



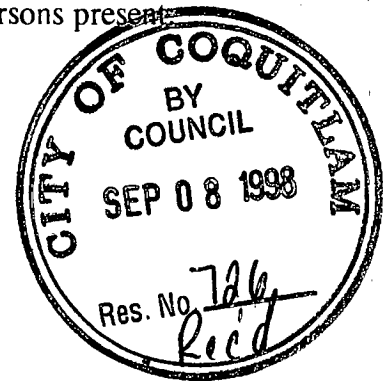
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ECONOMIC DEVELOPMENT COMMITTEE MINUTES

A meeting of the Economic Development Committee was held on Tuesday, August 25, 1998 at 7:00 p.m. in the Council Committee Room with following persons present:

COMMITTEE MEMBERS:

Mayor Jon Kingsbury, Chair
Craig Hodge
Richard Stewart
Jim Jack
Marion Lochhead
John Grasty
Dennis Rudd
Bob Mason



STAFF:

D. Buchanan, Assistant City Manager

ITEM I - NEW BUSINESS

1 Introductions

Mayor Kingsbury asked all members to introduce themselves. He also explained why he considered this Committee important to the City.

2 Terms of Reference

Suggested changes were:

- a) that the Committee not terminate on completion of the Action Plan, but with the on-going importance of economic development be of continuing nature.
- b) that impediments be identified as well as opportunities.

- c) that the mandate include advice on providing information about business to the general public.

3 Development of Action Plan

Many ideas were raised by members, some of which were:

- | | |
|--|-------------------|
| | TASK |
| a) aiming at an attitude adjustment in regard to business development in the Community and at City Hall. | ONGOING |
| b) employing a consultant and establishing a budget therefor to assist the Committee. | DON |
| c) addressing the level of taxation of business versus residential property. | DON/ROBIN |
| d) completing further web page development. | DON/TREVOR |
| e) examining strengths and weaknesses of Coquitlam. | MAYOR |

Copies of the City Vision, City's Business Plan, the Chamber of Commerce Economic Profile, and the forthcoming Economic Development Magazine are to be supplied to each member.

DON

ITEM II - OTHER BUSINESS

4 Letter from Ethan Allen Home Interiors

John Grasty talked to this letter of August 19, 1998 to him regarding United Boulevard. Mayor Kingsbury advised that project to extend United Boulevard to New Westminster is indicated to be through the environment review by October and construction is slated for 1999.

MAYOR


5 Next Meeting


The next meetings were set for:

8:00 a.m. on Thursday, September 10th, and
7:00 p.m. on Tuesday, September 29th.

ITEM III - ADJOURNMENT

The meeting adjourned at 9:00 p.m.



CHAIR
D. Buchanan
Assistant City Manager

CITY OF

COQUITLAM



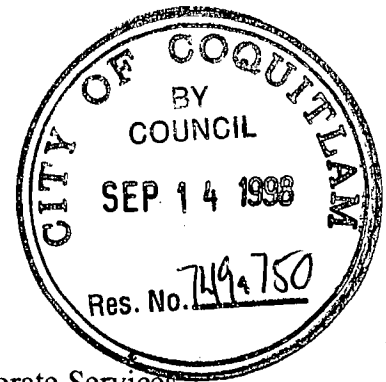
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Bob Mason
Chris Nieman
Dennis Rudd
Richard Stewart



STAFF:

N. Cook, City Manager
R. Hicks, General Manager Corporate Services
D. Buchanan, Assistant City Manager

ITEM I - MINUTES - August 25, 1998

Received.

ITEM II - BUSINESS ARISING FROM MINUTES

None.

ITEM III - NEW BUSINESS

1. Taxation of Business

Robin Hicks made a presentation on taxes and assessment. This included an analysis of tax rate class multiples for various BCAA property categories and comparisons with other municipalities.

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He then handed out copies of descriptive materials on assessments and tax rates, as well as budget facts. He noted that the City's policy is to gradually reduce the tax rate class multiple for the commercial and light industry categories, to move towards a ratio that is more in line with the Lower Mainland average.

Discussion by the Committee was that:

1. The importance of tax rates versus other business considerations should be evaluated.
2. Improved communication to the general public about the importance of business in ratio to tax base and community needs is necessary.
3. This communication should include describing the long term benefits of an improved tax base.

This led to a more general discussion on what is important to business in deciding to locate in Coquitlam. At the conclusion it was decided to invite a group of business representatives from different sectors who could provide their perspectives on this.

2. Revised Committee Terms of Reference

**COUNCIL
ACTION**

That Council approve the terms of reference attached to the Economic Development Committee Minutes of September 10, 1998.

3. Review of City Vision, Business Plan and Chamber's Economic Profile

Don Buchanan noted the description of strengths and weaknesses on pages 11 and 12 of City Vision. Norm Cook notes this Plan is to be reviewed in 1999 and the Committee's work would be timely in this respect.

ITEM IV - OTHER BUSINESS

1. BC Business Magazine

Mayor Kingsbury noted that Peter Legge was willing to prepare materials on Coquitlam through BC Business Magazine.

2. Douglas College

Mayor Kingsbury advised that Douglas College was seeking input on their curriculum.

3. Business Opportunities

Opportunities for entertainment/recreation and high tech businesses were then identified by Dennis Rudd and Bob Mason. The need to identify a target market was the conclusion.

4. Next Meeting

The next meeting was confirmed for September 29th at 7:00 p.m. with the location to be determined. Chris Nieman, Dennis Rudd and Bob Mason were to supply names of the people to be invited to the session to Don Buchanan.

ITEM V - ADJOURMENT

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CHAIR



D. Buchanan
Assistant City Manager

CITY OF

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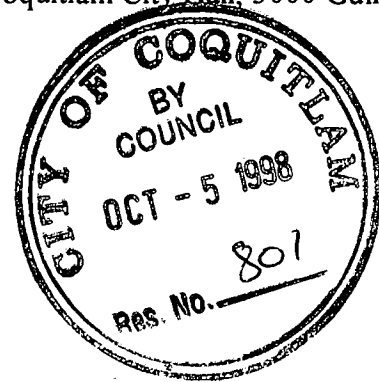


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ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES SEPTEMBER 29, 1998

A Meeting of the Economic Development Committee of Council convened on Tuesday, September 29, 1998 at 7:00 pm in the Committee Room, Coquitlam City Hall, 3000 Guildford Way, Coquitlam, B.C. with the following persons present:

Committee Members Present: Mayor J. Kingsbury, Chair
Marion Lochhead
John Grasty
Jim Jack
Chris Nieman
Bob Mason
Dennis Rudd
Craig Hodge
Richard Stewart
Ben Lee



Guests: Geoff Nagle
Jim Wilson
George Grieve
Barbara Ann Shoemaker
Rick Eastman

Staff Present: Norm Cook, City Manager
Don Buchanan, Assistant City Manager

ITEM 1 - MINUTES OF SEPTEMBER 10, 1998

The Committee approved the Minutes of the Economic Development Committee Meeting held September 10, 1998.

ITEM II - BUSINESS ARISING FROM MINUTES

Nil

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ITEM III - NEW BUSINESS

1. Presentations - What is important to business considering to locate in Coquitlam

Don Buchanan introduced the guests and noted that the Committee was mandated to prepare an action plan on economic development and advice was wanted as to the importance of tax rates versus other location criteria, the kind of information the City should have available, process and point of contact with the City, and communication to the community.

Rick Eastman of Royal LePage spoke first and focused on industrial and business park issues. Important factors identified were soil conditions including methane gas, transportation access, levels of development cost charges and number of industrial zones.

George Grieve from the film industry spoke extensively on the nature of the industry. For the City, receptivity, a single point of contact and education on the value of industry to the community were points made. Barbara Ann Shoemaker also described the need to find locations and one idea which came from the discussion was packaging of photo files. She suggested contacting the Film Commission as to their information file on the City. Advertising in trade publications was also supported.

Geoff Nagle of Morguard introduced Jim Wilson of Off the Wall and they highlighted issues related to the retail sector. Commercial tax rates in relation to other municipalities were felt to be an issue. Development cost charges were also noted as concerns. The need for the City to advise what is proposed to be constructed with these funds was suggested. Jim Wilson described the changing nature of retailing. Business licence charges were noted as not a concern and the plan approval process as good. However, he re-emphasized the concern with the level of property tax. Geoff Nagle then emphasized the importance of the Skytrain extension to the Town Centre. He also noted that the file manager system for development applications was to be employed for the Coquitlam Centre expansion and if the person had the full authority needed this would be of real value.

Mayor Kingsbury thanked the participants for their advice and assistance.

ITEM IV - OTHER BUSINESS

1. Douglas College Curriculum

Dennis Rudd suggested that this should include the film industry. Mayor Kingsbury advised that SFU also wanted input on their curriculums.

2. Douglas College Video

Richard Stewart advised that a cooperative endeavour appeared feasible from an early meeting he attended.

3. Next Meeting

Bob Mason agreed to arrange the time and date of the next meeting in West Vancouver with Paul Smith at his facilities.

ITEM V - ADJOURNMENT

The Meeting adjourned at 8:30 pm.



Don Buchanan
Secretary

CHAIR

CITY OF

COQUITLAM



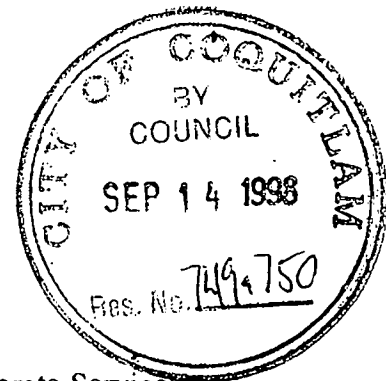
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Marion Lochhead
Bob Mason
Chris Nieman
Dennis Rudd
Richard Stewart



STAFF:

N. Cook, City Manager
R. Hicks, General Manager Corporate Services
D. Buchanan, Assistant City Manager

ITEM I - MINUTES - August 25, 1998

Received.

ITEM II - BUSINESS ARISING FROM MINUTES

None.

ITEM III - NEW BUSINESS

1. Taxation of Business

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He then handed out copies of descriptive materials on assessments and tax rates, as well as budget facts. He noted that the City's policy is to gradually reduce the tax rate class multiple for the commercial and light industry categories, to move towards a ratio that is more in line with the Lower Mainland average.

Discussion by the Committee was that:

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This led to a more general discussion on what is important to business in deciding to locate in Coquitlam. At the conclusion it was decided to invite a group of business representatives from different sectors who could provide their perspectives on this.

2. Revised Committee Terms of Reference

**COUNCIL
ACTION**

That Council approve the terms of reference attached to the Economic Development Committee Minutes of September 10, 1998.

3. Review of City Vision, Business Plan and Chamber's Economic Profile

Don Buchanan noted the description of strengths and weaknesses on pages 11 and 12 of City Vision. Norm Cook notes this Plan is to be reviewed in 1999 and the Committee's work would be timely in this respect.

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ITEM V - ADJOURMENT

The Committee adjourned at 9:30 a.m.

CHAIR



D. Buchanan
Assistant City Manager

CITY OF

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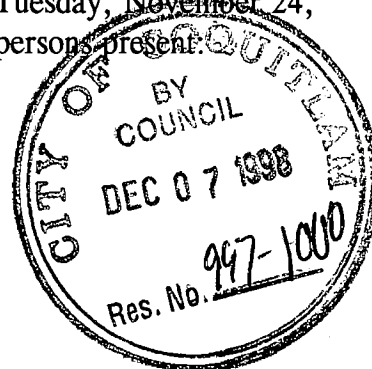
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ECONOMIC DEVELOPMENT COMMITTEE MINUTES

A meeting of the Economic Development Committee was held on Tuesday, November 24, 1998 at 8:00 a.m. in the Council Committee Room with following persons present:

COMMITTEE MEMBERS:

Mayor Jon Kingsbury, Chair
John Grasty
Craig Hodge
Jim Jack
Ed Karl
Ben Lee
Dennis Rudd
Richard Stewart



GUESTS:

Councillor J. Stangier (after Item III (i))
Bill Hinchcliff
Bill Marshall
Harvey Roll
Catherine Schachtel
Deborah Solberg
Nina Villani

STAFF:

N. Cook, City Manager
D. Buchanan, Assistant City Manager

ITEM I - MINUTES - SEPTEMBER 29, 1998

The Committee approved the Minutes of the Economic Development Committee Meeting held September 29, 1998.

ITEM II - BUSINESS ARISING FROM MINUTES

None.

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ITEM III - NEW BUSINESS

1 High Tech Industry

Catherine Schachtel of the British Columbia Technology Industries Association presented overheads on this topic. Harvey Roll and Nina Villani of Metalcraft Technology which is a Coquitlam-based member of the Association added to the presentation from their perspective. Some of the highlights were:

- a) the high tech sector generates more employment in the Province than the forest industry.
- b) firms tend to cluster and they need locations with required infrastructures eg. cabling.
- c) amenities for employees both on the worksite and in the community are an important factor in deciding whether to locate at a site.
- d) Metalcraft located in Coquitlam due to a key staff member living in the City.
- e) there are probably more high tech firms in the City though Metalcraft are the only Association member based here: assembling a list from business licence records or other sources should be considered.
- f) the importance of education to prepare people for the high tech sector was emphasized; there are 3,000 jobs vacant in BC.
- g) BC Tel are encouraging establishment of call centres related to high tech in the Province.
- h) Metalcraft indicated a difficulty with obtaining permits and a business licence. (This was later clarified with Harvey Roll and the issue was one for the building owner to obtain a permit for additional mezanine floor space.)

2 Healing Centre and Economic Development

Deborah Solberg described her concept for a healing centre utilizing the vacant building intended for a restaurant adjacent Evergreen Cultural Centre. Bill Hinchcliff added to her description of the program and objectives for such a healing centre. Bill Marshall then outlined his views as to economic development, in terms of strategy and creating an office.

3 Session with Paul Smith of Envisioning and Storytelling

Mayor Kingsbury advised that a written proposal is being sought from this firm and that the video on Intrawest had been supplied for viewing.

4 Economic Development Magazine

It was suggested that copies be circulated to professional associations, the BC Film Commission, the Franchise Association and overseas trade offices identified by the Harbour Commission.

5 Greater Vancouver Business Partnership

Don Buchanan advised that this was an initiative coming from the Vancouver Economic Development Commission and business leaders. He advised that more information would be coming on it and that local business representatives were being sought to participate.

6 Media Index

Review of this matter resulted in extensive discussion on film production in the City and the importance to establish a unique image for Coquitlam. The Committee recommends:

**COUNCIL
ACTION**

*App'd
Res'n # 998*

"That once a staff person at the City has been named as film coordinator, research take place on how to create a photo library of possible locations in the City and that advertising to seek submissions of photos and locations from residents, businesses and property owners be initiated; and

That the City take out a quarter page advertisement in the proposed Vancouver and Western Canada Production Index Directory."

7 Economic Development Association of British Columbia

COUNCIL
ACTION

“That the Assistant City Manager apply to become a member of this Association.”

8 Topics for Next Meeting - Roundtable on Action Plan

The Committee reviewed how to proceed towards an action plan. It was decided to concentrate on the following priorities:

- a) the film production industry - it was agreed that the next meeting of the Committee would focus on this issue with Dennis Rudd, Craig Hodge and Don Buchanan to establish who would be invited to assist the discussions; City staff responsible for liaison with the industry are to be included.
- b) high tech industry - Bob Mason, with the opportunity for establishing an area in a future phase of Pacific Reach, Richard Bell and Bob Scarabelli of Rainmaker were named as key people to follow up on the ideas generated from the review earlier in the meeting.
- c) City processing of new business applications - the City Manager advised the Planning and Development Department will be conducting a workshop with customers and circulating a questionnaire, similarly to how the development industry assisted several years ago in helping to set priorities for improving the development review process.

It was also agreed that Simon Fraser University and Douglas College would be requested to help address the first two priorities.

The Committee also noted concerns with the plans for Northeast Coquitlam and recommended:

**COUNCIL
ACTION**

*App'd
Lish 1/10/00*

“That the draft Official Community Plan for Northeast Coquitlam be reviewed by the Planning and Development Department as to economic development implications, particularly in terms of jobs and tax base to support and complement proposed housing.”

ITEM IV - OTHER BUSINESS

1 Next Meeting

The next meeting was set for 7:30 a.m. on December 10, 1998 in the Council Committee Room.

ITEM V - ADJOURNMENT

The Committee adjourned at 9:30 a.m.

CHAIR



D. Buchanan
Assistant City Manager

CITY OF _____

COQUITLAM



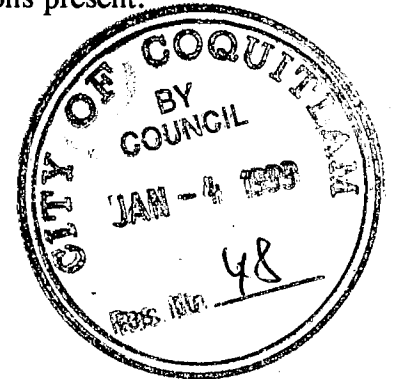
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ECONOMIC DEVELOPMENT COMMITTEE MINUTES

A meeting of the Economic Development Committee was held on Thursday, December 10, 1998 at 7:30 a.m. in the Council Committee Room with following persons present:

COMMITTEE MEMBERS:

Councillor M. Reid
Abdel Ginema
John Grasty
Craig Hodge
Jim Jack
Ben Lee
Dennis Rudd
Vincent Wu



GUESTS:

Councillor J. Stangier
Louise Alston
George Grieve

STAFF:

N. Cook, City Manager
D. Buchanan, Assistant City Manager
B. Elliott, General Manager Leisure & Parks Services
P. Licht, Film Coordinator

ITEM I - MINUTES - NOVEMBER 24, 1998

The Committee approved the Minutes of the Economic Development Committee Meeting held November 24, 1998.

ITEM II - BUSINESS ARISING FROM MINUTES

1 High Tech Industry

The Assistant City Manager advised that copies of Catherine Schachtel's overheads from the November 24th meeting and a report entitled "High Tech Industry in the Urban Context" supplied by Bob Mason had been provided for members present. He advised that this sector would likely be featured at the next meeting of the Committee in January.

M4

ITEM III - NEW BUSINESS

1 Action Plan - Film Production Industry

The Assistant City Manager introduced this item advising that it was one of three priorities identified by the Committee. He also noted that establishment of a film coordinator, establishment of a collection of location photography and advertising had already been approved as elements for the action plan.

The General Manager Leisure and Parks Services then introduced Peter Licht who has been formally named as the Film Coordinator. He went on to indicate that a staff group representing all affected departments would be meeting to establish internal procedures and implement Committee recommended actions after adoption by Council.

Peter Licht referred to two items being circulated. The first from Reel West was being employed as an advertising vehicle. The second was entitled "Quick Facts About the BC Film Commission." Peter Licht also spoke about his past experience with the film industry and its location managers. He advised that Tom Crowe was his main contact at the Commission.

The Committee then had extensive discussion on the previously identified and other potential elements of an Action Plan:

Element 1 - Film Coordinator

Provide for contact at all hours especially evenings.
Appoint alternate person.
Consider protocol for direct contact to other departments.

Element 2 - Collection of Photographs

Establish categories and photography in each.
Include private properties.
Solicit photography by advertising.
Place 20 key photos on web site.
Hold files for lending/signing out to location managers.

Element 3 - Advertising and Promotion

Proceed with Media Index and Reel West advertising.
Identify other trade publications.
Prepare package for direct marketing to top 10 producers.
Add to the City's web site information about above elements and City for industry.

Element 4 - Intertie with High Tech Initiative

Include representatives of computer generated graphics and post production firms in initiative on High Tech Industry.

Element 5 - Provide Groundwork for Establishment of Studios

Encourage an increasing presence of productions in the community.
Catalogue support resources - businesses and assets.
Explore location in existing buildings for short term make shift studios recognizing current demand is taking 4 to 6 months out of the year.
Find possible locations for longer term facility with building of 35,000-40,000 sq. ft., three stages and extensive parking.

Element 6 - Taxes and Incentives

Confirm that Provincial tax credits and Pitt River production zone boundary for enhanced credits are not subject for action.
Keep business licence fees at reasonable level and other charges at level not to exceed estimated costs.
Encourage policies of film production firms to pay location fees to affected property owners, residents and businesses in order to facilitate continuing production in community.

Element 7 - Cataloguing of Resources and Assets

Identify available businesses who are able to supply goods or services to film production projects including catering, construction, food supply, service station, gravel, lumber and post production firms.
Identify sites appropriately zoned for public assembly.
Augment collection of photography by broadening list of possible assets for enlarging base of film production.

Element 8 - Communication with Community

Solicit news articles on the formal establishment of a film coordinator position.
Advertise for photography of possible locations.
Commission research on economic benefits for local businesses and in provision of employment for local residents.
Establish guidelines for industry in terms of notification to neighbourhoods.
Publicize both benefits and impacts of industry to general public.
Add to web site.

Element 9 - Provision of Infrastructure

Consider need for accessibility by film producers as part of transportation planning by City.
Provide for extensive parking in areas favoured for film production.

These notes were produced based on the wide ranging discussion in order to provide the basis for an Action Plan and budget on the three priorities of the Committee in 1999.

ITEM IV - OTHER BUSINESS

None.

ITEM V - ADJOURNMENT

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CHAIR



D. Buchanan
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Bill Marshall
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Deborah Solberg
Nina Villani

STAFF: N. Cook, City Manager
D. Buchanan, Assistant City Manager

ITEM I - MINUTES - SEPTEMBER 29, 1998

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ITEM II - BUSINESS ARISING FROM MINUTES

None.

ITEM III - NEW BUSINESS

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CHAIR

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Assistant City Manager