

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
Wednesday, November 24, 2021

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, November 24, 2021 at 7:04 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
Leslie Courchesne, Tri-Cities Chamber of Commerce
Marko Dekovic
Emma Friess
J. Brad Marko
Cody Muhle
Njeri Watkins
Catherine Williams, Douglas College Coquitlam Campus

REGRETS: Lilian Kan
Mladen Plecko
Araz Rismani
Georgiy Sekretaryuk
Kevin Volz

STAFF: Andre Isakov, Manager Economic Development
Eric Kalnins, Tourism Manager
Erin Desautels, Environmental Sustainability Manager
Raj Singh, Parks Planner
Julie Hunter, Committee Clerk

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 28, 2021

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, July 28, 2021 were approved.

NEW BUSINESS

2. Blue Mountain Park Master Plan – Presentation and Committee Feedback

The Parks Planner utilized an on-screen presentation entitled “Blue Mountain Park Master Plan” and referred to slides titled as follows:

- Agenda
- Location
- Master Plan Process
- Project Timeline
- Existing Park Amenities
- Three Zones
- The Field
- The Core
- The Grove
- Economic Benefits of Parks
- Questions and Feedback
- Committee Engagement Opportunities
- Thank You!

Discussion ensued relative to the following:

- The demand for outdoor fitness classes
- Safety improvements to the park
- Shared resources with School District 43
- The desire to encourage active transportation through infrastructure such as multi-use pathways, bike parking, etc
- Connectivity with the businesses in Austin Heights
- Parking and the desire for a drop-off zone
- The desire for park amenities that would support special events such as a food truck festival
- The understanding that rapidly increasing density in the area has driven the demand for an upgrade to the park
- Funding sources including development cost charges
- The high value given to green spaces and outdoor amenities in making Coquitlam an attractive place to live and work
- The history of the project

Members of the Committee were invited to provide further feedback via the public consultation link on the City website.

3. Economic Development Strategy

The Manager Economic Development utilized an on-screen presentation entitled “Economic Development Strategy: Terms of Reference” and referred to slides titled as follows:

- Presentation Objectives
- Background
- Goals
- Planning Principles
- Strategy Deliverables
- Timeline
- Public Engagement

- Next Steps

Discussion ensued relative to the following:

- Sources of investment and the direct foreign investment plan
- The Request for Proposals process
- The impacts of the COVID-19 pandemic and the need to reassess strategic directions
- The desire to focus on maximizing assets and community capacity
- Community engagement in the planning process
- The desire to target desirable business types and to maintain a balance of business types
- The engagement process with First Nations
- The timing of the upcoming municipal election and whether it will impact the project timelines
- Potential funding from the federal government for the planning process
- The desire to identify key community assets
- The importance of optimizing the climate for existing businesses
- The importance of creating an environment that is attractive to talent
- The understanding that employers and workers are seeking opportunities close to cultural amenities, lively streetscapes, recreation, trees and natural green spaces
- The alignment with Invest Vancouver for foreign investment
- The potential to enter a partnership with Coquitlam's sister City in Korea
- The growing trend of stacked industrial land use and the desire to explore related opportunities
- The desire to retain culture, nature, art, and a family and people-friendly environment in business development
- The potential use of incentives such as tax credits
- The importance of supporting currently existing businesses and the belief that certain businesses need the support of other nearby businesses to be successful
- The project timelines and the next steps.

Committee members were invited to provide further feedback to the Manager Economic Development.

4. Environmental Sustainability Plan – Presentation and Committee Feedback

The Environmental Sustainability Manager utilized an on-screen presentation entitled “Environmental Sustainability Plan Highlights” and referred to slides titled as follows:

- Outline
- Purpose
- Background
- Progress to Date
- What we heard from the community
- What we heard from you
- Themes
- ESP Structure
- Climate Action

There was no discussion with respect to this item. Members of the Committee were invited to provide feedback via the public consultation link on the City website.

5. Project Greenlight

The Manager Economic Development utilized an on-screen presentation entitled “Project Greenlight” and referred to slides titled as follows:

- Presentation Objectives
- Project Greenlight
- Cities as Platforms for Innovation
- Asset-Owner Network
- Application Intake Streams
- For Innovators
- 2021 Updates
- Questions?

Discussion ensued relative to the following:

- The desire to grow the technology sector in Coquitlam
- Business retention and expansion
- The development of new strategic partnerships
- Procurement process
- Opportunities related to virtual business incubation
- The importance of addressing the lack of office space and commercial space in the city

K. Banner, E. Friess, C. Muhl and C. Williams left the meeting at this time (9:00 p.m.).

The Chair noted that the Committee no longer had quorum and the meeting would continue as an informal meeting.

ADJOURNMENT

The meeting adjourned at 9:00 p.m.

MINUTES CERTIFIED CORRECT

CHAIR

Julie Hunter
Committee Clerk