

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
Wednesday, May 26, 2021

- 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

 For: _____

Julie Hunter
Committee Clerk