

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, October 23, 2024**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, October 23, 2024 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 Trish Mandewo, Vice Chair Mohammad Darwish, Citizen Representative Emma Friess, Citizen Representative JJ Lee, Citizen Representative Marion Lochhead, Citizen Representative Rohith Manhas, Citizen Representative Elizabeth Mayorga, Citizen Representative Deryck Persaud, Citizen Representative Matthew Sebastiani, Citizen Representative John Toor, Citizen Representative Vanessa Wideski, Citizen Representative
REGRETS:	Councillor Steve Kim, Chair Zorica Andjelic, Citizen Representative Catherine Williams, Douglas College-Coquitlam Campus Leslie Courchesne, Tri-Cities Chamber of Commerce
STAFF:	Eric Kalnins, Senior Manager Economic Development Edward Tain, Manager Business Growth Heidi Hughes, Manager Tourism and Visitor Economy Amalee Truong, Committee Clerk

CALL TO ORDER

The Chair provided an Indigenous territorial acknowledgement.

ADOPTION OF MINUTES**1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 24, 2024**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 24, 2024 were approved.

NEW BUSINESS**2. Corporate Partners Program 2024 Sponsorship Update**

The Senior Manager Economic Development provided a presentation entitled “Corporate Partners Program 2024 Sponsorship Update” that covered the following topics:

- Review of the program’s highlights and achievements in 2024
- Overview of next steps including a formal review of the Corporate Partners Program

Discussion ensued relative to the following:

- Desire to further understand plans to increase corporate partnerships in the future
- Desire to ensure corporate partnerships align with goals and values of specific events and civic facilities
- Appreciation for the accomplishments of the Corporate Partners program
- Support for large sponsors to be granted naming rights to civic facilities, infrastructure, and programs
- Desire for the City to collaborate with other municipalities in the Tri-Cities to attract substantial, long-term corporate sponsors
- Desire for the City to host more speaker events and tradeshow

3. 2024 Year End Review / Identify Potential Items for the Draft 2025 Work Plan

The Senior Manager Economic Development, Manager Business Growth, and Manager Tourism and Visitor Economy provided a presentation entitled “Economic Development Advisory Committee” that covered the following topics:

- Overview of implementation plan, priorities, and future goals of the economic development strategy
- Overview of the Advisory Committee’s accomplishments over the past two years
- Next steps in advancing the Economic Development Strategy
- Overview of the City’s film strategy in relation to economic development

- Updated film permitting and revenue numbers as compared to previous years
- Overview of sustainable economic growth through community-based tourism and community-led festivals and events
- Provided a conceptual overview of the Festival and Events Strategy scheduled to begin in 2025

There was no discussion to this item.

4. Committee Members' Roundtable / Emerging Issues

The Chair invited Committee members to share information and emerging issues from their communities.

The following information was shared:

- Update regarding development and establishment of the Coquitlam North Road Business Improvement Association (BIA)

The Chair expressed gratitude to the Advisory Committee for the work they have done over the past two years.

OTHER BUSINESS

NEXT MEETING DATE – 2025

ADJOURNMENT

The meeting adjourned at 8:58 p.m.

MINUTES CERTIFIED CORRECT:

Trish Mandewo, Vice Chair

Amalee Truong, Committee Clerk