

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Due to time constraints, this item was withdrawn from the agenda.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 understanding that the Planning Department is extremely busy and the expected timing of the completion of various projects such as the Corridor Strategy
- 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, Douglas College Coquitlam Campus

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.

OTHER BUSINESS

OB-1 Upcoming Events and Initiatives

There was no discussion with respect to this item.

NEXT MEETING DATE – TBD

ADJOURNMENT

The meeting adjourned at 9:09 p.m.

MINUTES CERTIFIED CORRECT

_____ CHAIR

Julie Hunter
Committee Clerk