

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE****Wednesday, July 23, 2025**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, July 23, 2025 at 7:04 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

*\*Indicates Virtual Attendance*

COMMITTEE MEMBERS: Councillor Robert Mazzarolo, Chair  
Councillor Teri Towner, Vice Chair  
Laurel Alexander, Citizen Representative  
Yasmin Jalali, Citizen Representative  
Amanda Maharaj, Citizen Representative  
Jennifer McKinnon, Tri-Cities Chamber of Commerce  
Nicole Paul, Citizen Representative  
Matthew Sebastiani, Citizen Representative

ABSENT: Mohammad Darwish, Citizen Representative  
Hayley Hodgson, Citizen Representative  
Marion Lochhead, Citizen Representative  
Deryck Persaud, Citizen Representative  
Araz Rismani, Citizen Representative  
Catherine Williams, Douglas College Coquitlam Campus

GUESTS: Maria Holly, Senior Vice President Retail, SHAPE Properties (re Item 2)\*

STAFF: Eric Kalnins, Senior Manager Economic Development  
Heidi Hughes, Manager Tourism and Visitor Economy  
Edward Tain, Manager Business Growth  
Bryan Leung, Committee Clerk  
Alex McLellan, Committee Clerk\*

**CALL TO ORDER**

The Chair called the meeting to order at 7:04 p.m. and provided an Indigenous territorial acknowledgement.

## **ADOPTION OF MINUTES**

### **1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 21, 2025**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 21, 2025 were approved.

## **NEW BUSINESS**

### **2. Shape Properties on Retail Strategy for Amazing Brentwood**

Maria Holly, Senior Vice President Retail, SHAPE Properties gave a presentation entitled “Experiential Retail Development” and referred to slides found in the Agenda package.

Discussion ensued relative to the following:

- SHAPE Properties’ adaptation strategy during COVID.
- Brentwood Town Centre’s relationship with the City of Burnaby.
- Factors in attracting visitors to Coquitlam’s commercial spaces and its impact on tenant mix.
- Statistics on who is visiting Brentwood Town Centre via public transportation versus locally.
- The advantages of having an open-air mall for particular restaurant concepts.

Maria Holly left the meeting at this point and did not return (7:40 p.m.).

### **3. Coquitlam North Road Business Improvement Association Update**

Matthew Sebastiani, Director of the Coquitlam North Road Business Improvement Association (CNRBIA), gave a presentation entitled “Coquitlam North Road Business Improvement Association Update” and referred to slides found in the Agenda package.

Discussion ensued relative to the following:

- The CNRBIA’s outreach strategy being undertaken, including how many businesses have been contacted, and the Association’s levy structure.
- The process in seeking property owner support letters and the letters’ content.
- The existence of the Burnaby North Road Business Improvement Association prior to the establishment of the CNRBIA, how well this is understood by North Road businesses, and how the associations might coordinate.

#### **4. Filming in Coquitlam**

The Senior Manager Economic Development gave a presentation entitled “Filming in Coquitlam” and referred to slides found in the Agenda package.

Discussion ensued relative to the following:

- The impact of minimal hotel space in Coquitlam on film production bookings.
- The impact of events including COVID, the writers’ strike, and tariffs on film production bookings.
- Understanding the disparity between film location booking inquiries versus issued permits and steps to increase inquiry conversions.
- Content on the future economic development website for the City targeting film production.

#### **5. Festivals and Events Summer Update**

The Senior Manger Economic Development gave a presentation entitled “Festivals and Events Summer Update and referred to slides found in the Agenda package, noting that the Big Summer Marché referenced on Slide 28 has been cancelled for the remainder of 2025.

Discussion ensued relative to the City collaborating with property strata and realtors to inform residents of City events, and leveraging social media advertising for event outreach.

#### **6. 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:

- The re-introduction of the “What’s On” Coquitlam print magazine.
- Updates on the PC Urban Eagle Ridge development.
- Understanding the TriCity Central’s development phases and at which phase the hotel will be built.

#### **OTHER BUSINESS**

**NEXT MEETING DATE – Wednesday, October 22, 2025**

**ADJOURNMENT**

The meeting adjourned at 8:48 p.m.

**MINUTES CERTIFIED CORRECT:**

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Councillor Robert Mazzarolo, Chair

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Bryan Leung, Committee Clerk