

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 kwikwəłəḿ

- 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

- 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