

**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, May 22, 2008** at 7:30 a.m.

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**COMMISSION MEMBERS PRESENT**

Commissioner Guy Flavelle	Chair, Community at Large
Commissioner Racine Barbour	Director of the Arts Council
Commissioner Ernie Daykin	Councillor, District of Maple Ridge
Commissioner Steve Pelton	Community at Large
Commissioner Bruce West	Community at Large
Commissioner George Santana	Director of Tourism Society

**STAFF PRESENT**

Jim Rule	Chief Administrative Officer, District of Maple Ridge
Sandy Blue	Manager Economic Development
Marg Johnson	Recording Secretary

**REGRETS**

Commissioner Gordon Robson	Mayor, District of Maple Ridge
Commissioner Al Hogarth	Councillor, District of Maple Ridge
Commissioner Claus Andrup	Community at Large
Tammy Deniz	Maple Ridge Downtown Business Association

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**1. CALL TO ORDER**

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

**2. ADOPTION OF MINUTES (Special Meeting)**

Motion to adopt the April 17, 2008 Meeting Minutes with correction that Steve P. was not present at the last meeting.

MOVED BY: Steve P.  
SECONDED BY: George S.

CARRIED

**3. AGENDA APPROVAL**

Motion to adopt the May 22, 2008 Agenda with correction that the EAC Strategy & Communications Plan is not a separate agenda item.

MOVED BY: Steve P.  
SECONDED BY: George S.

CARRIED

#### **4. NEW BUSINESS**

Guy F. had received a copy of an article from Mayor Gordy Robson regarding speeding up the approval process for business licences and building permits. The expedited method has been used successfully in the City of Langford, and Mayor Robson would like the EAC to explore this further to see if it could work for Maple Ridge as well. As there wasn't a copy of the article at the meeting, it was decided to defer this item to next month's meeting. A copy of the article will be emailed to the EAC with these minutes.

##### **4.1 Plan for Tomorrow. Live for Today.**

Sandy explained the District's campaign on sustainability and distributed copies of the 1 page ad that will be going in the Business in Vancouver magazine. She wanted the EAC members to be aware of the ad and what it was about. She also advised that the feedback from the home show was very good.

##### **4.2 EAC Membership**

Peter Janis has resigned. As he was "Community at Large" a newspaper ad will be placed advertising the opportunity. Guy F. Steve P. and Racine B. all have 2<sup>nd</sup> terms expiring August of 2008. The bylaw allows three terms. Members are encouraged to recommend individuals in key sectors not currently represented.

##### **4.3 Fostering Community Dialogue**

There was a general discussion regarding the four groups the members had formed to consider potential ideas and actions for engaging community stakeholders around economic development priorities, issues and benefits. Guy F. noted that in all four groups, the EAC had identified itself as a leader. He suggested that rather than trying to spread themselves out too thin, the commission should concentrate on a few key areas. He recommended focussing on the High Tech opportunities and advanced manufacturing.

##### **Strategy #1 – Fostering a Community Dialogue on the Benefits of Economic Development**

The EAC has agreed to a Community Dialogue Session for the fall of 2008 with the assistance of Myriam Laberge, Breakthroughs Unlimited to engage community stakeholders around economic development.

##### **Strategy #2 – Increase Understanding of the Initial Priority Sectors, including needs and opportunities**

As the hi-tech strategy work plan has been received from consultant Ference Weiker, the EAC has agreed that the Advanced Manufacturing sector will be their next priority. The work plan is attached to this email. Terms of Reference for Advanced Manufacturing sector will be discussed at the next meeting.

**Action:** EAC members to review hi-tech strategy work plan and provide comments to Sandy by end of the day Friday, May 30 in order to respond to the consultant within the proposed timelines.

Sandy advised that software is available from the Ministry of Economic Development (called "Synchronist") that enables municipalities to build business networks. It is being used successfully in the city of Nanaimo. Sandy advised she would be going there in the next few weeks to check out the system operation and see if it would work here. She will report back to the EAC at the next meeting.

##### **Strategy #6 – Promote the Development of a Dynamic Downtown Living and Working Community including the Town Centre Concept Plan**

Upon review, the EAC concluded that the more appropriate role for them with respect to this initiative is one of "support" rather than "lead".

**Action:** The BIA will be invited to an upcoming meeting to update the EAC on its initiatives.

### **Strategy #8 – Marketing and Attraction**

The EAC agreed that the District of Maple Ridge needed to let prospective residents and business owners know what specifically we can offer them now, rather than what we are working toward in the future. Guy F. requested Sandy to draft a Marketing and Attraction framework which she will bring to the next meeting.

Bruce W. suggested that the EAC members conduct their own network survey whereby each person on the commission having an extensive professional network, carry out an informal survey of their own networks and generate some data that can be used to help the EAC determine:

- Their view Maple Ridge's value proposition is to current businesses
- what sort of businesses are out there that would and could move here (and why)
- what sort of businesses want to leave Maple Ridge (and why)
- what impediments are there to the growth of existing businesses in MR etc.

It is anticipated that at the June EAC meeting, the committee members would then use this data to identify common threads/themes/issues/challenges/opportunities and use that information to identify actionable issues for the Commission.

**Outcome:** Develop a prospect data base and action plan.

After further discussion, it was decided the EAC would focus on the following four items:

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|----|---|---|-----------|
| 1. | Community dialogue session for the fall       | - | Guy/Sandy |
| 2. | Terms of Reference for Advanced manufacturing | - | All       |
| 3. | Marketing and Attraction Plan                 | - | Sandy     |
| 4. | Canvas business development opportunities     | - | All       |

### **5. CURRENT PROJECTS**

#### 5.1 Hi-Tech Strategy Update

Discussed under item 4.3 Fostering Community Dialogue, Strategy #2.

### **6. DELEGATIONS & PRESENTATIONS – N/A**

### **7. CORRESPONDENCE – N/A**

### **8. NEXT MEETING – June 19, 2008**

Committee Reports and agenda items due to Pat Shiratti Monday, June 9, 2008

### **9. ADJOURNMENT - meeting adjourned at 9:10am.**

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Chairperson

