

**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, October 19, 2006** at 7:30 a.m.

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**COMMISSION MEMBERS PRESENT**

Commissioner Guy Flavelle	Community at Large, Chair
Commissioner Ken Galpin	Community at Large
Commissioner Al Hogarth	Councillor, District of Maple Ridge
Commissioner Steve Pelton	Community at Large
Commissioner Racine Barbour	Chamber of Commerce
Commissioner Terry Wilding	Community at Large

**STAFF PRESENT**

Rick Laferriere	Business Retention & Expansion Officer
Pat Shiratti	Administrative Assistant

**REGRETS**

Jim Rule	Chief Administrative Officer
Commissioner Peter Janis	Community at Large, Vice Chair
Commissioner Ernie Daykin	Councillor, District of Maple Ridge
Commissioner Gordon Robson	Mayor, District of Maple Ridge
Commissioner Shane James	Home-based Business Representative

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***1. CALL TO ORDER & INTRODUCTIONS***

There being a quorum present, the Chair called the meeting to order at 7:45 a.m.

***2. ADOPTION OF MINUTES OF REGULAR MEETING***

Motion to adopt Economic Advisory Commission Minutes of Regular Meeting dated September 21, 2006.

MOVED BY: Steve P.  
SECONDED BY: Ken G.

**That the Minutes of the Economic Advisory Commission regular meeting of September 21, 2006 be adopted as circulated.**

CARRIED

***2. AGENDA APPROVAL***

Guy F. welcomed the Commissioners and reviewed the Agenda for the meeting.

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**Motion to approve October 19, 2006 Agenda.**

MOVED BY: Al H.  
SECONDED BY: Racine B.

CARRIED

**4. CURRENT PROJECTS**

**4.1 Overview of Strategy Communication Piece**

Rick L. distributed revised Communication Plan and indicated that he is preparing a 15 to 20 minute overview of the EAC Strategic Plan which will be presented to CMT and then to Council tentatively on November 27, 2006. Following these presentations, there shall be a News Release submitted and public meeting organized. Rick thanked Gary Manson for his help in developing the Communication Plan which helps maximize efficiency of the process and effectiveness in the implementation of the EAC Strategies.

Al mentioned that an “Agricultural Land Review” process is being developed by the Planning Department. The opportunity for an EAC committee member to be included on part of the process was discussed.

**5. COMMITTEE REPORTS**

**5.1 Data Centre Update**

Discussion occurred over ongoing research into the development of a data centre in Maple Ridge and on creating strategies for two concepts:

- 1) The establishment of a mini data centre – perhaps in the downtown area of Maple Ridge or in the Business Park
- 2) The establishment of a larger technical park with a data centre base, education centre and business park. This type of development would require designated land, a power supply and reasonable access to transportation routes.

Ken G. reported that he, Rick L. and John Bastaja met with a private sector company and discussed fibre optic possibilities in our area.

Discussion also occurred about ways to communicate these concepts with the public by providing visual images (i.e. 3D models or architectural samples of modern business park developments) and economic impact information (job creation, DCC charges, tax potential) so people can better understand the advantages of developing a local modern tech and business park.

The EAC group felt that they would like to investigate this proposal further by building these concepts into the communication piece on downtown and future developments.

It was agreed through discussion that some communication with the Provincial government on the power requirements for this proposal would also be beneficial.

**6. NEW BUSINESS**

**6.1 Visual Identity**

Rick reported that the District of Maple Ridge is undertaking the redevelopment of the District positioning strategy by redesigning its visual identity and identifying how we want our community to be marketed. This initiative is headed by the Economic Development, Parks & Leisure Services and the Communications Departments. Cosette Communication Group has been hired to work with the District. Rick said that a member of EAC Commission will be involved in the branding process. The EAC designated Peter Janis to represent the EAC at the Branding Essence Workshop.

**7. CORRESPONDENCE**

**7.1 Downtown Business Improvement Area**

Public notice and letters to affected property owners have been distributed for the establishment of a BIA in the Downtown Core of Maple Ridge. The reverse petition process being used allows affected property owners 30 days to indicate that they do not support the initiative. It is our hope that the BIA will be established.

**8. NEXT MEETING**

The next meeting is scheduled for **Thursday, November 16, 2006** in the Blaney Room, Maple Ridge Municipal Hall at 7:30 a.m.

**9. ADJOURNMENT**

Meeting was adjourned at 9:20 am.

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Chairperson  
/pjs