

City of Maple Ridge
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING

The Minutes of the Regular Meeting of the Economic Development Committee, held in Blaney Room,
11995 Haney Place, Maple Ridge on Wednesday, January 25, 2017 at 5:00 pm.

COMMITTEE MEMBERS PRESENT

Josef Lara, Chair	Community at Large
Tom Meier	Community at Large
Oliver Perez	Community at Large
Chrislana Gregory	Community at Large
Nicole Archer,	Community at Large

GUESTS

Kiersten Duncan	Councillor, City of Maple Ridge
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STAFF MEMBERS PRESENT

Lino Siracuca	Staff Liaison / Manager Economic Development
Bruce Livingstone	Business Retention & Expansion Officer

REGRETS

Alexander Wells	Community at Large
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1. CALL TO ORDER

There being a quorum present the Chair called the meeting to order at 5:00 pm.

2. AGENDA ADOPTION

It was moved and seconded that the Agenda for January 25, 2017 be adopted.

CARRIED

3. MINUTE ADOPTION

It was moved and seconded that the Minutes of December 14, 2016 be adopted.

CARRIED

4. NEW & UNFINISHED BUSINESS

5.1 Branding Review Update

The Branding Review was presented to the EDC and it was communicated that Council has requested an Implementation Plan for a brand refresh. This will be brought to Council in the coming months. The EDC requested the link be emailed to the team. Comments from the EDC included, that Branding should focus on the potential of city in the future. Public engagement should take place.

5.2 Business Plan Presentation to the community

General discussion of what this might entail, details tbd.

5.3 BCEDA Ministers Dinner, February 6, 2017 at 1.4 pm

EDC members were invited to participate

5.4 Business Walks

MC Freight on February 3, 2017 at 9 am

Cedarland on February 17, 2017 at 2 pm

Advantec on March 2, 2017 at 9 am

5.5 Tourism Task Force Report, Lino Siracusa, Manager Economic Development –
Tourism Strategy to be sent to EDC team

5.6 Technology Task Force Report, Josef Hans Lara, EDC Chair

Update provided by Josef

5.7 Home Based Business Task Force Report, Bruce Livingstone

Update provided by Bruce

6. OTHER BUSINESS BROUGHT BY MEMBERS

6.1 EDC PR and Promotions

EDC wants to communicate its work more widely via press release, website etc.

Share ideas by next meeting.

6.2 Art Task Force, Josef Hans Lara EDC Chair

Yvonne Chui re: cultural plan group. Connect them to put on Yvonne's committee and invite group to attend next meeting

7. Next Meeting, Wednesday April 12, 2017

8. Adjournment

"Original signed by Josef Lara"

Chair, Josef Lara

/kh per VF notes