

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, March 3, 2021

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

PLACE: Council Chambers via Zoom - \*Pre-registration is Required\*

### CALL TO ORDER

1. Welcome and Introductions

### ADOPTION OF MINUTES

2. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, November 25, 2020

### NEW BUSINESS

3. 2021 Work Plan Approval  
Chair / Staff / Committee
4. COVID-19 – Business Supports Program (Community Support and Recovery Plan)  
Staff
5. Developing the Environment for Entrepreneurship and the Technology Sector  
Chair / Staff / Sub-Committee
6. Economic Data and Statistics (Standing Item)  
Staff / Committee
7. Emerging Issues (Standing Item)  
Committee

### OTHER BUSINESS

### NEXT MEETING DATE – May 26, 2021

### ADJOURNMENT

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**Wednesday, November 25, 2020**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, November 25, 2020 at 7:00 p.m. in the Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS:	Councillor Brent Asmundson, Vice Chair Kathy Banner Marko Dekovic Emma Friess Michael Hind, Tri-Cities Chamber of Commerce Lilian Kan Cody Muhle Mladen Plecko Araz Rismani Georgiy Sekretaryuk Kevin Volz Njeri Watkins Catherine Williams, Douglas College Coquitlam Campus
REGRETS:	Councillor Chris Wilson, Chair
ABSENT:	J. Brad Marko
STAFF:	Curtis Scott, Acting Manager Economic Development Eric Kalnins, Tourism Manager Danielle Dontchev, Business Development Coordinator Demian Rueter, Planner 3 James Taylor, Planner 2 Stephanie Lam, Legislative Services Manager Julie Hunter, Committee Clerk

**CALL TO ORDER**

**ADOPTION OF MINUTES**

**1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, September 30, 2020**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, September 30, 2020 were approved.

## **NEW BUSINESS**

### **2. Southwest Housing Review Presentation**

The Planner 2 spoke to the Southwest Housing Review presentation included in the staff report.

Discussion ensued relative to the following:

- The history of Maillardville as a commercial centre and the desire to re-activate businesses in this neighbourhood
- The importance of creating a blended pedestrian / bicycle / vehicle-oriented commercial area
- The belief that Maillardville's location close to transit and Highway 1 enhances the ability to attract commercial development in the area
- The understanding that the Maillardville neighbourhood is in transition and the desire to make it as family-friendly as possible as the area densifies
- The importance of having a residential population large enough to support local businesses
- The lack of growth in family-oriented housing and the desire to grow all segments of the population
- Concern relative to the closure of schools in the neighbourhood and the impact on the ability to attract families to the area
- The understanding that southwest Coquitlam is lacking in pleasant and safe walking / cycling routes
- The desire to encourage the conversion of certain established single-family homes into duplexes, the addition of secondary suites, and the construction of laneway houses to increase affordable housing options and to grow the population
- The concern that the City's rental housing stock is diminishing
- The understanding that southwest Coquitlam is a large area with different neighbourhoods and different demographics
- The desire to develop the existing commercial nodes in a way that contributes to attractive neighbourhoods with a welcoming, community feeling
- The desire to retain the character of established neighbourhoods
- The desire to prevent the development of strip malls along southwest Coquitlam corridors
- The suggestion that a business hub could be developed in southwest Coquitlam
- The intent to attract office and business development in Austin Heights and the North Road area
- The potential for business development in the area along Lougheed Highway

The Committee received the Southwest Housing Review presentation for information.

### **3. Technology Sub-Committee Update and Discussion**

The Acting Manager Economic Development provided introductory comments relative to the Technology Sub-Committee's work.

Members of the Technology Sub-Committee provided an update and highlighted the following:

- The three-phased approach outlined by the Sub-Committee
- The Sub-Committee's next steps, including plans to reach out to businesses regarding their technology needs
- Plans to work with the Tri-Cities Chamber of Commerce and to access business registration information from the Tri-City municipalities

Discussion ensued relative to the following:

- The opportunity to work with Douglas College and the availability of student data
- People's desire to work close to home
- The suggestion that Tech BC may be a good resource
- The demand for cafes, restaurants and recreational opportunities in close proximity to workplaces
- The suggestion that the City could take more than one approach, including a long-term one in which the tech sector can grow organically
- The importance of retaining existing technology businesses while attracting new ones
- The popularity of working remotely, the resulting reduced need for office space, and the ability for companies hire talent from anywhere in the world
- The growing tech side of education
- The unexpected benefits of the COVID-19 related popularity working remotely

It was noted that the Sub-Committee would develop a business survey for review by the Committee at its next meeting.

The Committee received the Technology Sub-Committee Update for information.

### **4. 2020 Committee Review and Feedback**

The Vice Chair provided a review of the Committee's work in 2020.

### **5. 2021 Work Plan Development**

The Committee gave consideration to items that could be included on the 2021 Work Plan and the following points were discussed:

- Support currently provided by the City to businesses
- Online versus bricks-and-mortar type businesses

Minutes – Economic Development Advisory Committee Meeting  
Wednesday, November 25, 2020

- The City's marketing via social channels, website, direct e-mail and door to door methods
- The provincial government's wage subsidy program
- Potential opportunities arising from the Business Strategy Internship (BSI) program through Douglas College and Mitacs
- Current and planned initiatives by the Tri-Cities Chamber of Commerce including the "Try Local" campaign
- Support to help businesses recover from COVID-19
- Support for small businesses, including assisting them improve their online presence

On behalf of Council, the Vice Chair thanked Committee members for their work and contributions in 2020.

**OTHER BUSINESS**

**NEXT MEETING DATE – TBC, 2021**

**ADJOURNMENT**

The meeting adjourned at 8:28 p.m.

MINUTES CERTIFIED CORRECT

\_\_\_\_\_  
CHAIR

\_\_\_\_\_  
Julie Hunter  
Committee Clerk

# **CITY OF COQUITLAM**

## **Policy and Procedure Manual**

### **ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

**Chapter: 5**  
**Section:**  
**Issue Date: March 2015**  
**Revision Date: February 2019**

### **TERMS OF REFERENCE**

#### **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.

#### **Composition:**

The Economic Development Advisory Committee (EDAC) is an advisory body composed of two (2) Council members, one (1) organizational representative from the Tri-Cities Chamber of Commerce, one (1) organizational representative from Douglas College – Coquitlam Campus, and eleven (11) citizen representatives. Committee members are appointed for a one year term expiring in December of the year served. Members can be re-appointed to serve subsequent terms.

#### **Chair, Secretary and Staff Support:**

Two Members of Council will be appointed by Council to serve as the Chair and Vice Chair of Economic Development Advisory Committee.

The City Clerk or his/her designate will prepare the agenda and notice of meeting and will serve as Secretary.

The Manager of Economic Development, or his/her designate, will serve as the staff liaison to support the Committee.

Staff serve in a support role and are not members of the Advisory Committee.

**Quorum and Procedures:**

A quorum will be a majority of the appointed members and must include at least one (1) of the Council members appointed.

Where quorum is present, minutes prepared by the Secretary shall go forward to Council.

Where a quorum is not present, notes of the meeting shall go forward for receipt and consideration at the next convenient meeting of Council.

The meetings are scheduled quarterly and may be cancelled or re-scheduled at the call of the Chair. Meetings are not typically scheduled in August and December.

When a Committee makes a recommendation for Council Action, it shall go forward to Council for consideration as a specific item within the Minutes prepared by the Secretary.

Working Groups or sub-committees may be established by the Economic Development Advisory Committee to pursue specific projects and issues. Committee working groups and sub-committees do not typically receive support from staff or the City Clerk's Office.

**Governance Model:**

City Council has distinct responsibilities to govern.

The Economic Development Advisory Committee has distinct responsibilities to represent citizen interests and provide advice to Council.

The Economic Development Advisory Committee represents one collective voice.

The role of staff is to provide support to the Economic Development Advisory Committee including meeting coordination, agenda management, minute taking, minute distribution and providing information, in the form of reports and/or advice, when requested within the limits of the available resources and in accordance with the work plan approved by Council.

**Work Plan:**

An annual work plan will be prepared by the Committee and will be approved by Council prior to work commencing. It is recognized that work items may arise during the course of the year, and that additions to the work program may be recommended by Council, staff, or the Committee itself. Revised work plans will be subject to Council approval.

**Duty of Members:**

Members are expected to advance developments in the best public interest, in keeping with the mandate of the Committee and resolve any potential conflicts between their personal interests in order to support the overall well-being of the Economic Development Advisory Committee. Members are expected to attend all meetings and participate fully in order to bring the full range of their skills, experiences and diversity to each issue and thus provide the necessary input to the Committee as needed.

All Members are expected to review distributed material before the meeting.

Members shall advise the Committee Secretary of their anticipated absence prior to a scheduled meeting. Absences and regrets will be recorded. Citizen representatives are not permitted to designate alternate representation at meetings. Citizen representatives who are absent, without reasonable cause or having been granted a leave of absence, from three consecutive meetings of the Committee may be subject to dismissal from the Committee.

Any member of a Committee wishing to resign from a Committee is requested to provide the resignation in writing to the Committee Chair with a copy to the Secretary.

**Communication:**

All official representation of the Economic Development Advisory Committee is through the Chair or his/her designate.

Communication with staff is through the staff liaison.

The media contact on behalf of the Committee is the Chair.

**Reimbursement:**

There is no financial reimbursement to Economic Development Advisory Committee members.

**Committee Member Terms:**

Term of Duty for the Economic Development Advisory Committee is one year.

Upon expiration of the Term of Duty, outgoing Members may re-apply for appointment during the annual recruitment process for the following year.

**Termination of the Committee**

The Economic Development Advisory Committee exists at the pleasure of City Council.





## 2021 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.

(\*Exceptions are marked with an asterisk below)

DATE	TIME	LOCATION
*March 3, 2021 (Wednesday)	7:00 – 9:00 pm	Zoom conference
May 26, 2021 (Wednesday)	7:00 – 9:00 pm	Zoom conference
July 28, 2021 (Wednesday)	7:00 – 9:00 pm	Zoom conference
November 24, 2021 (Wednesday)	7:00 – 9:00 pm	Zoom conference
No meetings in December		

Meeting dates are subject to change.

# 2021 Economic Development Advisory Committee Work Plan

## Economic Development Advisory 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.

## 2021 Work Plan Items

Item	Department	Comments	Status
2021 Work Plan Approval	Economic Development/Clerks		
COVID-19 – Business Supports Program (CSRP)	Economic Development	“A” Priority	In Progress
Developing the Environment for Entrepreneurship and the Technology Sector (Includes Sub-Committee Work)	Economic Development	“B” Priority	Under Review
Tourism Strategy Update	Economic Development & Tourism	“B” Priority	Under Review
Office Market Development Strategy and Incentives	Planning and Development /Economic Development	“B” Priority	In Progress
Economic Data & Statistics (Standing Item)	Economic Development		
Emerging Issues (Standing Item)	Committee		
2021 Committee Review and Feedback	Committee		
2022 Work Plan Development	Economic Development/Clerks		