

**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 Thursday, November 17, 2005 at 7:30 a.m.

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**COMMISSION MEMBERS PRESENT**

Commissioner Ernie Daykin	Councillor, District of Maple Ridge
Commissioner Guy Flavelle	Community at Large, Chair
Commissioner Peter Janis	Community at Large, Vice Chair
Commissioner Ken Galpin	Community at Large
Commissioner Steve Pelton	Community at Large
Commissioner Racine Barbour	Chamber of Commerce
Commissioner Shane James	Home-based Business Representative

**STAFF PRESENT**

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

**DELEGATES**

Chuck Goddard	Manager Development/Environment
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**REGRETS**

Commissioner Terry Wilding	Community at Large
Commissioner Kathy Morse	Mayor, District of Maple Ridge
Commissioner Dennis Kinsey	Community at Large

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**1. *Call to Order & Introductions***

There being a quorum present, the Chair called the meeting to order at 7:36 a.m.

**2. *Adoption of the Agenda***

MOVED BY: R. Barbour  
SECONDED BY: K. Galpin

**That the Agenda for November 17, 2005 be adopted as circulated.**

CARRIED

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

MOVED BY: S. Pelton  
SECONDED BY: E. Daykin

**That the Minutes of the Economic Advisory Commission October 13, 2005 Regular Meeting be adopted as circulated.**

CARRIED

4. *Delegations or Presentations*

4.1 *Economic Development Strategy Plan*

4.1.1 Socio Economic and Sector Profile of Maple Ridge

Rick Laferriere reported that Steve Nicol provided initial report which was a snap shot of the realities of Maple Ridge. Rick invited the Commission to make remarks.

The Commission discussed the need for the report to be better focused and to elaborate on transportation. The Commission understood the emphasis on the forestry sector but questioned growth changes in the industry (such as no major reinvestment). The Commission discussed age of demographic statistics and sameness of information, questioning the quality of the input and insight of the report. It is a first start, but the Commission wants specifics and larger pieces. They want to see a short list of relevant types of business for the area. There is a desire to be fully comprehensive but that is not attainable.

Rick invited the group to jot down their notes and email him.

4.1.2 Focus Groups

Rick Laferriere reported that we are ready to get rolling with the focus groups. Groups include tourism, down town, manufacturing/industrial, retail/commercial, and home-based business. Optional groups could be transportation, film, technology, education, health, and general. General one is good to have for getting key community people that may not fit in with other groups. Transportation and technology should be addressed with separate focus groups. Arts and tourism fall into the downtown group. Agriculture/agrotourism seems to fit best under manufacturing.

4.2 *Downtown Residential Development Update – Chuck Goddard*

Chuck Goddard arrived and gave a presentation to the Commission on downtown residential development.

**5. *Current Projects***

**5.1 *Revised Tourism Society Agreement***

Deferred to next meeting.

**5.2 *Branding RFP Review and Approval***

The Commission received the draft Branding RFP to look over and provide input on. The Commission discussed the branding proposal, its use and strategy behind it and the timing of the proposal in relation to the overall economic strategy taking place.

The Commission suggested this be placed on agenda for next meeting.

**6. *New Business - Nil***

**7. *Committee Reports - Nil***

**8. *Correspondence - Nil***

**9. *Next Meeting***

The next meeting will be discussed and an appropriate date worked out by email.

**10. *Adjournment***

MOVED BY: R. Barbour  
SECONDED BY: K. Galpin

**That the meeting be adjourned.**

CARRIED

The meeting adjourned at 9:38 p.m.

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Chairperson  
/ja