

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, September 30, 2020

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, September 30, 2020 at 7:05 p.m. in the Council Chambers, 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
Georgiy Sekretaryuk
Kevin Volz
Njeri Watkins
Catherine Williams, Douglas College Coquitlam Campus

REGRETS: Michael Hind, Tri-Cities Chamber of Commerce
Araz Rismani

STAFF: Curtis Scott, Acting Manager Economic Development
Eric Kalnins, Tourism Manager
Danielle Dontchev, Business Development Coordinator
Demian Rueter, Planner 3
Dan Ward, Planner 1
Julie Hunter, Committee Clerk

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 22, 2020

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 22, 2020 were approved.

NEW BUSINESS**2. Heritage Management Strategy and Economic Development**

The Planner 3 provided introductory comments relative to the Heritage Management Strategy and Economic Development.

The Planner 1 utilized an on-screen presentation entitled “Heritage Management Strategy” and referred to slides titled:

- Kwikwetlem First Nation
- Barkerville, BC / Skagway, Alaska
- Steveston, Richmond / Westham Herb Farm, Delta / Downtown Abbotsford / Heritage Park, Mission
- Overview
- Goals of the Strategy
- Process Summary
- I. Draft Thematic Framework
 - 1. Evolution of Heritage Planning
 - 2. Thematic Framework
 - Thematic Framework – What are themes
 - Thematic Framework – *A building block for the HMS*
 - Coquitlam's Draft Thematic Framework
 - 3. Draft Vision & Heritage Values
- II. Heritage Conservation and Economic Development
 - 1. Economic benefits of heritage conservation – *Highlights*
 - 2. Economic Tools for Heritage Conservation: *Heritage Revitalization Agreements*
 - Heritage Revitalization Agreements - *Spectrum of Protection*
 - Heritage Revitalization Agreements – *What Can They Do?*
 - Heritage Revitalization Agreements - *Coquitlam Success*
 - Heritage Revitalization Agreements - *Opportunities*
- III. Discussion
- Next Steps
- Thank You

Discussion ensued relative to the following:

- Economic activity that can be generated by heritage
- The understanding that the Riverview heritage site generates the largest amount of economic activity
- The cultural and heritage value of Koreatown
- The intent to save heritage assets by incentivizing developers through the use of Heritage Revitalization Agreements (HRA)
- The desire to preserve the French-Canadian culture in Maillardville
- The understanding that heritage is not limited to physical buildings
- The importance of signage and other communication efforts to assist in public education and in helping to cultivate the identity of heritage assets
- The recommended reading of “With Hearts and Minds: Maillardville, 100 Years of History on the West Coast of B.C.” by A.J. Boire

- The belief that there is a heritage / economic nexus in Maillardville due to its history and culture, its location near Highway 1, the proximity of a Skytrain station, and the development potential in the area
- The groundwork that was laid by the City's Maillardville Commercial and Cultural Revitalization Advisory Committee and the understanding that the City is waiting for development to take place

The Tourism Manager provided comments relative to economic development and tourism, the branding of specific neighbourhoods, the heritage value of various recreational areas and the importance of identifying these places as part of the Heritage Management Strategy.

It was noted that the Heritage Management Strategy's public engagement page would be launched shortly and Committee members were invited to provide feedback via letstalkcoquitlam.ca/heritage.

3. Technology Sub-Committee Update and Discussion

The Acting Manager Economic Development provided introductory comments relative to the Technology Strategy.

Members of the Technology Sub-Committee provided an update relative to specific action steps that they were recommending to be undertaken in phases:

- Phase 1 – Market and Industry Intelligence
- Phase 2 – Business Retention and Expansion
- Phase 3 – Technology Ecosystem Development

The Acting Manager Economic Development provided information relative to the City's database of local businesses, external resources that could be explored and the ways through which staff could support the work of the Sub-Committee.

Committee members were invited to submit feedback to the Sub-Committee, via the Acting Manager Economic Development, by October 14, 2020.

4. Next EDAC Meeting

The Acting Manager Economic Development provided comments relative to agenda items for the Committee's next meeting.

5. Roundtable Discussion / Emerging Issues

Members of the Committee participated in a roundtable discussion related to the following:

- The impact of COVID-19 on local businesses
- Work undertaken by the City and the Chamber of Commerce to assist local businesses in their recovery
- The impact of Provincial Health orders on business viability
- Uncertainty relative to how the coronavirus will evolve

OTHER BUSINESS

NEXT MEETING DATE – NOVEMBER 25, 2020

ADJOURNMENT

The meeting adjourned at 8:16 p.m.

MINUTES CERTIFIED CORRECT

CHAIR

Julie Hunter
Committee Clerk