

**Corporation of the District of Maple Ridge
ECONOMIC ADVISORY COMMISSION
REGULAR MINUTES**

The Minutes of the Regular Meeting of the Economic Advisory Commission, held in the Blaney Room at Maple Ridge Municipal Hall, 11995 Haney Place, Maple Ridge, British Columbia, on Tuesday, December 13, 2005 at 7:30 a.m.

COMMISSION MEMBERS PRESENT

Commissioner Guy Flavelle	Community at Large, Chair
Commissioner Peter Janis	Community at Large, Vice Chair
Commissioner Ernie Daykin	Councillor, District of Maple Ridge
Commissioner Ken Galpin	Community at Large
Commissioner Steve Pelton	Community at Large
Commissioner Terry Wilding	Community at Large
Commissioner Racine Barbour	Arts Representative

STAFF PRESENT

Jim Rule	Chief Administrative Officer
Rick Laferriere	Business Retention & Expansion Officer
Jayne Aster	Administrative Assistant

REGRETS

Commissioner Gordon Robson	Mayor, District of Maple Ridge
Commissioner Dennis Kinsey	Community at Large
Commissioner Shane James	Home-based Business Representative

Change the word Dennis to Ken

1. *Call to Order & Introductions*

There being a quorum present, the Chair called the meeting to order at 7:35 a.m.

2. *Adoption of the Agenda*

MOVED BY: R. Barbour
SECONDED BY: S. Pelton

That the Agenda for December 13, 2005 be adopted as circulated.

CARRIED

3. *Adoption of the Economic Advisory Commission Minutes of Regular Meeting*

Deferred to next meeting.

4. *Delegations or Presentations - Nil*

5. *Current Projects*

5.1 *Economic Development Strategy Report*

I) Revised Socio Economic and Sector Profile of Maple Ridge

Rick Laferriere stated that the commissioners' comments went back to Steve Nicol at Lions Gate Consulting. The profile has been redrafted and several sections added and there is more to add. Need additional information on education and senior growth in population sections. This is the first revision and Ken Galpin suggested black-line changes for further revisions. If anything is missing from what was suggested Rick asked the commission to let him know by email.

II) Focus Groups

Rick Laferriere handed out the focus group schedule happening for the next two days starting tomorrow. We have invited 110 community participants to be in 7 groups. We have seen a significant response for attendance, except for the manufacturing/industrial group which will have to be booked at a different time. 7 am isn't early enough for them, so we will look at evening or phone interviews. There is a session with senior staff from the District too. Commissioners are welcome to attend, but not obliged, just let Rick know. Information gathered will be placed in document and will become part of strategy.

5.2 *Branding RFP Review and Approval*

A draft Branding RFP was distributed for discussion.

The Chair summarized the discussion of last meeting. There are reservations from the Commission around timing, and researching new economic development strategy instead of working with exiting research. Concerns came up around cost too: How much value does the \$30K add? Identifying target markets (as referenced in Peter Janis' email). The Chair asked Jim Rule for his view on what the District wants.

Jim Rule stated the District wants to do a rebranding and redesign the website both together. Felt it was important that the EAC do this exercise. Jim noted the pros and cons to both in-house development or outside consultants noting there is merit in bringing in someone fresh, but not to redo strategy. Do the strategy, then hire consultant for a fresh perspective. Does not have to be high end. Would like to bring these two projects

together since we are doing this anyway as a corporation. Jim noted the phenomenal hits on our websites: 20 million hits a year, 800,000 legitimate.

Ernie Daykin noted we need to get over the Ridge Meadows/Meadow Ridge label which began with the 1998 Ridge Meadows Summer Games - not on a map anywhere. We also have to resolve what are we going to be: city or district?

Rick noted the \$30,000 is budgeted for the total economic development project and we don't have to spend that much.

Peter Janis felt there are two agendas here. One, Corporate ID; the other Economic Development to attract outside business and these are not the same. He would rather see the \$30K spent on getting customers.

Ken Galpin suggested council and staff should lead this project with our input, noting the number of issues we have no view off with respect to the District, such as social issues, political aspects.

Jim Rule noted Council felt this group was best to lead this work. The consultant must have good idea of economic development and this often gets missed. We can go to Communications and have that department do it, but where to have it physically done so it gets done is the question.

Rick stated it came to Economic Development because we are the department within the District that looks outside for new investment.

Ken Galpin suggested we need someone from Communications involved in this so we'd have information such as web stats.

Peter Janis asked what we are trying to do. An all-encompassing logo could not have the same message to the general public. Different groups will want to project a different image. Is it appropriate that we are developing a message? Decide on a logo and let each department do what they do. A simple logo. Brand doesn't really matter, how you sell it is important.

Racine Barbour suggested posing pertinent questions to the focus groups which could reveal the main two or three issues coming out of each sector which will give more backbone to go forward.

Ernie Daykin spoke of one consistent logo and ID to work through. Windsor Plywood had different franchises that all worked with the brand in different ways but you could still pick out the Windsor ad in any publication.

Guy Flavelle asked if the strategy will actually be able to segment market and ID candidates.

Peter Janis noted the best brandings are simple and you can read in a flash. Have a band of colour that each department uses. We cannot create a logo that addresses every need. The only universal thing you can present in a logo is lifestyle. It should be separate for each department after that.

Ken Galpin noted on page 3 of the RFP the phrase, “Embracing the community vision” – asking, what is the community vision – do we have one? Is the EAC being charged with that?

Rick Laferriere responded we have already received input from Communications and the process will not be exclusive to this Commission.

The Chair then canvassed members present on how they saw our leading role.

MOVED BY: K. Galpin
SECONDED BY: P. Janis

That the issues of branding and logo be carried forward to the next EAC meeting, inviting participation from Communications and Information Services departments into the RFP process.

CARRIED

5.3 Revised Tourism Society Agreement

Rick Laferriere reported on the draft Fee-For-Service Agreement and explained the recent history and parameters of the agreement. Rick explained the expansion of the hotel tax, currently at 8% and increased to 10%, which can generate funds for tourism and marketing. Funding increased to \$55,000 on last few contracts and alternative funding was not established. Tourism has been very diligent in working with the hotels in moving forward. Agreement has been reworked to \$35,000 for direct funding for core services plus \$17,000 for specifically outlined items. With hotel revenue they should end up with more revenue than they currently operate with and this means significantly less contribution from the district.

The Commission discussed the 3-month window for the hotel tax to get established and the safeguards in place. We need 51% of total hotel rooms agreeing to the tax. There are only 2 hotels in Maple Ridge and 1 in Pitt Meadows. Pitt Meadows is under their own agreement. Each community is in charge of collecting their own hotel tax. The hotels are aware and support it but parent company needs to be talked to. B&Bs are not part of the legislation.

6. *New Business*

6.1 CISP Proposal

Rick Laferriere reported on the Community Investment Support Program. We are asking this year for carry over of funds for website development. We applied and funds for three things: base analysis (done), updated community profile (will be done), and website (not done). They gave us \$10,000 and we are going to carry that money forward to 2006. We'll want to look at this program as we move forward with the strategy. The program supports international investment such as translation of material into foreign languages, international promotions, etc.

7. *Committee Reports - Nil*

8. *Correspondence - Nil*

9. *Next Meeting*

The next meeting is scheduled for **Wednesday, January 25, 2006** in the Blaney Room at Maple Ridge Municipal Hall at **7:30 a.m.**

10. *Adjournment*

MOVED BY: E. Daykin
SECONDED BY: K. Galpin

That the meeting be adjourned.

CARRIED

The meeting adjourned at 8:58 a.m.

Chairperson
/ja