

City of Maple Ridge
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING

The Minutes of the Regular Meeting of the Economic Development Committee, held on-line via ZOOM
Wednesday, July 15, 2020 at 5 pm

COMMITTEE MEMBERS PRESENT

Dominic Kotarski, Chair	Community at Large
Camilla Brown	Community at Large
Christlana Gregory	Community at Large
Al Hogarth	Community at Large
James Zelinski	Community at Large
Councillor Yousef	City of Maple Ridge

STAFF MEMBERS PRESENT

Wendy Dupley	Staff Liaison / Director, Economic Development
Bruce Livingstone	Business Retention and Expansion Officer, Economic Development
Karen Hansen	Administrative Assistant, Economic Development

REGRETS/ABSENTS

Tom Meier	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

R20-07

It was moved and seconded

That the Agenda of July 15, 2020 be adopted

CARRIED

3. MINUTE ADOPTION

R20-08

It was moved and seconded

That the Minutes of April 9, 2020 be amended to change the wording of R20-05 to read:

It was moved and seconded that Council explores opportunities to develop the waterfront areas of Maple Ridge.

MINUTE ADOPTION (Cont'd)

R20-09

It was moved and seconded

That the Minutes of April 9, 2020 be adopted.

CARRIED (on-line post meeting)

4. NEW AND UNFINISHED BUSINESS**4.1 Maple Ridge Economic Report June 2020:**

Ms. Dupley introduced the Maple Ridge Economic report which was produced by the staff from the economic development office in Maple Ridge. The document provides an overview of the economy including key COVID-19 related economic impacts, mitigations and recovery planning effort. It was noted that the number of job postings is not completely accurate as it doesn't account for job postings where more than one person is hired, however, it does provide a good gage of the job market fluctuations.

4.2 E-Commerce Pilot Program:

Ms. Dupley reported that the City of Maple Ridge, Digital Main Street (Google) and Shop Here (Shopify) is looking for 25 Businesses to participate in an e-commerce pilot program where up to 4 students will work with a business to develop an e-commerce web site. Each business will get training and receive additional marketing support. The e-commerce website created will be free of any maintenance costs for 3 months, after which it will be \$40 per month. The estimated average cost per project is \$19,000 but all businesses participating in this pilot will be provided with the above free of charge.

5. STAFF LIAISON UPDATE**5.1 Community Leaders Forum:**

This year, the Economic Development Department is recommending hosting a virtual *Community Leaders Forum* on the evening of Wednesday, October 14 using the same Zoom platform that is currently used to host Council meetings. The Economic Development Department has secured Brock Dickinson, Entrepreneur in Residence and Adjunct Professor at the University of Waterloo, as the keynote speaker and moderator for this event.

5.2 Fraser Valley Alliance Technology Attraction Strategy Update:

Mr. Livingstone reported that MDB has completed the research phase of the "Regional Technology Sector Capacity & Investment Attraction Strategy" project and has

produced a draft analysis of their findings for the region as a whole as well as for each of the communities involved in the project. The final report is scheduled to be completed by mid-September and presented to Council in October.

6. DISCUSSION RE FUTURE ENDEAVOURS FOR EDC

Areas of interest for the Economic Development Committee included:

- Creation of an economic Development Strategy
- Area Plans
- Land Strategies

8. ADJOURNMENT

The meeting was adjourned at 7:05 pm.

Chair, Dominic Kotarski

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