

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

DATE: Wednesday, September 27, 2023
TIME: 7:00 p.m. to 9:00 p.m.
PLACE: Council Committee Room, Coquitlam City Hall

CALL TO ORDER

ADOPTION OF MINUTES

1. **Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, June 28, 2023**

Recommendation:

That the Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, June 28, 2023 be approved.

NEW BUSINESS

2. **Climate Action Plan Engagement (Presentation by the Environmental Sustainability Manager and Sustainability Programs Specialist)**
7:05 – 7:35 p.m. (30 minutes)
3. **Business Improvement Areas Update (Presentation by the Acting Manager Economic Development and Business Growth Manager)**
7:35 – 8:05 p.m. (30 minutes)
4. **Economic Development Strategy Update (Presentation by the Acting Manager Economic Development and Business Growth Manager)**
8:05 – 8:25 p.m. (20 minutes)
5. **Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**
8:25 – 9:00 p.m. (25 minutes)

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, November 29, 2023

ADJOURNMENT



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, June 28, 2023

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, June 28, 2023 at 7:00 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

COMMITTEE MEMBERS: Councillor Steve Kim, Vice Chair
Mohammad Darwish, Citizen Representative (arrived at 7:01 p.m.)
Marion Lochhead, Citizen Representative
Rohith Manhas, Citizen Representative
Elizabeth Mayorga, Citizen Representative
Matthew Sebastiani, Citizen Representative
John Toor, Citizen Representative
Vanessa Wideski, Citizen Representative
Catherine Williams, Douglas College-Coquitlam Campus
Kathryn Millar, Tri-Cities Chamber of Commerce

REGRETS: Councillor Trish Mandewo, Chair
Zorica Andjelic, Citizen Representative
Emma Friess, Citizen Representative
JJ Lee, Citizen Representative
Deryck Persaud, Citizen Representative

STAFF: Eric Kalnins, Acting Manager Economic Development
Graham Stuart, Director Corporate Planning
Edward Tain, Business Growth Manager
Mark Thompson, Project Manager – Corporate Planning
Caley Amundsen, Committee Clerk

CALL TO ORDER

The Chair provided an Indigenous territorial acknowledgment.

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 29, 2023

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 29, 2023 were approved.

Mohammad Darwish arrived to the meeting at this time (7:01 p.m.).

NEW BUSINESS

2. Introduction of Business Growth Manager

The Acting Manager Economic Development introduced the new Business Growth Manager to the Committee.

3. 2024 – 2027 Strategic Plan Renewal: Opportunity for Input

The Director Corporate Planning and the Project Manager – Corporate Planning provided the Committee with an on-screen presentation entitled “2024 – 2027 Strategic Plan Renewal” that covered the following topics:

- Overview of the City’s Strategic Plan (hereon “The Plan”)
- Key objectives, timeline and engagement opportunities for the Plan’s renewal process
- Synergy between the Plan and other City corporate plans
- The Plan’s core components and components that will be updated in 2024 and 2028
- Key themes identified by the annual Business Plan and online Ipsos Community Satisfaction Survey
- How the Committee’s feedback will be reported to Council and used to develop actionable items

Discussion ensued relative to the following:

- In regards to the *Safe and Complete Neighbourhoods* theme, including RCMP foot patrols and informal engagement, reduced crime rates, public safety incident awareness, safe road design, more mixed-use housing, walkable neighbourhoods, multi-modal transportation options, sidewalk maintenance, and more electric vehicle (EV) charging infrastructure
- In regards to the *Local Economy and Local Jobs* theme, including leveraging park space and recreation for economic opportunity, attracting anchor companies, incentivizing development of employment and commercial space, empowering small businesses, preventing displacement of jobs and creating more office space through mixed-use zoning, densification of industrial zones, creating business clusters for technology companies, ensuring housing is available for local post-secondary graduates, encouraging rental development densification, matching labour force with demand, and collaboration with kwikwəłəəm

- In regards to the *Healthy Community and Active Citizens* theme, including investments in children's recreation, implementing a safe walk program, integrating seniors' care with other community activities and needs such as childcare, community celebrations through festivals and events, creating more outdoor spaces and amenities to match population growth, promoting electric mobility (e-mobility) options, making better use of underused parking lots and undeveloped spaces, providing shelter space for vulnerable people during extreme weather events, partnering with community organizations to promote existing programs and services, and providing community hubs for non-profits
- In regards to the *Sustainable Services, Environment and Infrastructure* theme, including more hospitals and community health clinics, collaborating with Douglas College in terms of healthcare planning, providing tax incentives for developers to create office spaces for General Practitioners (GPs), attracting more GPs, and repurposing existing office space for other temporary uses
- In regards to the *Excellence in City Governance* theme, including transparency in City budgeting, diversification of City revenues and investments, diversification of external communication mediums, providing confidence for businesses and developers, streamlining and expediting developer application permit review process, encouraging public engagement at Council Meetings and Public Hearings, providing equitable and accessible city spaces and community engagement technologies

Discussion continued relative to the following:

- The percentage of people who live and also work in Coquitlam
- The desire to work with the Province to unlock recreational opportunities in Pinecone Burke Provincial Park
- The possibility of creating a medical space at Douglas College
- The development process for creating new office space and applicable legislation
- The importance of managing expectations around temporary use permits (TUPs) and redevelopments
- The logistical challenges of providing more healthcare spaces and services in Coquitlam
- The possibility of implementing a reservation system for residents who wish to speak at Council Meetings and the question periods' limitations
- The desire to use existing technologies such as WordClouds to encourage community feedback and engagement

4. Tourism and Visitor Economy Update

The Acting Manager Economic Development provided the Committee with an on-screen presentation entitled "The Visitor Economy and Tourism" that covered the following topics:

- Coquitlam's visitor economy and tourism sector
- The visitor economy in BC
- Breakdown of BC tourism sector employment
- Metro Vancouver hotel occupancy and inventory data
- Projected tourism economy revenue scenarios

Minutes – Economic Development Advisory Committee Meeting
Wednesday, June 28, 2023

- The labour shortage affecting all sectors of BC's visitor economy
- Opportunities to grow local tourism, including events, Pinecone Burke Provincial Park, and a west coast trail from Burke Mountain to Skwxwú7mesh
- The necessity of mixed-use city and development spaces
- The necessity of community lounge and social gathering spaces
- The necessity of Council support for attracting events and festivals to Coquitlam
- Coquitlam public art and place-making
- 2015 – 2020 Coquitlam Tourism Strategy, its vision and key areas of focus
- Challenges of funding tourism initiatives within the municipal environment structure
- Tourism Coquitlam branding, marketing and tourism partnerships
- Tourism economy campaign metrics and key performance indicators

Discussion ensued relative to Airbnb's role in the tourism sector.

The meeting was recessed due to a fire alarm evacuation at this time (8:31 p.m.).

5. Business Improvement Areas Update

Due to a fire alarm evacuation, this item was deferred to the next meeting.

6. Economic Development Strategy Update

Due to a fire alarm evacuation, this item was deferred to the next meeting.

7. Committee Members' Roundtable / Emerging Issues

Due to a fire alarm evacuation, this item was deferred to the next meeting.

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, September 27, 2023

ADJOURNMENT

The meeting adjourned at 8:33 p.m.

MINUTES CERTIFIED CORRECT:

Steve Kim, Vice Chair

Caley Amundsen, Committee Clerk



Economic Development Advisory Committee - September 2023

Climate Action Plan Project Update and Discussion

<https://www.coquitlam.ca/387/Climate-Action>

Coquitlam

Agenda

- Background
- Coquitlam's emissions
- Priority Areas
- Discussion
- Next Steps



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Why Coquitlam needs a Climate Action Plan

- Preparing for local climate impacts
- Rapid growth and development
- Evolving climate policy at regional, provincial, and federal levels
- Funding Opportunities
- Updated GHG targets

Coquitlam Glacier may be gone by 2050, geoscientist estimates

Climate change may cause 8 billion litres of ice to melt 50 years sooner than once expected

BY JEREMY SHEPHERD • COQUITLAM • APRIL 12, 2022



PHOTOS + VIDEO: Here's how rainfall led to localized flooding across the Tri-Cities

From Coquitlam River to the Port Moody River, overflowing embankments sent water cascading across the Tri-Cities.

Nov 16, 2021 4:08 PM



Coroner's report on B.C. heat-dome deaths calls for greater support for populations at risk

6/19 deaths reported June 25-July 1, 2021, now deemed heat related; most were elderly with compromised health

CBC News - Posted: Jun 07, 2022 7:29 AM PDT | Last updated: June 7, 2022

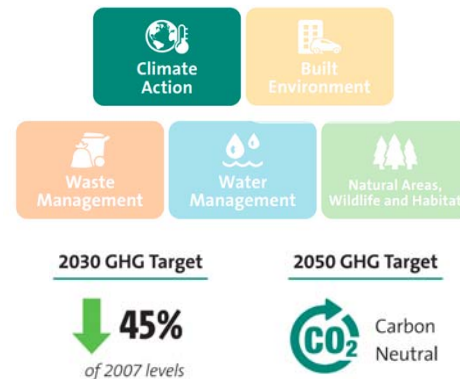


Crews battle out-of-control wildfire in Metro Vancouver regional park

Fire in Minnehaha Regional Park is burning on 'steep and challenging terrain'



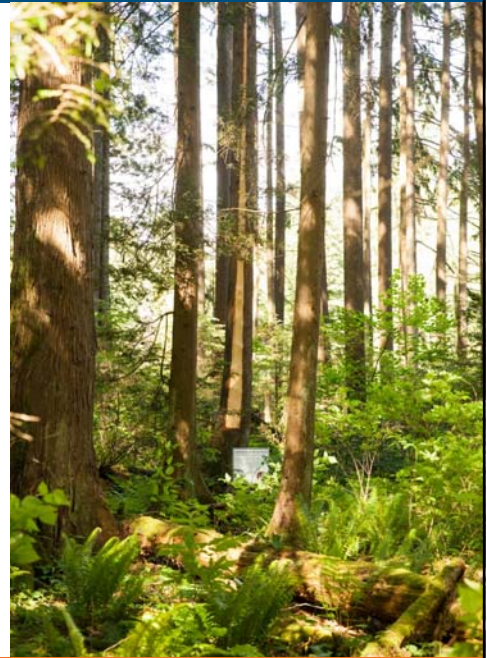
Environmental Sustainability Plan



Action 1: Develop and implement a **new Climate Action Plan** that incorporates emerging best practice approaches and innovative technology, and prioritizes actions to achieve the City's community and corporate climate change targets

Climate Action Plan Scope

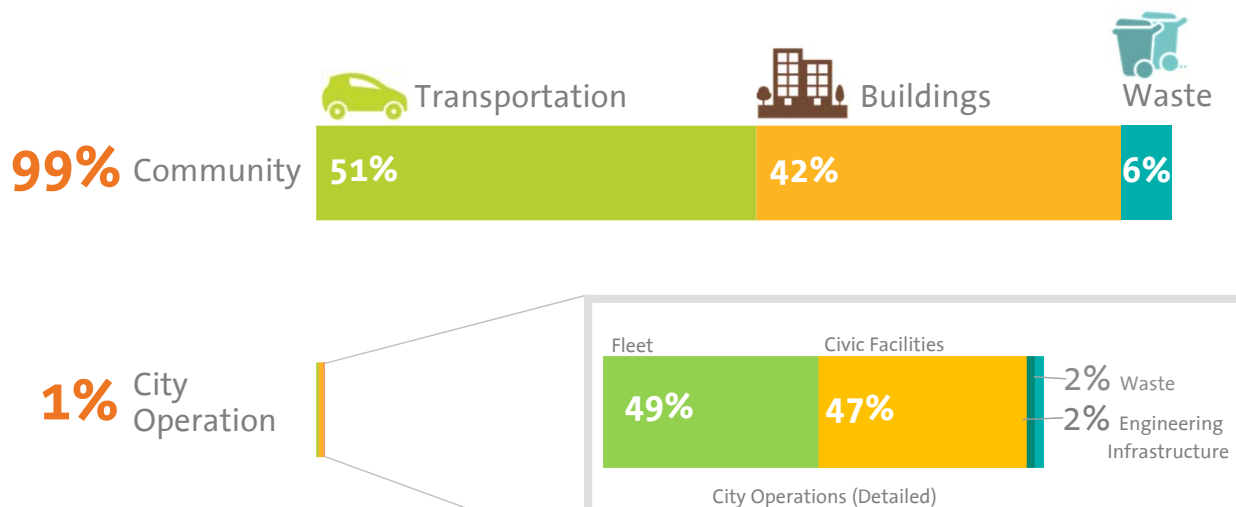
- **Replace** the 2012 Community Greenhouse Gas Reduction Strategy with **detailed pathways** for working towards our new GHG targets
- Use a **Low Carbon Resilience** lens to **advance** mitigation and adaptation objectives and identify co-benefits
- **Develop** clear and measurable actions with a focus on **affordability**
- **Outline** costs, benefits and trade-offs
- **Identify** funding sources to support plan implementation
- **Engage** broadly and incorporate **Reconciliation** and **Equity, Diversity, and Inclusion**



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4

Coquitlam's Carbon Pollution



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5

Priority Areas



How we build



How we consume



How we move



How we steward



How we build

Where we want to go:

- All new and existing homes and buildings are comfortable, healthy, efficient, and affordably powered by low-carbon energy sources.
- Buildings are built and renovated using low-carbon materials and processes.



How we build

How this shows up in your life

- Access to low carbon heating and cooling
- Financial and technical support for building retrofits
- Industry training and support for zero-carbon buildings
- Making it easier to use low-carbon materials to build and renovate



How we move

Where we want to go:

- Trips around the city are increasingly taken along networks of safe and accessible sidewalks, bike paths, other micro-mobility lanes, and public transit.
- Cleaner air and a quieter city as we reduce carbon pollution from personal and delivery vehicles.



How we move

How this shows up in your life

- Complete communities
- Safe routes that are designated for walking and rolling
- Reduce parking requirements
- Transition to electric vehicles
- Access to charging stations
- Access to vehicle sharing programs
- Remote work



How we consume

Where we want to go

- Goods and materials are produced and reused in a circular manner that reduces and avoids waste, and diverts waste from landfills.
- Food waste is minimized and local food system initiatives are supported.



How we consume

How this show up in your life

- Reduce food waste and increasing diversion
- Support the local food economy
- Reduce purchase and use of single-use items
- Reuse and recycle construction and demolition materials
- Proper disposal of household items



How we steward

Where we want to go

- Natural assets and ecosystems are protected, restored and enhanced.
- Natural spaces for everyone to enjoy that also increase biodiversity, carbon storage, and contribute to healthy air and water.



How we steward

How this shows up in your life

- Neighbourhood access to treed spaces
- Tree-planting
- Conserve natural areas and parks
- Protecting, restoring and enhancing ecosystems
- Nature-based solutions and green infrastructure

Discussion

Next Steps

- **Community Engagement**
 - Survey
 - Pop-up events
 - Online information session
 - Conversations with key groups
- **Staff workshops and scenario modelling**
- **Drafting the plan**



Thank you!



Business Improvement Areas (BIAs): Support for Local Entrepreneurship

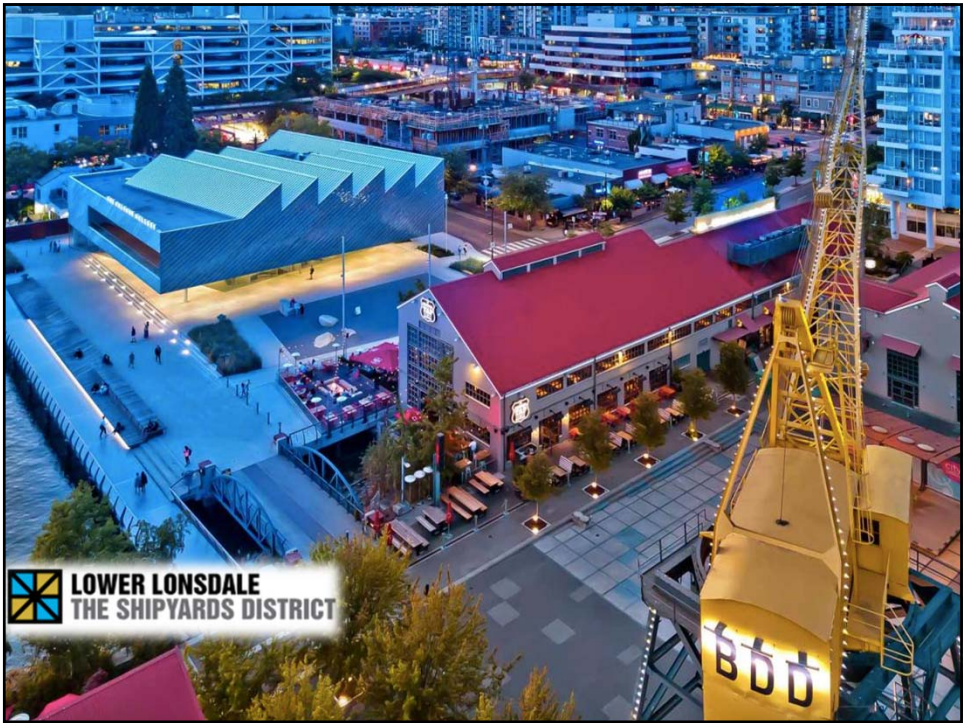
Coquitlam

Presentation Objectives

- 1. BIA Potential + Opportunities**
- 2. Coquitlam Context**
- 3. Next Steps**



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Business Improvement Areas

- Business district success require strategic focus + nurturing conditions
- BIAs support local competitiveness + business vitality
- BIA serve a catchment area of Class 5 / 6 properties
- BIA versus a Chambers of Commerce



Austin Heights Catchment Area

Coquitlam

Business Improvement Areas

<p>2801 Coquitlam Charter 1807 Class 36</p> <p>COMMUNITY CHARTER</p> <p>CHAPTER 36</p> <p>Adopted on May 19, 2003</p> <p>Contents</p> <p>Section 1 - Purpose and Objectives</p> <p>Section 2 - Scope of the Charter</p> <p>Section 3 - Definitions</p> <p>Section 4 - Powers and Functions</p> <p>Section 5 - Administration</p> <p>Section 6 - Financial Management</p> <p>Section 7 - Planning and Development</p> <p>Section 8 - Environmental Protection</p> <p>Section 9 - Public Safety</p> <p>Section 10 - Recreation and Culture</p> <p>Section 11 - General Provisions</p>	<p>Coquitlam</p> <p>ATTACHMENT 1</p> <p>City of Coquitlam</p> <p>Bylaw</p> <p>Bylaw No. 1114, 2011</p> <p>Section 1 - Purpose and Objectives</p> <p>Section 2 - Scope of the Bylaw</p> <p>Section 3 - Definitions</p> <p>Section 4 - Powers and Functions</p> <p>Section 5 - Administration</p> <p>Section 6 - Financial Management</p> <p>Section 7 - Planning and Development</p> <p>Section 8 - Environmental Protection</p> <p>Section 9 - Public Safety</p> <p>Section 10 - Recreation and Culture</p> <p>Section 11 - General Provisions</p>	<p>STRATFORD BUSINESS IMPROVEMENT ASSOCIATION</p> <p>CONSTITUTION</p> <p>Section 1 - Purpose and Objectives</p> <p>Section 2 - Scope of the Constitution</p> <p>Section 3 - Definitions</p> <p>Section 4 - Powers and Functions</p> <p>Section 5 - Administration</p> <p>Section 6 - Financial Management</p> <p>Section 7 - Planning and Development</p> <p>Section 8 - Environmental Protection</p> <p>Section 9 - Public Safety</p> <p>Section 10 - Recreation and Culture</p> <p>Section 11 - General Provisions</p>
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Community Charter

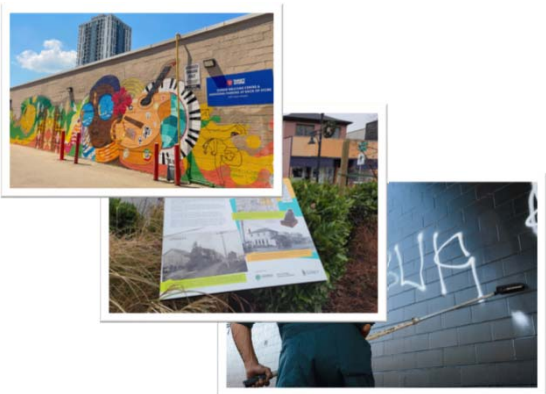
Municipal Bylaw

BIA Constitution

Coquitlam

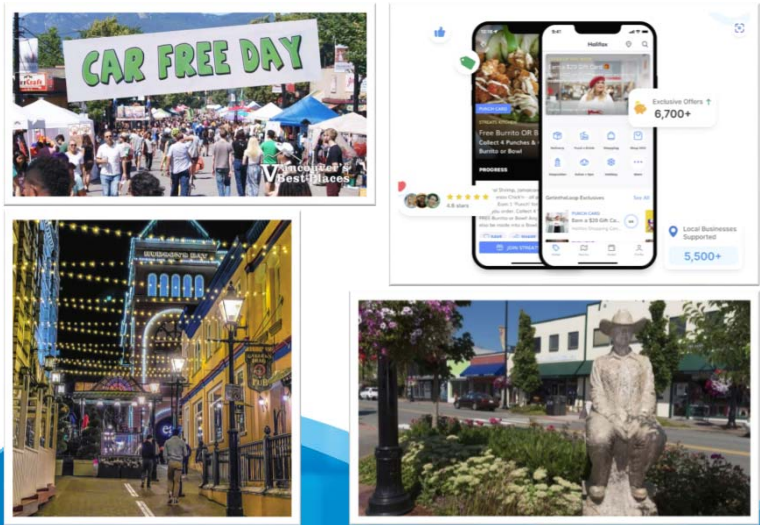
Business Promotion Scheme

- Beautification Projects
- Conserving Heritage Properties
- Graffiti Removal
- Carrying out local studies and reports
- Encouraging business



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Business Improvement Areas



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Business Improvement Areas

Board of Directors

- Annual Budget
- AGM / EGM

Renewal

- Bylaw
- Council Initiative
- Petition



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Business Improvement Areas

- Collaboration
 - Local business intelligence gathering
 - Capacity-building programing
 - Celebrating local businesses
- Establishing additional BIAs:
 - North Road, City Centre, United Boulevard, Maillardville, etc.



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North Road BIA

Establishment Checklist:

- Local Champion Identified: Vanessa Wideski
- Proposed Catchment Area Defined
- Membership Engagement Initiated:
 - Business Walk
 - Business Meet & Greet

Next Steps:

- Establish Board of Directors
- Draft Business Plan
- Present to Council



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Next Steps

- Support AHBIA in their efforts to beautify + distinguish their area with gateway features
- Coordinate City efforts + work with Streetscape Enhancement Program (EPW)
- Integrate this work with Economic Development Strategy



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ACCOMPLISHMENTS



GRAFFITI REMOVAL



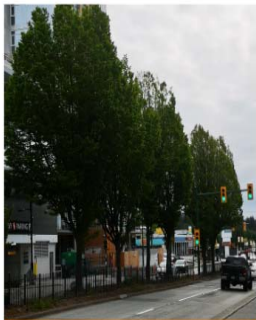
STREET BANNERS



HOLIDAY LIGHTS



ACCOMPLISHMENTS



TREES IN THE MEDIAN



COOL WHITE LIGHTS



COMMUNITY VENTURES



ACCOMPLISHMENTS



DAISY DAY



SECURITY



RECENT INITIATIVES & PARTNERSHIPS







**RECENT INITIATIVE
& PARTNERSHIP:
CIGARETTE BUTT
RECYCLING RECEPTACLE**

**UNSMOKE
CANADA**

craigslist

RECENT INITIATIVE & PARTNERSHIP:
TRILOCAL COLLECTIVE



THE TRI-LOCAL
PARTNERS



RECENT INITIATIVE & PARTNERSHIP:
BIKE RACKS, BIKE TO SHOP, &
HUB CYCLING AWARD

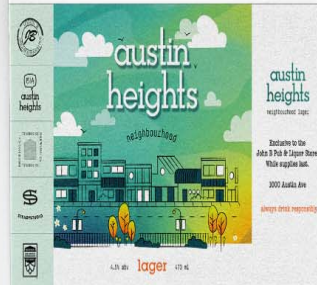



RECENT INITIATIVE & PARTNERSHIP:
AUSTIN HEIGHTS POP-UP PARKLET



RECENT INITIATIVE & PARTNERSHIP:
**BIABC & IDA PACIFIC NORTHWEST
ANNUAL CONFERENCE**



[illegible]

 **austin heights**

RECENT EVENT:



HOLLYDAZE

in the Heights

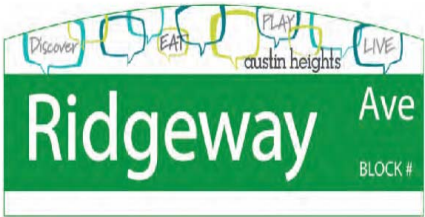




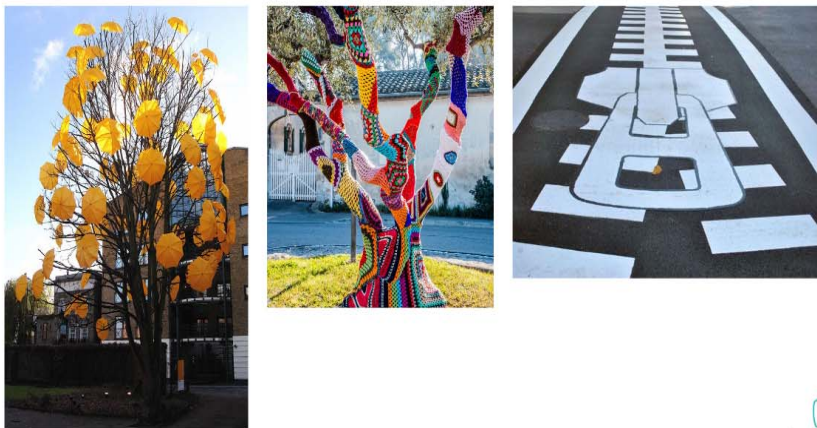
FUTURE INITIATIVE:
LIGHTS IN THE HEIGHTS PARADE



FUTURE INITIATIVE:
STREET SIGN BLADES



FUTURE INITIATIVE:
PUBLIC ART INSTALLATIONS



BIA
austin heights

FUTURE INITIATIVE:
GATEWAY SIGNS



BIA
austin heights



Proposed Budget

Year	Budget
2023/2024	\$268,809
2024/2025	\$301,066
2025/2026	\$331,173
2026/2027	\$357,666
2027/2028	\$386,280



Questions?

Eric Kalnins

Acting Manager, Economic
Development

ekalnins@coquitlam.ca

Edward Tain

Business Growth Manager

etain@Coquitlam.ca

The logo for Coquitlam, featuring a stylized blue wave graphic above the word "Coquitlam" in a white serif font.

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Economic Development Update

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Presentation Objectives

1. EDS Priorities
2. EDS Competitive Study
3. Marketing Materials
4. Business Visitation Program



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EDS – Key Action Items

1. Develop an Economic Development Competitiveness Study
2. Creating new Business Promotional Marketing Materials
3. Working with partners to attract and accommodate major employers and institutions
4. Supporting the establishment of new BIAs
5. Establish Direct Business Outreach Program and Services



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EDS – Competitive Study (2024)

- Review Coquitlam's Tax Policy to ensure competitiveness of the business property tax structure;
- Review of OCP policies, zoning by-laws related to minimum commercial space requirements in mixed-use developments to ensure regulations are appropriate for attracting and accommodating employment uses;
- Explore density incentives related to the provision of employment spaces; and
- Identify other policy options or incentives appropriate to attract preferred forms of investment within the community.

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Business Promotional Marketing Materials

- Branding
- Microsite for Economic Development
- Sales Materials
- Welcome to Coquitlam



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Business Visitation Programs

- Pulse on the local business community
- Connecting local needs with regional innovation ecosystem partners
- Access to a City Staff Liaison
- Local Economic Program Development Opportunities
- Celebrating local innovation and successes





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Program Logistics




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Business Growth & Expansion	
Current Site	2 Facilities (Coquitlam & Poco) Coquitlam - 43,000 SF; PoCo - 45,000 SF
Site Selection	Acquired 86 Brigantine Drive, Coquitlam, BC, V3K 6Z6 - 50,000 SF
Timeline	Expected Occupancy - Aug 14, 2023
Research & Development	
Research Areas	Automation Production Lines (Kimchi)
Grants Awarded	\$X00,000
Critical Research Factor	Difficulty finding production line workers
Government Relations – TOP PRIORITY	
Municipal	Signage Permit Status Check Attend grand opening of new site
Federal	No Issues
Transportation	Supply Chain Disruption – Cost of Shipping Freight via Port
Talent	
Employee #	50 in Coquitlam
New Staff in 12 months	20 staff in sales, marketing, administration and warehousing
Talent Access	Online (Indeed); Immigration Services (WorkBC)
Market Access	
Market Reach	Canada
Key Industries	Food and Beverage, Houseware & Home Appliances
Strategic Clients	Vendors: Assi, CJ Entus, Winia, Crown Clients: Costco, GFS, Sobeyes, Loblaws, T&T



Business Expansion ★★★★★	Retention – Non-urgent expansion, moderate job create, market familiarity, 12 – 24 months
Research and Development ★★★★★	Early Majority – History of grant funding, consider grants to be low value, R&D on existing operations
Government Relations ★★★★★	Ambassador – Providing government/institutional partners with: industry feedback, letter of referral, celebrating milestones, sponsorship
Talent ★★★★★	Exponential – Less than 12 months; Upskilling or acquiring highly-skilled talent; 50%+ increase
Market Access ★★★★★	Mature Growth – Seeking continued growth in international markets – Seeking to build a brand



Business Growth & Expansion	
Current Site	3,500 SF Facility; 2,000 SF production; 1,500 SF retail not including patio
Site Selection	Renovating 2nd floor kitchen to mezzanine and patio extension
Timeline	6 months
Research & Development	
Research Areas	Brewing: New brews tested every month - implement new 100L small batch pilot system.
Grants Awarded	None (improvements completed through equity)
Additional Research Interests	Interest in automating processes and collaboration with local robotics company
Government Relations – TOP PRIORITY	
Municipal	Requiring permit support for upcoming renovations Seeking partnership with City events
Federal	No Issues
Transportation	No Issues
Talent	
Employee #	18
New Staff in 12 months	4 – 5 kitchen staff
Talent Access	Online Channels
Market Access	
Market Reach	BC
Key Industries	Municipalities, Retail Storefronts, Local Sports Teams
Strategic Clients	BC Liquor



Business Expansion
★★★★★

Research and Development
★★★★★

Government Relations
★★★★★

Talent
★★★★★

Market Access
★★★★★

Retention – Non-urgent expansion, moderate job create, market familiarity, 12 – 24 months

Late Majority – Interest in grants but no history of grant funding, R&D on existing operations

Ambassador – Providing government/institutional partners with: industry feedback, letter of referral, celebrating milestones, sponsorship







Incremental – Long-term growth of existing talent base dependent on market trends

Early Growth – Seeking growth support in providing institutional markets or new industries

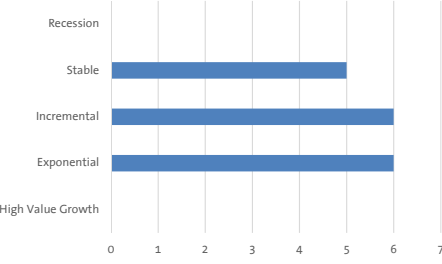
Local Talent Highlight

20% Increase
in talent demands over next 12 months


University Recruitment



Talent Growth Status



Talent Growth Status	Score
Recession	0
Stable	5
Incremental	6
Exponential	6
High Value Growth	6



Local Talent Highlight

Specialized Skill Demand

brewmasters
robotics designer
photogrammetry mapping
advanced chemical manufacturing
cobots
electrical engineers

Jobs Available Today

millwrights control
software engineers
quality assurance hardware engineers
sales gis specialists
administration staff machinists
production line technologists

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Programming Opportunities

Talent



- Campus Familiarization Tours
- Capabilities Database with Up-Skilling Workshop
- Automation 101 Series
- PNP Workshop – Senior Talent Acquisition

R&D



- Business Innovation Spotlight / Showcase
- Explore concepts of Cobot Centre of Excellence, Foods Hubs, Rapid Prototyping Maker Space
- Grant Writing Workshops

Market



- Establishing an investment focused microsite that showcases local industry and attracts complementary value chain businesses for strategic sectors
- Actively seek to host industry-led events and conventions within strategic sectors
- Export-support Workshop: Trade commissioner access, funding access, regulatory support

Coquitlam

Questions?

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