



DIVERSIFIED THRIVING ECONOMY ADVISORY COMMITTEE MEETING MINUTES

October 1, 2025, 7:00 p.m.
Blaney Room
City Hall, 11995 Haney Place

Members Present: J. Kok, Member at Large, Chair
S. Bridson, Member at Large
C. Fewer, Member at Large
T. Livesey, Ridge Meadows Chamber of Commerce
B. Long, Member at Large
M. Long, Member at Large
A. Nemeth, Downtown Maple Ridge Business Improvement Association
(Virtual)

Absent: M. Pahl, Member at Large, Vice Chair

Council Present: J. Dueck, Councillor

Staff Present: Z. Lifshiz, Chief Strategy Officer
J. Baker, Business Retention and Expansion Advisor, Economic Development
D. Purcell-Chung, Manager of Development and Environmental Services
E. Aderneck, Industrial Lands Program Manager
E. Davies, Committee Clerk

(A.Nemeth attended the meeting virtually)

1. CALL TO ORDER – 7:02 p.m.

J. Kok, Chair, called the meeting to order and provided the territory acknowledgment.

2. APPROVAL OF AGENDA

R/2025-DTEAC-010

It was moved and seconded

THAT the October 1, 2025, Diversified Thriving Economy Advisory Committee agenda be approved as circulated.

CARRIED

3. **ADOPTION OF MINUTES**

R/2025-DTEAC-011

It was moved and seconded

THAT the minutes of the September 3, 2025, Diversified Thriving Economy Advisory Committee meeting be adopted as circulated.

CARRIED

(A. Nemeth joined the meeting at 7:04 p.m.)

4. **NEW AND UNFINISHED BUSINESS**

4.1 North 256 Street Industrial Lands Area Plan

The Industrial Lands Program Manager reported on the North 256 Street industrial lands area plan, highlighting the 2020 Metro Vancouver Regional Industrial Lands Strategy. The presentation detailed the factors driving industrial land demand, including population growth, employment expansion, economic growth, and changes in global trade activities. Staff outlined the industrial economic activities and industrial business trends in the region and provided an overview of the site features in the North 256 Street area, including the topography and environmental constraints, providing draft concept plans for members to review. Committee members were invited to provide feedback on how best to communicate the value and benefit of the industrial lands to the community, which challenges and constraints could be faced, as well as which specific industries should be targeted and objectives prioritized.

4.2 Information: Startup in Residence (STiR) project

The Chief Strategy Officer led a discussion on a proposed Startup in Residence program aimed at solving City challenges through innovative, technology-driven solutions. The initiative seeks to position the City as an innovation hub. The proposed project would see the City collaborate with startups to create products addressing municipal challenges, offering mentorship and collaboration opportunities. At the project's end, the City could purchase these solutions, acting as an anchor customer in a sector that does not typically buy from startups. Committee Members were asked to provide feedback on the program's potential.

4.3 Investment Attraction: targets

The Chief Strategy Officer outlined investment attraction industry targets, focusing on short-term and long-term priorities. These include preparing investment-ready subsectors and identifying industry gaps. Staff recommended industries such as film, technical services, and manufacturing, highlighting opportunities in wood products, metal fabrication, and modular home manufacturing. Committee members were invited to provide feedback on other industrial concerns that need to be addressed or considered.

(A. Nemeth left the meeting at 8:32 p.m.)

5. **STAFF REPORTS**

The Business Retention and Expansion Advisor provided an update on the Our Neck of the Woods event, noting its positive impact on local businesses. An update was also provided on the Fields of Flavour event held on September 21, 2025. Additionally, staff shared details about the upcoming Small Business Week events, featuring webinars and in-person events, starting with the Maple Ridge Innovation Challenge on October 21, 2025, at the Patch.

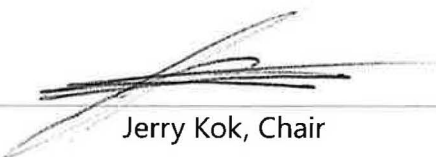
6. COUNCIL LIAISON UPDATE

Councillor J. Dueck informed Committee members that Council has done a first reading of the Official Community Plan Amending Bylaws which will go to Public Hearing in the Fall. Council further noted that the City is coming into alignment with the provincial housing legislation and praised the work of City Staff in making that possible.

7. ROUNDTABLE

Committee members asked questions and provided feedback and reports on issues and activities related to supporting economic growth and agricultural vitality in Maple Ridge.

8. ADJOURNMENT – 8:53 p.m.



Jerry Kok, Chair
/ed