

City of Maple Ridge
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING

The Minutes of the Regular Meeting of the Economic Development Committee, held in Bridges Boardroom, Economic Development Office, Maple Ridge on Wednesday, May 3, 2017 at 5:00 pm.

COMMITTEE MEMBERS PRESENT

Josef Lara, Chair	Community at Large
Oliver Perez	Community at Large
Chrislana Gregory	Community at Large

ALTERNATE

Gordie Robson (for T. Shymkiw)	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
Karen Hansen	Administrative Assistant, Economic Development

REGRETS

Tyler Shymkiw	Councillor, City of Maple Ridge
Nicole Archer	Community at Large
Tom Meier	Community at Large
Alex Wells	Community at Large

1. INFORMAL DINNER, PROVIDED

2. CALL TO ORDER, Josef Hans Lara

There being a quorum present the Chair called the meeting to order at 5:10 pm.

3. AGENDA ADOPTION

It was moved and seconded that the Agenda for May 3, 2017 be adopted.

CARRIED

4. MINUTE ADOPTION

It was moved and seconded that the Minutes of January 25, 2017 be adopted.

CARRIED

5. NEW & UNFINISHED BUSINESS

5.1 Branding Review Update, Lino Siracussa

The Branding Review was presented to council on March 6, 2017. Council voted to not proceed at this time. With the recent dismantling of the joint use agreement between Maple Ridge and Pitt Meadows, council felt it was too early to make any decisions on branding and chose to put the project on hold.

5.2 Business Walks, Bruce Livingstone

Bruce highlighted several innovative business and important industries in Maple Ridge.

These businesses could be significant employers or be new to the community. They may offer a unique product/service, be newly expanded or have the expectation of expansion. They might also be a company that is planning to close or relocate, are in a declining industry or they may have requested we visit to discuss a particular topic. Companies visited include Beckville woodcraft, Partap Lumber, MC Freight, Cedarland, Advantec Global, Ridge Studios & RST instruments. Future plans include visits to E-One Moli, Lordco Autoparts, Interfor Hammond Cedar, Jewel Industries, Verus Valuations, Pitt Meadows Plumbing, Innovative Parts and Solutions and Silver Valley Farms.

5.3 Home Show, Lino Siracusa

Home Show planned for May 5, 6 and 7. The City of Maple Ridge will host a booth with Canada 150 as the main theme. Managers, directors, Mayor and Council were invited to volunteer to staff the booth. The Homeshow has grown significantly over the past few years and parking has become problem. The future of the Albion Flats is a key issue in solving this problem.

5.4 Tourism Task Force report, Nicole Archer and Lino Siracusa

In Nicole's absence, Lino reported that the Tourism Strategy went to council on March 6, 2017 and staff was given permission to proceed with further public engagement. Efforts will be made to determine how tourism might be monetized and how the public feels about sharing our favourite spaces with visitors to our city. Laura Plant and Suzanne Denbak have been hired as consultants to lead us through the of establishing a Municipal and Regional District tax.

5.5 Tech Task Force report, Josef Hans Lara

The Task Force is looking for opportunities to expand fibre or high capacity bandwidth in the community. Councillor Robson highlighted the opportunity of leveraging the new sewage pipe going across the river to connect with existing high-capacity fibre infrastructure in Langley.

5.6 Home Based Business Task Force report, Bruce Livingstone

The processes with regard to applications for business license will be evaluated. It's suggested that we have a less invasive process for home based businesses, perhaps not even requiring inspections for every home based business. There is also the possible expansion of the percentage of space currently allowed within a home to operate a home based business. The suggestion is to change it from 20% to 30% of the home's square footage. Each space, professional or personal, needs to be more clearly defined. Work continues and reports will go to Council.

5.7 EDC PR and Promotions, all

Task force discussed holding a possible event. Due to it being volunteer driven, it was felt that the fall would be a better time to get people on board. This will be added to the agenda for the August 16th meeting.

6. OTHER BUSINESS BROUGHT BY MEMBERS

6.1 Tiny Homes movement, Josef Hans Lara

Deferred to next meeting.

6.2 Report from Councillor Robson

Councillor Robson asked the EDC to consider the following as part of future agenda:

- Future of Hammond Cedar mill in view of softwood lumber negotiations.
- Agri-Industrial uses in ALR lands e.g. Molsons move to Chilliwack is on ALR land
- Meadowridge School is an important economic contributor to Maple Ridge.
- Whonnock School as a potential treatment facility.
- At the council meeting on May 2, several new sport facilities were confirmed. There will be four new synthetic fields, 16 new ball diamonds, a new concession and changerooms at Telosky.

The suggestion was made the Maple Ridge promote a "Homecoming Weekend" which would be marketed as a weekend where people who grew up in Maple Ridge but who have moved away, return to Maple Ridge on this particular weekend of the year.

7. Next Meeting, Wednesday, August 16, 2017

8. Adjournment

"Original signed by Josef Lara"

Chair, Josef Lara

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