

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Note: This meeting will be live-streamed online at coquitlam.ca/webcasts

DATE: Wednesday, July 28, 2021

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

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

CALL TO ORDER

ADOPTION OF MINUTES

1. **Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 26, 2021**

NEW BUSINESS

2. **Housing Needs Assessment – Presentation and Committee Feedback**
J. Simon, Housing Planner / Committee Input
3. **Pinecone Burke Provincial Park – Presentation and Committee Feedback**
A. Isakov, Manager Economic Development / Committee Input

OTHER BUSINESS

NEXT MEETING DATE – November 24, 2021

ADJOURNMENT

Red.

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, May 26, 2021

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, May 26, 2021 at 7:14 p.m. in the Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS:	Councillor Steve Kim, Chair Councillor Trish Mandewo, Vice Chair Marko Dekovic Emma Friess Michael Hind, Tri-Cities Chamber of Commerce Lilian Kan Mladen Plecko Araz Rismani Georgiy Sekretaryuk Kevin Volz Catherine Williams, Douglas College Coquitlam Campus
REGRETS:	Njeri Watkins
ABSENT:	Kathy Banner J. Brad Marko Cody Muhle
STAFF:	Andre Isakov, Manager Economic Development Eric Kalnins, Tourism Manager Michelle Frilund, Senior Communications and Engagement Specialist Julie Hunter, Committee Clerk

CALL TO ORDER

1. Welcome and Introductions

Roundtable introductions were held and the Chair welcomed newly appointed Manager Economic Development, Andre Isakov.

ADOPTION OF MINUTES

2. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 3, 2021

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 3, 2021 were approved.

NEW BUSINESS

3. Community Engagement Strategy – Presentation and Committee Feedback

The Senior Communications and Engagement Specialist provided a presentation, referring to on-screen slides titled as follows:

- Community Engagement Strategy
- Agenda
- What is Community Engagement?
- What Does Engagement Look Like Now?
- What Does Participation Look Like Now?
- What is a Community Engagement Strategy?
- IAP2 Spectrum
- Timeline
- How Can You Get Involved?
- Questions?
- Thank You

The Senior Communications and Engagement Specialist previewed the Letstalkcoquitlam.ca website. She invited the Committee to participate in an online engagement activity and the Committee provided input to the following questions:

- What is something that you heard about tonight or something that you experienced in an engagement that really worked?
- What is something that you learned about or would want to know more about?
- What is a challenge or something that you still don't understand with a specific engagement experience or with what was presented?

Discussion ensued relative to the following:

- The understanding that the digital divide is widening and that there are barriers to participating in online engagement for some people
- Various online engagement tools that may be useful to the City
- The impact of the COVID-19 pandemic on public engagement
- The desire to engage with residents of all ages, specifically youth and seniors
- The increased use of QR codes
- The desire to engage residents who do not speak English
- The desire to engage businesses across the City
- The understanding that the City is working with the Chamber of Commerce on various initiatives
- Support for the City's efforts to improve public engagement

The Chair encouraged Committee members to contact staff directly with any further feedback.

4. Coquitlam Economic Development – Presentation and Discussion

The Manager Economic Development provided introductory comments and an online presentation, referring to slides titled as follows:

- Economic Development – here is where our journey begins
- Introductions
- Future
- The world around us
- Economy
- Why?
- What can cities do?
- Toolkit
- Digital platforms
- City as platform
- Our current state
- Opportunity
- Timing
- Strategy
- Purpose and aspirations
- Build capacity
- Economic development
- Next steps
- Let's talk

Discussion ensued relative to the following:

- The desire to maximize and build on the City's existing economic development opportunities and assets
- The potential for a strategic facilitated discussion on the subject
- Support for the proposed design approach
- The importance of retaining views of the mountains from ground level
- The importance of long term thinking in economic development planning
- The desire for walkable, people-friendly spaces
- The desire to create a human reaction to the City through carefully designed development that has a positive impact on people's hearts and minds
- The desire to identify and maximize the City's competitive advantages
- The belief that one of the City's primary advantages is that it is a balanced community with growth potential
- Support for the proposed direction presented by staff
- Opportunities to support and leverage the patio culture that emerged during the pandemic
- The desire to facilitate the growth of the City with fully integrated lifestyle, jobs and housing

Minutes – Economic Development Advisory Committee Meeting
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- The importance of developing the Coquitlam brand
- The necessity of providing a lot of options for recreation and food in order to attract businesses and employees for those local businesses
- The benefits of the City's access to outdoor recreation and the desire to reframe the City's brand around lifestyle
- The importance of taking a strategic and balanced approach to development
- The belief that many people who have not been to Coquitlam form their impression of the City from the signage and sights along Highway 1
- Interest in research related to the short-term and long-term impacts of the pandemic
- The desire to promote all industries in the City

The Chair thanked the Committee and the Manager Economic Development for the positive discussion.

OTHER BUSINESS

NEXT MEETING DATE – July 28, 2021

ADJOURNMENT

The meeting adjourned at 8:54 p.m.

MINUTES CERTIFIED CORRECT

CHAIR

Julie Hunter
Committee Clerk

City of Coquitlam

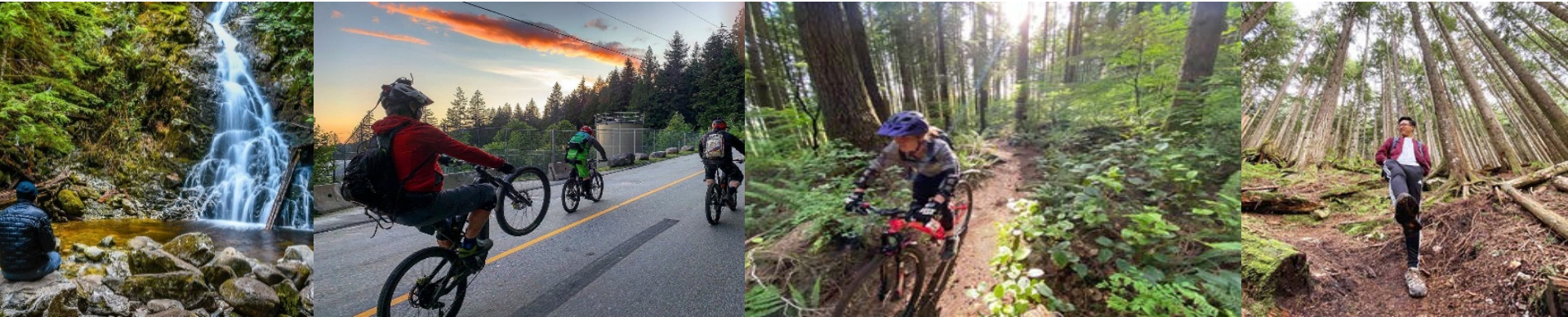
Pinecone Burke Provincial Park

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Coquitlam

Pinecone Burke Provincial Park

"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do." - Mark Twain



Pinecone Burke Provincial Park (PBPP)

- Established in 1995, part of the Lower Mainland Nature Legacy;
- A 38,000 hectare park spans old-growth forests, alpine lakes, and icefields (over 90 times the size of Stanley Park in Vancouver);
- PBPP forms an important northern boundary to the neighbourhoods on Burke Mountain;
- PBPP is unique in terms of the interface between wilderness and the adjacent urban development;



Pinecone Burke Provincial Park (PBPP)

- PBPP is southern neighbour to Garibaldi Provincial Park, providing incredible potential for recreational links to Sea-to-Sky Corridor;
- Wilderness, backcountry and walk-in camping is allowed within PBPP;
- PBPP remains undeveloped with limited mostly local use - limited trail maintenance and trail signage, and there are no facilities such as parking and toilets provided;
- This presents environmental and social challenges associated with unplanned and unmanaged use.



Conceptual layout of a hiking trail between Coquitlam and Squamish by Paul Kubik – BC Mountaineering Club

PBPP Management Plan Process

- In BC, provincial parks are organized, developed and operated through management plans;
- A management plan is a document that outlines the vision and direction for a park;
- Developed with First Nations, local governments, the public and other interest groups;
- PBPP does not have an approved Management Plan - has been in the works by BC Parks since 2014 and is currently at Stage 2 of a four-stage planning process.



Pinecone Burke Provincial Park – The Nature-Based Tourism Opportunity

- City's Tourism Strategy approved by Council identifies Product Development as a key component of expanding the benefits of tourism in Coquitlam;
- PBPP presents a very rare opportunity to offer world class sustainable nature-based outdoor and wilderness experiences in close proximity to both the planned Burke Mountain Village and the emerging high-density transit oriented development core of Coquitlam City Centre.



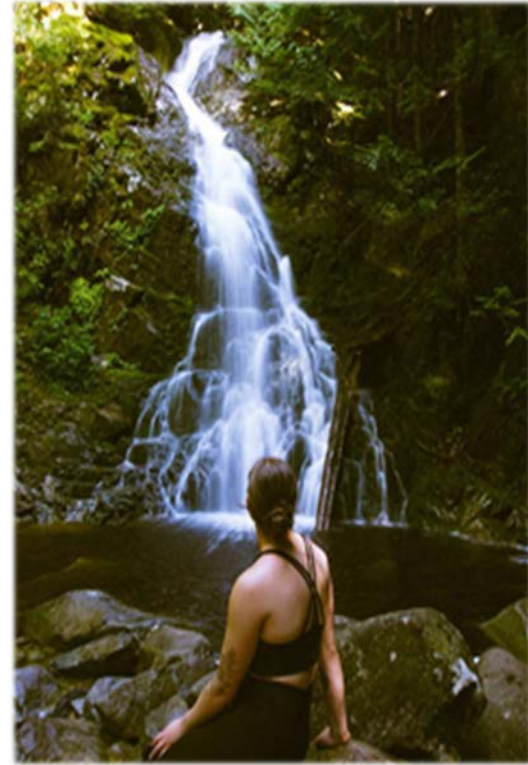
Demand for Nature-Based Tourism is Here!

- Tri Cities
 - 250,000 - residents
- Metro Vancouver
 - 2.5M – residents
- Other
 - Provincial
 - National
 - International



Nature-Based & Recreation Tourism

- The pandemic has accelerated the interest in access to sustainable outdoor recreation opportunities including:
 - Hiking
 - Mountain Biking
 - Trail Running
- PBPP has the potential to be a catalyst for ecotourism and if planned correctly, socioeconomic opportunities associated with these activities.



Tourism Destination Trails

- West Coast Trail
- Sunshine Coast Trail
- Elfin Lakes
- Lord of the Squirrels —>



Nature-Based Tourism Opportunity

Multi Day Alpine Trail between Coquitlam and Squamish

- Opportunity to be a global attraction

Economic Opportunities

- Tourism Packaging & Itinerary Development
- Opportunity for local guided interpretive experiences and education
- Pre and post trip revenue for local businesses (hotels, retail, restaurant)



What we seek from PBPP Management Plan

- A road map for a partnership, through meaningful engagement, that could lead to a sustainable first-rate nature-based tourism product development strategy with synergies that can enhance the quality of life for our residents;
- Leverage the City's long track record of successful community plans which provide amenities for residents and consider the important interface between uses;
- To minimize environmental and social impacts of nature-based tourism with proactive planning focused on sustainable management strategies and the delivery of necessary services;



What we seek from PBPP Management Plan

- Ensure product development will result in increased community appeal, awareness, interest, visitation, spend and overnight stays;
- To closely align and support the development of local nature-based tourism product with the strategic direction of Destination BC, Indigenous Tourism BC, and their marketing and product development strategies.



Economic Development Division

- Support the City's Economic Development and Tourism program as a catalyst for nature-base tourism, outdoor recreation, and community development;
- Support Coquitlam in being a top destination for talent seeking work-life balance;
- Enhance Coquitlam's position in being a destination of choice for businesses seeking talent in today's competitive environment.



Next Steps

- Advance the vision for Burke Mountain and the PBPP as a destination for nature-based experiences;
- Support meaningful, collaborative and proactive planning focused on sustainable management strategies and the delivery of necessary services;
- Prioritize discussions with BC Parks, Destination BC, and Indigenous Tourism BC;
- Identifying potential future nature-based tourism projects with grants and funding strategies for sustainable community-based destination development.

Questions?

Andre Isakov

Manager, Economic Development

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