communication of rationale and business benefits may be mitigating factors to support acceptance.
- Concerns related to non-compliance with parking regulations, particularly double-parking instead of using loading bays, and suggestions to increase enforcement and deterrents and to ensure alignment of design, permitting, regulation, and use.
- Concerns about the impact of loading and pick-up and drop-off zones on traffic flow and safety, particularly where designs provide insufficient space.
- Suggestion to work with businesses to set specific loading zone times based on business needs to allow flexibility and optimize space uses.
- Concerns related to safe and timely vehicle access to and from buildings where traffic is heavy and the impact of curb design to impede or facilitate access.
- Suggestion that low-barrier, low-cost, regularized patio permitting and opportunities to provide flexible patio options would support businesses to pursue this significant investment.
- Concern that use of curbsides for public amenities (parklets and patios) in commercial oriented neighbourhoods may exacerbate challenges with customer parking for small businesses.
- Preference for extended patios to use current sidewalk rather than vehicle parking space, and suggestions to promote wider sidewalks in

(re)developments to provide opportunities for parklets, patios, and improved walkability without impacting parking.

- Support for extended patios as assets for hospitality businesses and business districts through increased capacity, attractive atmosphere, and walkability especially for smaller format restaurants.
- Suggestions to provide central parking lots or structures with simplified payment methods, and to combine these with pedestrian and delivery only streets that can support cultural offerings.
- Desire for regulation of mobile food vendors that mitigates competition with or impact on restaurants and provides more equitable operating costs through, for example, maintaining vehicle parking, arranging complementary offerings, establishing distinct locations, or setting permit fees scaled to area property values.

In response to Committee discussion, staff noted the following:

- Direction from Council and engagement with small businesses has highlighted the need to balance customer parking with new demands, particularly for pick-up and drop-off zones that support business trends.
- The curbside management strategy is intended to support the existing food truck program, encouraging the activation of new areas of the City, without competing with existing brick and mortar businesses.
- A pay parking modernization project is underway which will allow for payment through multiple mobile phone applications and provide machines that allow for payment by coins and credit/debit card by tap.
- The curbside management strategy is intended to provide guidelines for when to increase/decrease parking restrictions in urban areas, with an example of targeting approximately 85% parking utilization.
- The decision framework for the curbside management strategy is designed to be adaptable, data-driven, and location specific.

3. Exploring Quantum Computing Opportunities

The Senior Manager Economic Development and the Manager Business Growth gave a presentation entitled “Exploring the Quantum Computing Sector” and referred to the document found in the Agenda package.

Discussion ensued relative to the following:

- Interest in how the City can work with commercial and industrial property owners to promote opportunities for quantum and similar businesses, in light of the role space and tenancy arrangements played in Photonic’s siting.

- Suggestions for City approaches to technology businesses attraction, following examples from India, including directly developing campuses with residential, office, and recreation facilities or collaborating with developers to do so on City-owned land.
- Consideration that the siting of Photonic in Coquitlam is a unique phenomenon that dominates the sector in the region so business decisions such as potential Defense Advanced Research Projects Agency (DARPA) funding could have significant impacts on future location decisions.
- Consideration that the federal government is increasing access to funding for small and medium sized businesses, which may support business attraction and retention in this sector.
- Suggestion to densify land use for industrial technology businesses.

In response to Committee discussion, staff noted the following:

- Efforts to promote business attraction related to property and siting include the business enterprise zone intended to promote highest and best use of mixed industrial/technology lands as well as hosting roundtables with property owners to identify means to create conditions for business attraction.
- Public-private partnerships for business attraction are limited in British Columbia by the *Community Charter*, but opportunities such as the Fraser Mills development create a similar environment to business campuses and are being promoted to Provincial trade representatives and Federal trade commissioners from the Asia-Pacific as well as Invest Vancouver.
- Photonic presents opportunities for talent attraction and retention as well as business spin-offs, which are being pursued in addition to business retention.

4. FIFA Summer of Soccer in Coquitlam

The Senior Manager Economic Development gave a presentation entitled “Summer of Soccer – Community Activations Plan” and referred to slides found in the Agenda package.

Discussion ensued relative to the following:

- Appreciation of provincial funding in support of these events.
- Consideration that neighbouring municipalities are holding smaller events, which will likely result in Coquitlam becoming an event hub for northeast Metro Vancouver, supporting increased business activity.
- Consideration that screening at block parties during the day will require high-powered projectors or LED screens that are most costly.
- Suggestion to market broadly the restaurant packages prepared for the neighbourhood block parties as well as businesses screening games to ensure

businesses get a good return on investment, and an offer for the Tri-Cities Chamber of Commerce to support this effort.

- Support for free, un-ticketed admission to the events based on the experience of the City of Vancouver having difficulty in selling tickets for a similar event.

In response to Committee discussion, staff noted the following:

- None of the events are paid or ticketed so attendance is on a first-come-first-served basis; capacity management assumes too many attendees is better than too few.
- Details of the enhanced block party grants will be released on May 1
- A marketing and promotion campaign will be launched on social media and traditional media, and will likely be picked up regionally.
- A call to action for on Social Media will be released for restaurants and service providers to support Summer of Soccer programming.
- The *Community Charter* prohibits direct business support from the City; however, businesses will be promoted throughout the summer to create awareness for those showing World Cup matches at their establishments.

5. Committee Members' Roundtable / Emerging Issues

The Chair invited Committee members to share emerging issues and information regarding events occurring in their communities.

Discussion ensued relative to the following:

- Desire to have a discussion on means to encourage the attraction of small businesses to first floor locations for vibrant shopping districts.
- Consideration that availability of patios is a key factor in attracting hospitality businesses to shopping districts, that this availability is currently lacking, and that it should be prioritized in new development.
- Report that a business conference was organized in Coquitlam with the Consul General of India a few years ago, and at a recent meeting with the Tri-Cities Chamber of Commerce the Consul General expressed a desire to hold another conference; a request to work with the City to develop a proposal for the same.
- Report that the Coquitlam Foundation has community neighbourhood grants of \$500 available until the end of April; and grants of \$3500 for non-profits will be available in the fall.

OTHER BUSINESS

NEXT MEETING DATE – Tuesday, July 7, 2026

ADJOURNMENT

The meeting adjourned at 8:58 p.m.

MINUTES CERTIFIED CORRECT:

Councillor Robert Mazzarolo, Vice Chair

Alex McLellan, Committee Clerk