

MULTICULTURALISM ADVISORY COMMITTEE

DATE: Thursday, March 5, 2026

TIME: 7:00 p.m. to 9:00 p.m.

PLACE: Council Committee Room
Coquitlam City Hall
3000 Guildford Way
Coquitlam, BC

CALL TO ORDER AND TERRITORIAL ACKNOWLEDGEMENT

ADOPTION OF MINUTES

- 1. Minutes of the Multiculturalism Advisory Committee Meeting held on Thursday, January 22, 2026**

Recommendation:

That the Minutes of the Multicultural Advisory Committee Meeting held on Thursday, January 22, 2026 be approved.

OLD BUSINESS

NEW BUSINESS

- 2. Festivals and Events Strategy Update (Presentation by Heidi Hughes, Manager Tourism and Visitor Economy)**
7:05 – 7:35 p.m. (30 minutes)
- 3. Departmental Staff Updates (Introductory Comments by Chris Siddaway, Manager Community Partnerships and Policy)**
7:35 – 7:50 p.m. (15 minutes)
- 4. Canada Day 2026 (Introductory Comments by Chris Siddaway, Manager Community Partnerships and Policy, and Victoria Elahi, Planner I)**
7:50 – 8:05 p.m. (15 minutes)
- 5. Committee Members' Roundtable / Emerging Issues (Standing Agenda Item)**
8:05 – 8:35 p.m. (30 minutes)

OTHER BUSINESS

NEXT MEETING DATE – Thursday, May 14, 2026

ADJOURNMENT

MULTICULTURALISM ADVISORY COMMITTEE
Thursday, January 22, 2026

A Regular Meeting of the Multiculturalism Advisory Committee convened on Wednesday, January 22, 2026 at 7:00 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

**Indicates virtual attendance*

COMMITTEE MEMBERS: Councillor Brent Asmundson, Chair
Councillor Matt Djonlic, Vice Chair
Parmis Bagher Zadeh, Citizen Representative
Leo Chen, Citizen Representative*
Carolina Echeverri, Citizen Representative
Ann Johannes, Citizen Representative
Bita Rezaei, Citizen Representative*
Edgar Sanchez, Citizen Representative
Bibi Singh, Citizen Representative
Lucie Wee, Citizen Representative

ABSENT: Tina Balachandran, Citizen Representative (regrets)
Honore Gbedze, Citizen Representative (regrets)
Nikki Kasravi, Citizen Representative (regrets)

STAFF: Vince Lalonde, Deputy Chief Administrative Officer
Hilary Letwin, Manager Culture Services
Victoria Elahi, Social Planner
Alex McLellan, Committee Clerk

CALL TO ORDER AND TERRITORIAL ACKNOWLEDGEMENT

The Chair called the meeting to order at 7:00 p.m. and provided an Indigenous territorial acknowledgement.

ADOPTION OF MINUTES

1. Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, November 19, 2025

The Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, November 19, 2025 were approved.

OLD BUSINESS

NEW BUSINESS

2. Committee Orientation Review

The Committee Clerk gave a presentation entitled “2026 Advisory Committee Orientation” and referred to slides contained in the Agenda package.

3. 2026 Work Plan

The Social Planner gave introductory comments regarding the Multiculturalism Advisory Committee 2026 Work Plan and referred to the document contained in the Agenda package.

Discussion ensued relative to the following:

- Confirmation that engagement with the RCMP related to the rise in hate crimes and incidents, as raised by Committee members, will be undertaken, while engagement with Coquitlam Fire and Safety will be explored.
- Suggestion that the *Welcome to Coquitlam* event needs a clear purpose and scope.
- Suggestion that the *Cultural Understanding Project* needs consideration by staff to determine direction and potential for work to be undertaken.

In response to Committee discussion, staff noted the following:

- The *Welcome to Coquitlam* event is currently under consideration by staff to determine resources and approach with a proposal to be presented to Council first.

COMMITTEE RECOMMENDATION

MOVED

AND SECONDED

The Committee recommends to Council to approve the Multiculturalism Advisory Committee 2026 Work Plan as presented.

CARRIED UNANIMOUSLY

4. Update on Cultural Services and Art in Public Spaces

The Manager Culture Services gave a presentation entitled “Update on Culture Services and the Art in Public Spaces Plan” and referred to slides contained in the Agenda package.

Discussion ensued relative to the following:

- Interest in how territorial acknowledgement and cultural recognition are incorporated in public art.
- Suggestion to expand and diversify spaces for public art by, for example, working with local businesses.
- Suggestion to commission multicultural mosaic by putting out a call to young and emerging artists to create a joint artwork.
- Consideration of the maintenance and lifespan of public art works.
- Suggestion to have umbrellas or sunshades over plazas decorated by artists.

In response to Committee discussion, staff noted the following:

- Cultural recognition projects can only be made in partnership with the host nation, namely the *kʷikwə́λəm*, with pieces at Mundy Park Pool as examples, but many other projects include Indigenous artists.
- All works in the public art collection have plaques to explain the artist's intention, materials, date of creation, etc.
- There is a current call for artists to display work in Town Centre Park Community Centre and in City Hall.
- There will be an upcoming call for mural and streetscape artists to be a part of the *Streetscape Enhancement Program*.
- Efforts are made to ensure a balance of opportunities for emerging and experienced artists.
- Call for artists are promoted through BC Bid, a City e-newsletter, industry associations, and cultural partners.

5. Committee Members' Roundtable / Multicultural Communities and Emerging Issues (Standing Agenda Item)

The Chair invited Committee members to share emerging issues and information regarding events occurring in their communities.

Discussion ensued relative to the following:

- Program guides from Coquitlam Library for the first quarter of 2026 are available.
- Coquitlam Library will host an Indigenous artist who will speak about reconciliation while the audience creates art next Tuesday, January 27, 2026.
- Events that will happen across the city in for Lunar New Year around February 17, 2026 and Nowruz, or Persian New Year, around March 20, 2026.

OTHER BUSINESS

NEXT MEETING DATE – Thursday, March 5, 2026

ADJOURNMENT

The meeting adjourned at 7:53 p.m.

MINUTES CERTIFIED CORRECT:

Councillor Brent Asmundson, Chair

Alex McLellan, Committee Clerk



City of Coquitlam – Festivals and Events Strategy

Multiculturalism Advisory Committee

March 5, 2026



Presentation Purpose

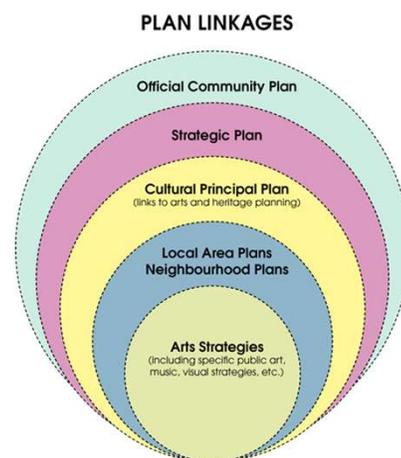
- **To provide a general project update** to the Multiculturalism Advisory Committee
- **To gather early input** on project direction with a multicultural lens



Project Purpose + Process

Purpose – *Festivals and Events Strategy*

To determine how festivals and events foster a **vibrant, inclusive, and connected community** in Coquitlam and provide recommendations for **sustainable growth**.



Project Process – Phasing



Festivals and Events – Current Context

Broader Festivals and Events Landscape



Economic Pressures



Climate Change Realities



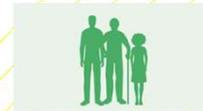
**Diversity, Equity, Inclusion,
and Accessibility**



Digital Innovations



Audience Shifts



Heightened Safety Concerns

Broader Festivals and Events Landscape



Community and Social Impact



Culinary Innovation



**Professional Project
Management, Value
Propositions and
Messaging**



Financial Innovations



**Generational Preferences,
Youth Engagement**



Reimagining Spaces

Local Government Concerns

Festivals and Events

- Rising and unclear costs
- Increased demands on staff capacity
- Need for capacity building
- Public safety
- Impact on resident
- Uneven geographic distribution
- Gathering useful evaluation data
- Event-ready infrastructure
- Availability of space

Advisory Committee Discussion Points

1. What priorities should guide the City's Festivals & Events Strategy to ensure it reflects Coquitlam's cultural diversity, creativity, and sense of belonging?

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2. When you think about the multiculturalism of Coquitlam's population, what would make festivals and events more successful?

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3. What types of services or supports could help event organizers plan their festivals and events to meet the needs of Coquitlam's multicultural population (for example: tools, training, connections, resources)?

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Thank you

Questions:

Heidi Hughes

Manager Tourism & Visitor Economy
hhughes@coquitlam.ca