

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, July 28, 2021

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, July 28, 2021 at 7:08 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
Kathy Banner
Marko Dekovic
Emma Friess
Michael Hind, Tri-Cities Chamber of Commerce
Lilian Kan
Cody Muhle
Mladen Plecko
Araz Rismari
Kevin Volz
Njeri Watkins
Catherine Williams, Douglas College Coquitlam Campus

REGRETS: J. Brad Marko
Georgiy Sekretaryuk

STAFF: Andre Isakov, Manager Economic Development
Eric Kalnins, Tourism Manager
Jacint Simon, Housing Planner
Julie Hunter, Committee Clerk

ALSO IN ATTENDANCE: Matt Thompson, Urban Matters

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 26, 2021

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 26, 2021 were approved.

NEW BUSINESS**2. Housing Needs Assessment – Presentation and Committee Feedback**

The Manager Economic Development provided introductory comments relative to housing needs in Coquitlam.

The Housing Planner provided introductory comments relative to the Housing Needs Assessment. Matt Thompson, Urban Matters, utilized an on-screen presentation and referred to slides titled as follows:

- Introduction
- Provincial Context
- Background
- Data Snapshot
- Population (2006 – 2016)
- One-Year Ago Migrants (2016)
- Median Household income (2016)
- Households by Household Type (2016)
- Households by Tenure (2016)
- Labour Force in Private Households by NAICS Sector in City of Coquitlam (2016)
- Labour Force Status (2016)
- Commuting Destination (2016)
- Discussion
- Questions
- Closing

Mr. Thompson invited the Committee to provide feedback related to the business community and workforce aspects of housing by using the “chat” function in Zoom.

Discussion ensued relative to the following:

- The understanding that much of the currently available data is old
- The importance of student housing data and the challenges in gathering it
- Data collection by Douglas College, SFU and UBC that may be useful to the City
- The understanding that data indicating who lives, works and plays in Coquitlam will be available in the future
- How the housing affordability crisis affects Coquitlam employers
- The belief that housing in Coquitlam is not affordable for many people
- The demand for office space in the City
- Features, such as inclusivity and parks, that make Coquitlam attractive to business owners and their employees
- The understanding that there has been little increase of wages for young people over time yet costs have increased substantially
- The belief that the differential in rental rates between Vancouver and Coquitlam is not significant and that there is better value for money in Coquitlam
- The benefits of working from home or having a home-based business in Coquitlam, including access to green spaces, relatively lower density than other municipalities, peacefulness, and amenities

- The understanding that there is a significant increase in the number of people who need more than one income and the desire for related data pertaining to housing
- The ability for residents to offset housing costs with a home-based business
- The desire for hybrid housing with mixed work-from-home and residential use
- The understanding that projections, trends and analysis will be included in the Housing Needs Assessment Report including data related to the pandemic, demographic shifts, ownership and rental of housing, age of residents and business owners, and household types
- The belief that the pandemic has contributed to the popularity of work-from-home and the need for multiple streams of income
- The importance of taking into consideration the entire housing needs continuum
- The rising number of people moving from Vancouver to Coquitlam
- The benefit to commuters using the Skytrain
- The high value given to green spaces and outdoor amenities in making Coquitlam an attractive place to live and work

Members of the Committee were invited to provide any further feedback via letstalkcoquitlam.ca/housingneeds.

3. Pinecone Burke Provincial Park – Presentation and Committee Feedback

The Manager Economic Development utilized an on-screen presentation entitled “Pinecone Burke Provincial Park” and referred to slides titled as follows:

- Pinecone Burke Provincial Park
- Pinecone Burke Provincial Park (PBPP)
- PBPP Management Plan Process
- Pinecone Burke Provincial Park – The Nature-Based Tourism Opportunity
- Demand for Nature-Based Tourism is Here!
- Nature-Based & Recreation Tourism
- Tourism Destination Trails
- Nature-Based Tourism Opportunity
- What we seek from PBPP Management Plan
- Economic Development Division
- Next Steps
- Questions?

Ms. E. Friess left the meeting at this time (8:00 p.m.).

Discussion ensued relative to the following:

- Tourism management and the importance of planning strategically
- The desire for neighbourhood trail connections on Burke Mountain with links to the trail system in PBPP
- The understanding that Coquitlam has a competitive advantage because of its access to the outdoors and nature within the urban context
- The intent to think strategically about the types of amenities and how they will be accessed, and the type of tourists the City wishes to attract

- The desire to maximize economic development opportunities by offering amenities and businesses to support PBPP users, and user experience, amplifying positive community economic benefits
- The intent to capitalize on the natural assets and infrastructure the City already has
- The understanding that there will be capital costs with associated Park infrastructure such as trails, roads, parking, and e-bike charging stations, and that the cost benefit analysis would be helpful as part of the PBPP Management Planning process conducted by BC Parks
- The belief that there are quality of life benefits related to the park
- The challenges of getting people to patronize Coquitlam businesses before and after visiting PBPP and whether it would be possible for businesses to realize revenues from the park users
- The potential for snowshoeing opportunities during the winter months and the understanding that Burke Mountain Ski Village existed on Burke Mountain until 1969
- The potential for a hotel located in Coquitlam
- The importance of leveraging the local businesses so that they are patronized by visitors to the City

The Chair paused discussion on this item to acknowledge Mike Hind, who is leaving his role at the Tri-Cities Chamber of Commerce, and would therefore no longer be the Chamber representative on the Committee. The Chair and Vice Chair provided comments relative to Mr. Hind's successes and contributions over his 11-year career at the Chamber and thanked him for his service to the community. Mr. Hind provided remarks related to his work in the community and thanked the Committee for its hard work over the years.

Mr. M. Hind left the meeting at this time (8:23 p.m.).

Discussion continued relative to the following:

- The growing popularity of mountain biking and opportunities for Coquitlam to become a bigger mountain biking destination than the North Shore
- Opportunities to collaborate with the neighbouring First Nations in developing cultural experiences, education, history, and tourism offerings
- The desire to capitalize on the increase in people wanting to explore locally or enjoy staycations
- The desire to understand the needs of young people and focus on them during the planning process
- The growing demand for nature-based and recreation-based tourism
- The desire to develop a sustainable competitive advantage and offer attractions that are unique to Coquitlam
- The concept of a destination trail from Coquitlam to Squamish and potential related economic opportunities
- The potential to develop multi-seasonal attractions as well as assets such as a unique retreat or staycation location
- The importance of focusing on supporting the needs of park users, such as designing bike parking that is visible to bike owners from their post-ride activity
- The understanding that First Nations are actively engaged in the PBPP Management Plan Process

- Opportunities for Indigenous tourism
- The importance of Committee members and others advancing the vision for Burke Mountain and the PBPP as a destination for nature-based experience
- The importance of planning for well into the future in the PBPP Management Plan Process

The Chair and Vice Chair thanked Committee members and staff and wished everyone a good summer.

OTHER BUSINESS

NEXT MEETING DATE – November 24, 2021

ADJOURNMENT

The meeting adjourned at 8:37 p.m.

MINUTES CERTIFIED CORRECT

CHAIR

Julie Hunter
Committee Clerk