

## ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

*Note: This meeting will be live-streamed online at [coquitlam.ca/webcasts](https://coquitlam.ca/webcasts)*

DATE: Wednesday, July 27, 2022

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

PLACE: Council Chambers via Zoom

### CALL TO ORDER

### ADOPTION OF MINUTES

1. **Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, May 25, 2022**

### NEW BUSINESS

2. **Strategic Transportation Plan**  
Glen Chua, Major Project Planner, Transportation Planning
3. **Business Improvement Areas: Support for Local Entrepreneurship**  
Andre Isakov, Manager Economic Development
4. **Economic Development Strategy Update**  
Andre Isakov, Manager Economic Development
5. **Emerging Issues (20 min)**
  - Project Greenlight Update

### OTHER BUSINESS

**NEXT MEETING DATE – Wednesday, September 28, 2022**

### ADJOURNMENT



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**Wednesday, May 25, 2022**

A Regular Meeting of the Economic Development Advisory Committee convened on Wednesday, May 25, 2022 at 7:00 p.m. in the Council Chambers, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS: Councillor Trish Mandewo, Chair  
Councillor Steve Kim, Vice Chair  
Zorica Andjelic  
Paul Choi  
Leslie Courchesne, Tri-Cities Chamber of Commerce  
Mohammad Darwish  
Emma Friess  
Alice Hale  
JJ Lee  
Mathew Sebastiani  
Catherine Williams, Douglas College Coquitlam Campus

REGRETS: Marko Dekovic  
Lilian Kan  
Marcelo Machado

ALSO PRESENT: David Bell, Land Economics Team Lead, Urban Systems Ltd.  
Adam Mattinson, Consultant, Hemson Consulting Ltd.

STAFF: Andre Isakov, Manager Economic Development  
Eric Kalnins, Tourism Manager  
Julie Hunter, Committee Clerk

**CALL TO ORDER**

The Chair reminded Committee members of Quorum, the requirement to RSVP to meeting invitations and to advise the Committee in advance if they need to leave a meeting early.

## **ADOPTION OF MINUTES**

### **1. Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 30, 2022**

The Minutes of the Economic Development Advisory Committee Meeting held on Wednesday, March 30, 2022 were approved.

## **NEW BUSINESS**

### **2. Economic Development Strategy Workshop**

The Manager Economic Development and the Project Consultants utilized an on-screen presentation entitled “Economic Development Strategy (EDS) Workshop” and referred to slides titled as follows:

- Agenda
- Introductions
- Background
- Workshop Objectives
- Planning Principles
- Framework: What is the Recipe for Success?
- Components
- Previous Identified Values
- Emerging Vision
- Emerging Themes / Areas of Focus
- Coquitlam in Context
- Vision for Strong Foundation
- Potential Goals / Strategies to Explore
- Examples of Innovation
- When Considering Examples
- The Evolution of Industrial
- Establishing a Suburban Office Node
- Growing Local Commercial Identity
- Establishing a Cultural & Economic Hub
- Workshop Discussion
- Questions to Discuss
- Next Steps
- Thank You

The Committee participated in the Workshop and discussion ensued relative to the following:

- Features that people are seeking when looking for office space, including accessibility, nature and green space, outdoor recreation, connectivity via fiber optics, proximity to retail, mixed zoning for live/work space, and close proximity to their residences
- The demand for office space in Coquitlam
- The suggestion that the Langford Station Cultural District and the live/work spaces in Langley could be considered as a model for local retail incubator

- The desire to meet the needs of a range of different sized businesses and employment needs
- The lack of affordable work spaces, particularly for start-up businesses
- The desire to focus on place-making with social, cultural and natural attractions
- The lack of commercial space in the Tri-Cities
- The desire to facilitate opportunities for start-up businesses
- Shared working spaces and shared infrastructure, such as for manufacturing or kitchens
- The desire to facilitate the increase in businesses that do not require office space
- Shifting trends and demographics
- The belief that housing is a major challenge in building the economy and attracting staff
- The desire to prioritize and build on the City's existing strengths
- How having distinct neighbourhoods across the City is beneficial
- The concern that residents who grew up in Coquitlam are no longer able to afford to live in the City
- Transportation challenges
- The growing trend in people working out of storage units
- Coquitlam's advantage due to its central location in the lower mainland
- The desire to make it attractive for young families to live and work in Coquitlam
- The desire for business incubator spaces and business accelerator spaces with shared amenities and common areas
- The role that flexible zoning could play in facilitating work spaces and office spaces as well as mixed manufacturing and retail
- The rise in employers providing employee housing
- The desire to assist residents who have secondary businesses
- The advantage Coquitlam enjoys as a result of the many cultural communities in the City
- The desire to provide opportunities in Coquitlam for graduates of Douglas College and Simon Fraser University
- The importance of shared prosperity
- Support for the expansion of Skytrain to communities further east and increased public transit service for Coquitlam residents
- The desire to build on the local entertainment scene to make it attractive for younger people to live and work in the City
- The importance of making spaces available for cooling centres or extreme weather shelters
- The desire to attract new business sectors that will grow in the future
- The importance of preserving and enhancing natural green spaces to creating a livable city
- The opportunity to use Coquitlam's green spaces as anchors in the community around which economic activity could flourish
- The belief that a responsible future and a strong economy must include those from all communities in the City and that this should be built into the EDS

- The importance of supporting the City's most vulnerable citizens, providing supportive housing, and providing supports for the homeless population
- The desire that all Coquitlam residents have opportunities, share in the prosperity, and are supported and included

The Chair thanked committee members for their valuable contributions during the workshop.

### 3. **Emerging Issues**

The following emerging issues were identified:

- Upcoming opportunities for businesses to hire Douglas College business interns as well as co-op students
- Project Greenlight has launched and proposals are encouraged
- Coquitlam Business E-News – register on the City website
- Tri-Cities Chamber of Commerce Lunch With Leaders June 2, 2022 – guest speaker Ed Hall, Chief of kwikwəłəm Kwikwetlem First Nation
- Tri-Cities Chamber of Commerce Savour the Summer campaign

**NEXT MEETING DATE – Wednesday, July 27, 2022**

### **ADJOURNMENT**

The meeting adjourned at 9:04 p.m.

MINUTES CERTIFIED CORRECT

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CHAIR

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Julie Hunter  
Committee Clerk