



**DIVERSIFIED THRIVING ECONOMY
ADVISORY COMMITTEE
MEETING MINUTES**

**June 4, 2025, 7:00 p.m.
Blaney Room
City Hall, 11995 Haney Place**

Members Present: A. Nemeth, Downtown Maple Ridge Business Improvement Association
T. Livesey, Ridge Meadows Chamber of Commerce
M. Long, Member at Large
B. Long, Member at Large
L. Kan, Member at Large
M. Pahl, Member at Large, Vice Chair
S. Bridson, Member at Large

Absent: J. Kok, Member at Large, Chair
C. Fewer, Member at Large

Council Present: Councillor J. Dueck

Staff Present: A. Vukovic, Committee Clerk
D. Purcell-Chung, Manager of Development and Environmental Services
Z. Lifshiz, Director Strategic Development, Communications & Public Engagement
A. Kohli, Senior Advisor, Intergovernmental Affairs
J. Stiver, Director of Planning and Building

1. CALL TO ORDER – 7:00 pm

Territory Acknowledgement

The City of Maple Ridge carries out its business on the traditional and unceded territories of the Katzie (q̓ícəy̓) First Nation and the Kwantlen (q̓ʷa:ńł'əń) First Nation.

2. APPROVAL OF AGENDA

R/2025-DTEAC-004

It was moved and seconded

THAT the June 4, 2025, Diversified Thriving Economy Advisory Committee agenda be approved as circulated.

CARRIED UNANIMOUSLY

3. ADOPTION OF MINUTES

R/2025-DTEAC-005

It was moved and seconded

THAT the minutes of the May 7, 2025, Diversified Thriving Economy Advisory Committee meeting be adopted as circulated.

CARRIED UNANIMOUSLY

4. NEW AND UNFINISHED BUSINESS

4.1 Presentation: Investment Attraction & Business Retention and Expansion strategies

The Senior Advisor, Intergovernmental Affairs, presented on the Investment Attraction & Business Retention and Expansion strategies. The presentation included an overview of:

- the consulting firm that the City engaged in developing the strategies;
- the goals set out for both strategies;
- best practices;
- the findings from the engagement studies; and
- the recommendations and actions set out in the strategies.

In the next phase, the project team will focus on creating an implementation plan for the proposed actions.

Members asked questions and engaged in discussion with staff on the presentation.

4.2 Presentation: Economic Development Overview

The Director, Strategic Development, Communications and Public Engagement provided members with an economic development overview. The presentation included:

- what economic development is and is not;
- the municipal role in economic development;
- the core pillars of economic development;
- an overview of economic development in BC; and
- steps for building economic resilience.

Members asked questions and engaged in discussion related to the presentation.

(L. Kan left at 8:10 pm)

5. STAFF REPORTS

The Director, Strategic Development, Communications and Public Engagement provided a further update on the Investment Attraction & Business Retention and Expansion strategies and informed Committee members that future reports would be brought before the Committee for further input.

(A. Nemeth left at 8:14 pm)

6. COUNCIL LIAISON UPDATE

The Council Liaison provided an update on several initiatives around the City including:

- Be Downtown
- Sparkle Week
- RCMP foot and e-bike patrols

7. ROUNDTABLE

The Manager of Development and Environmental Services invited Committee members to attend an open house hosted by the City on the new Transit-Oriented Areas on June 5, 2025.

8. ADJOURNMENT – 8:26 pm

Terry Kok

For Michael Pahl, Vice Chair

