

**City of Maple Ridge**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**REGULAR MEETING**

The Minutes of the Regular Meeting of the Economic Development Committee, held in Suite 300,  
at Maple Ridge Municipal Hall on Wednesday, October 12, 2016 at 5:00 pm.

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**COMMITTEE MEMBERS PRESENT**

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

**STAFF MEMBERS PRESENT**

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

**REGRETS**

Councillor Tyler Shymkiw	City of Maple Ridge
Alexander Wells	Community at Large
Vickie Fulton	Administrative Assistant

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**1. CALL TO ORDER**

There being a quorum present the Chair called the meeting to order at 5:07 pm.

**2. AGENDA ADOPTION**

It was moved and seconded that the Agenda for October 12, 2016 be adopted.

CARRIED

**3. MINUTE ADOPTION**

It was moved and seconded that the Minutes of June 29, 2016 be adopted.

CARRIED

**4. NEW BUSINESS**

**4.1 Tourism Task Force**

Dan Wilson from the Centre for Sustainability Whistler provided an overview of Tourism Strategy that is being developed with the Tourism Task Force. The EDC will be given a copy of the final report for input prior to the report being finalized.

**4.2 Technology Task Force**

Josef Hans Lara, chair of the Technology Task Force, reported on the task force's work on developing a fibre connectivity strategy for the City. Lino Siracusa reported on a meeting he attended with economic development representatives from Fraser Valley municipalities on developing a coordinated fibre connectivity strategy.

**4.3 Home-based Business Task Force**

Lino Siracusa provided an update on the work of the Home-based Business Task Force.

**4.4 EDC Media Release**

Mr. Siracusa and provided a report on his meeting with Fred Armstrong, Manager of Communications for the City, on developing a communications strategy for the EDC. Mr. Siracusa and Mr. Lara will develop a media release and circulate it to members of the EDC for feedback.

**4.5 Branding Review Update**

Mr. Siracusa provided an update on the preliminary results from the survey work done by the branding consultants, Illuminata Marketing, and that a report is tentatively scheduled to be presented at Council Workshop on October 24, 2016.

**4.6 EDC Business Plan**

It was moved and seconded that this item be postponed and discussed in a special meeting to be held at 12noon on December 2, 2016 in the Bridges Boardroom.

CARRIED

**5. OTHER BUSINESS BROUGHT BY MEMBERS**

Mr. Lara invited EDC members to attend the Artists' Connections Roundtable on October 26, 2016 at 6pm in the ACT.

**6. ADJOURNMENT**

It was moved and seconded that the meeting be adjourned at 7:07 pm.

"Original signed by Josef Lara"

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Chair, Josef Lara

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