

**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, September 21, 2006** at 7:30 a.m.

COMMISSION MEMBERS PRESENT

Commissioner Guy Flavelle	Community at Large, Chair
Commissioner Ken Galpin	Community at Large
Commissioner Peter Janis	Community at Large, Vice Chair
Commissioner Al Hogarth	Councillor, District of Maple Ridge
Commissioner Ernie Daykin	Councillor, District of Maple Ridge

STAFF PRESENT

Rick Laferriere	Business Retention & Expansion Officer
Pat Shiratti	Administrative Assistant

SPECIAL GUESTS

Gary Manson	Manager Communications
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REGRETS

Commissioner Steve Pelton	Community at Large
Commissioner Racine Barbour	Chamber of Commerce
Jim Rule	Chief Administrative Officer
Commissioner Gordon Robson	Mayor, District of Maple Ridge
Commissioner Terry Wilding	Community at Large
Commissioner Shane James	Home-based Business Representative

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 July 20, 2006.

MOVED BY: Ken G.
SECONDED BY: Ernie D.

That the Minutes of the Economic Advisory Commission regular meeting of July 20, 2006 be adopted as circulated.

CARRIED

3. AGENDA APPROVAL

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

Motion to approve September 21, 2006 Agenda.

MOVED BY: Peter J.
SECONDED BY: Al H.

CARRIED

4. ANNUAL CHAIR/CO-CHAIR ENDORSEMENT

Guy F. asked group for input regarding the appointment of a new EAC Chair Person and Co-Chair for the 2006/07 term or whether we should wait for one more year (for a two year term) to change positions. Guy F. thought that it may be beneficial to change internal roles and share responsibilities.

It was decided by the group to keep positions as is for the next year, however, these positions will be reviewed annually in April or May. Discussion took place regarding the number of positions on the Commission and who they represent. Rick L. mentioned that there is currently a vacant community-at-large position. He would also follow-up with Commissioners who have been unable to attend an EAC meeting in the recent past.

Rick L. also mentioned that the Downtown BIA which is presently being formed have asked to join the EAC.

5. CURRENT PROJECTS

5.1 Economic Development Website

Rick L. mentioned to the group that the District is currently updating the Maple Ridge website. The firm Atomic Crayon has been contracted to work on this project. In order to maximize resources, they will also be developing a separate website dedicated to the Economic Development Department. The EAC Committee expressed interest in reviewing the draft website before it goes live.

5.2 Community Profile Update

Rick L. mentioned that the Community Profile is also being updated by Pat Shiratti. This profile gives a demographical breakdown of Maple Ridge, its community resources, community services, outlines many of Maple Ridge's assets and statistical background.

6. COMMITTEE REPORTS

6.1 Data Centre Opportunity

Ken G. reported that he met with Randy Hawes about data centre opportunities in Maple Ridge. He noted he invited Councillors and other interested organizations to his office for an information meeting to see what a "mini data centre" would actually look like in Maple Ridge.

Rick L. reported that he has had conversations with some interested private sector companies in establishing a data centre and the required infrastructure. Rick L. and Ken G. want to set up another meeting about fibre optics and invite John Bastaja to attend.

Discussion also occurred over the need for visual images so people better understand what modern tech and business parks would look like with possible designs. The EAC felt this was worth investigating further and wants to build this into the communication piece on downtown and future developments. The EAC viewed website at <http://www.mcmparchitects.com> in order to view architectural samples of modern business park developments. It was noted that the images work well in conveying the concept and vision behind new developments.

Discussion also occurred over power needs. It was agreed that communication with the Provincial government would be beneficial. Opportunities to have a dialogue were discussed. Councillor Daykin noted he is in Victoria on a regular basis and could lead a dialogue. The UBCM conference was also noted as a potential opportunity.

6.2 Communication Plan – by Gary Manson

Gary Manson handed out a Communication Plan template to use in respect to the implementation of the EAC Strategy, presentation to Council and to the public. This plan outlines some concrete steps to follow. These steps are highly measurable, shows target dates, who is responsible and helps maximize public exposure. A communication plan will be developed out of the discussion and be prepared by Gary Manson and Rick L.

Additional work was identified as useful in this process. This included:

- Give first look at agenda items
- Start developing presentation
- Find a photographer (scenic picture overlooking valley from Thornhill)
- Predetermined FAQ's
- Public information forum

7. NEW BUSINESS

7.1 Sectorial Investigations

Education will be discussed at next meeting. Rick L. will plan to develop a focus group. The discussion would include topics such as:

- Discussion occurred about future institutional opportunities for Maple Ridge,
- Integrating new training opportunities
- Taking advantage of greater demand for rental housing
- Increasing number of foreign student recruitment at high school level

8. NEXT MEETING

The next meeting is scheduled for **Thursday, October 21, 2006** in the Blaney Room, Maple Ridge Municipal Hall at 7:30 a.m.

9. ADJOURNMENT

Meeting was adjourned at 9:30 am.

Chairperson
/pjs