

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, July 22, 2020

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

PLACE: Remotely via Zoom - *Pre-registration Required*

CALL TO ORDER

1. **Welcome and Roundtable of Reintroductions**
Chair / Committee Members

ADOPTION OF MINUTES

2. **Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 4, 2020**

NEW BUSINESS

3. **QNet Fibre to Business Pilot**
Manager Information & Communication Technology / Committee Consultation
4. **Approved 2020 EDAC Work Plan – Fresh Perspectives Commentary**
Chair / Acting Manager Economic Development
5. **Economic Development COVID-19 Action Plan & Committee Roundtable**
Acting Manager Economic Development / Committee
6. **Sub-Committee Check-in / Discussion for Next Meeting**
Acting Manager Economic Development / Committee

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, November 25, 2020

ADJOURNMENT



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, March 4, 2020

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, March 4, 2020 at 7:05 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS: Councillor Chris Wilson, Chair
Councillor Brent Asmundson, Vice Chair
Kathy Banner
Marko Dekovic
Emma Friess
Lilian Kan
J. Brad Marko
Cody Muhle
Mladen Plecko
Kevin Volz
Njeri Watkins
Catherine Williams, Douglas College Coquitlam Campus

REGRETS: Michael Hind, Tri-Cities Chamber of Commerce
Araz Rismani
Georgiy Sekretaryuk

STAFF: David Munro, Manager Economic Development
Kerry Thompson, Planner 1
Julie Hunter, Committee Clerk

CALL TO ORDER

1. Welcome and Introductions

The Committee participated in roundtable introductions. The Chair welcomed new and returning members.

ADOPTION OF MINUTES

2. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, October 23, 2019

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, October 23, 2019 were approved.

NEW BUSINESS

3. Committee Orientation

Due to time constraints, this item was withdrawn from the agenda.

4. Commercial Zones Review

The Chair provided introductory comments relative to the Commercial Zones Review. The Planner 1 provided an on-screen presentation entitled “Commercial Zones Review – Summary of Improvements and referred to slides titled as follows:

- Agenda
- Process
- 1. Permitted use categories
- Commercial Zones Review – Illustrative Example of Permitted Use Categories
- 2. Consolidated SS zones
- 3. Consolidated CS zones
- 4. Remove C-3 Medical zone
- 5. Simplify C-5, new C-3 zone
- 6. Consolidate C-4 and C-7 zones
- 7. Remove CS-4 Cabaret zone
- 8. Revise C-1 zone
- 9. Utilize General Regulations
- 10. Other Improvements
- Discussion

Committee members were invited to visit the Commercial Zones Review page on the City website and to register on the project mailing list to receive updates.

Discussion ensued relative to the following:

- The new Business Enterprise zone that will come forward in the future as part of the City Centre Area Plan
- The understanding that the Business Enterprise zone will facilitate more flexibility in zoning for businesses and result in expansion of the type of permitted uses
- The understanding that cannabis retail is not included in the scope of the Commercial Zones Review and will be addressed in the future
- Curbside zoning and the various types of curbside business uses
- The demand for mixed-use zoning in low to medium density buildings
- The desire for walkable, mixed commercial / residential neighbourhoods and examples of those in other municipalities
- The potential impact on land values resulting from changes to the Commercial Zones
- The desire to include electric vehicle charging and potentially hydrogen charging within the consolidated service station zone

- The desire to attract new, innovative businesses to Coquitlam

The Committee agreed to change the order of items on the agenda in order to consider the 2020 Work Plan at this time.

6. 2020 Work Plan Approval

The Chair provided introductory comments relative to the Work Planning process. The Manager Economic Development led the Committee through an item-by-item review of the draft 2020 Work Plan.

Discussion ensued relative to the following:

- The demand for office space
- Business attraction and retention
- The need for economic development data and statistics
- The City's finite amount of industrial property and the desire to encourage high density industrial businesses to maximize the job potential and investment in those areas

The Committee approved the 2020 Economic Development Advisory Committee Work Plan and a copy is attached to, and forms a part of, these minutes.

The Committee recommended:

COMMITTEE RECOMMENDATION

That Council approve the 2020 Economic Development Advisory Committee Work Plan.

5. Economic Development Program Overview

The Manager Economic Development provided an on-screen presentation entitled "Economic Development Overview" and referred to slides titled as follows:

- Economic Development Division
- What is Economic Development?
- Changing Trends
- Economic Development Priorities
- Focus on Improvements
- New Businesses and Investors
- Business Attraction Partnerships
- Coquitlam Business Connects
- Community Partnerships
- Tourism Program
- Tourism Strategy
- Film Program

- QNet
- 2020 Priorities
- Economy
- Quick Facts
- Population Growth
- Job Growth
- Coquitlam Business Licenses
- Construction Permit Values Comparison
- Questions?

Discussion ensued relative to the following:

- The benefit of the increasing residential population for employers seeking employees to hire
- Demographics related to the growing population of residents in Coquitlam
- The types of industries and businesses that the City is seeking to attract
- The emerging demand for co-working office spaces

7. Sub-Committee Background / Next Steps

The Vice Chair provided background information relative to the Technology Sub-Committee.

Discussion ensued relative to the following:

- The various sectors within the technology industry
- The desire to target specific objectives rather than trying to be everything to everyone
- The various models in other municipalities
- The desire that the technology business development be grassroots and community-driven

The following individuals volunteered to participate on the Technology Sub-Committee:

- Emma Friess
- Mladen Plecko
- Njeri Watkins
- Catherine Williams

Committee members suggested that Georgiy Sekretaryuk may be interested in participating on the Sub-Committee. Other committee members were invited to contact the Committee Clerk if they are interested in participating on the Sub-Committee.


NEXT MEETING DATE – TBD

ADJOURNMENT

The meeting adjourned at 9:09 p.m.

MINUTES CERTIFIED CORRECT

CHAIR



Julie Hunter
Committee Clerk

2020 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.

2020 Work Plan Items

Item	Department	Comments
Committee Orientation	Committee Clerk	
2020 Work Plan Approval	Economic Development/Clerks	
Commercial Zones Review	Planning and Development	"A" Priority
City Centre Area Plan	Planning and Development	"A" Priority
Office Market Development Strategy and Incentives	Planning and Development /Economic Development	"A" Priority
Developing the Environment for Entrepreneurship and the Technology Sector (Includes Sub-Committee Work) <ul style="list-style-type: none"> • Economic Impact of Childcare • Value of Post-Secondary Institutions to the Local Economy 	Economic Development	"B" Priority
Economic Development Strategy – Final Phase	Economic Development	"B" Priority
Economic Data and Statistics	Economic Development	"B" Priority
Metro Vancouver Competitive Advantage Comparison	Economic Development	"B" Priority
2020 Committee Review and Feedback	Committee	
2021 Work Plan Development	Economic Development/Clerks	

COVID-19 Coquitlam Business Response and Recovery Action Plan

ATTACHMENT 1

Business Outreach & Response: To maintain ongoing communication with local businesses, understand their needs, respond to all inquiries and connect them with available resources and programs.		Deliverables	Status
Actions:	Enhanced focus on business response and recovery efforts through reallocation of tourism and film program staff	Business engagement. Customized response activities to meet local business needs. Business service support system.	Completed
	Business Outreach - emails, phone calls, texts and business walks		*Updated: Ongoing. Staff assisting with business outreach for next phase of action items
	Response to inquiries, referrals and asks for assistance		Ongoing
	Consistent dialogue with Tri-Cities Chamber on COVID-19 programs, resources, trends, programming, etc.		Ongoing
	Follow-up with Coquitlam restaurants and liquor stores for the Take Out Delivery Project		Completed
	Distribution via email database business specific information and resource updates		*Updated: Ongoing. Staff connecting businesses with Economic Development related content
	Create and conduct the COVID-19 Business Recovery and Resilience Survey (phone and online)		Completed
	Create a micro-site for managing/promoting COVID-19 resources, programs, contacts and the business survey		Completed
	Create and conduct the community outreach survey on consumer shopping and travel habits over the summer months.		*NEW: In Process. Survey launched June 12 and will close on June 25.
Communications & Marketing: To develop a multi-media communications and marketing strategy that builds awareness and communicates regularly to the business community about the resources and programs that are available, what the City is doing and also that drives local economic development (#supportlocal).		Deliverables	Status
Actions:	Development of Take Out/Delivery Tourism webpage and business listing	Facilitating the connection of businesses with resources. Profile City actions that impact the business community. Increased engagement with local business community. Promotion of local businesses (i.e. Listing of 200 Take Out/Delivery providers).	Completed
	Development of a Retail open for business section on Tourism website		Ongoing
	Promotion of COVID-19 success stories, resources and programs (Federal, Provincial, Chamber, etc.)		Ongoing
	Update COVID-19 Economic Development and Tourism webpages		Ongoing
	Development of Council business communications (e.g. video message)		*Updated: Ongoing. Council CoquitlamSPIRIT Support Local video launched May 26.
	Pursue media and marketing partnerships, earned media opportunities and targeted social media campaigns that promote resources and #supportlocal		Ongoing
	Newsletters, blogs, email updates and Information / Planning and Development bulletins		*Updated: Ongoing. Recent media materials and business portal updates on Temporary Outdoor Space Expansion Program and Business Outreach resources
	Develop and deliver promotional and informational materials to local businesses related to the Temporary Patio Expansion program (Phase 1 to Phase 3)		*NEW: In Process and to be updated based on new phases
	Analyze, design, and share the Coquitlam consumer shopping and travel habits survey report		*NEW: In Process. Survey launched June 13 - June 30. Final report expected in early-to-mid July.
	Design, communicate, and implement business spotlight and promotional initiative of "75 Days of Summer" Support Local campaign.		*NEW: In Process. Scheduled to run June 24 - September 7
	Support Canada Day & Summer Concert Series through business promotion and spotlights and communicate the opportunities for local businesses to provide take-out-packages for "Canada Day @ Home"		*NEW: Ongoing work in collaboration with Parks, Recreation & Culture and Corporate Communications
	Work with Coquitlam departments on communicating updates to policy that impact local Coquitlam businesses and are related to the #supportlocal campaign.		*NEW: On-going.

Tracking & Reporting: To capture information indicated in measurables and deliverables and be able to track and report on success and reach of efforts.		Deliverables	Status
Actions:	Compiling / tracking survey results, statistics, metrics and inquiries	Collection and analysis on trends impacting business.	*Updated: Ongoing and continually updated based on new initiatives or policies
	Highlight of business recovery and response best practices	Directory of stakeholder partnerships that drive business development.	Ongoing
	Ongoing municipal and environmental scan (business supports, programming, etc.)	Enhanced program metrics.	Ongoing
	Stakeholder collaboration and interactions (Tri-Cities Chamber, BCEDA, Creative BC, Destination BC, etc.)		Ongoing
Supporting Local Business Recovery: To assist businesses and the local economy with recovery and resilience.		Deliverables	Status
Local Business Recovery			
Actions:	Advocating for changes to municipal policies and procedures that can positively impact the business community.	Enhance the business environment through refreshing policies and procedures.	Ongoing
	Incorporate business feedback from outreach activities into recovery program	Provide education on resources that assist with business recovery.	*Updated: Ongoing work that will be updated with communications with local businesses and feedback related to new policy or programs.
	Research and analysis of recovery best practices, models, programs and trends	Promoting the #supportlocal campaign for business retention and expansion.	Ongoing
	Education and Training - webinars, workshops, etc. in business topic areas that assist with business recovery.		Ongoing
	Encourage supportlocal initiatives (e.g., a Block Party for Businesses)		Ongoing
	Incorporate strategies that assist with the recovery of the local Tourism and Film sectors into economic recovery actions		Future Programming
Development and Construction Sector			
Actions:	Expand digital footprint through implementation of online/digital tools	Improved customer service and accessibility.	*Updated: Ongoing work that will be updated and supported as new policy or departmental direction arises.
	Update and streamline processes for securities and deposits	Reduce financial burden for applicants and reduce red tape.	*Updated: Completed.
	Noise Bylaw extension	Facilitate physical distancing on worksites to support business continuity while complying with PHO orders.	Completed