



**DIVERSIFIED THRIVING ECONOMY
ADVISORY COMMITTEE
MEETING MINUTES**

**January 7, 2026, 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
B. Long, Member at Large
M. Long, Member at Large
A. Nemeth, Downtown Maple Ridge Business Improvement Association

Council Present: J. Dueck, Councillor

Absent: E. Lenkevitch, Member at Large
M. Pahl, Member at Large

Staff Present: Z. Lifshiz, Director of Corporate Strategy/Chief Strategy Officer
J. Stiver, Director of Planning and Business
J. Baker, Business Retention and Expansion Advisor
A. Kohli, Senior Advisor, Strategy and Continuous Improvement
D. Purcell-Chung, Manager of Development and Environmental Services
E. Davies, Committee Clerk

1. CALL TO ORDER – 7:00 p.m.

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

2. APPROVAL OF AGENDA

R/2026-DTEAC-001

THAT the January 7, 2026, Diversified Thriving Economy Advisory Committee agenda be approved as circulated.

CARRIED

3. ADOPTION OF MINUTES

R/2026-DTEAC-002

THAT the minutes of the November 5, 2025, Diversified Thriving Economy Advisory Committee meeting be adopted as amended to fix spelling error.

CARRIED

4. NEW AND UNFINISHED BUSINESS

4.1 Chair/Vice-Chair Election

R/2026-DTEAC-003

THAT Jerry Kok be appointed as Chair of the Diversified Thriving Economy Advisory Committee for 2026

CARRIED

R/2026-DTEAC-004

THAT Shannon Bridson be appointed as Vice-Chair of the Diversified Thriving Economy Advisory Committee for 2026

CARRIED

4.2 Mobile Food Vending in Parks

The Business Retention and Expansion Advisor presented an overview of the Mobile Food Vending Program, including a review of the 2024 pilot program which featured one mobile food vendor operating in Maple Ridge Park. The expanded pilot program will allow for up to two Food Truck Zones in two City-owned Parks at Whonnock Lake Park and Maple Ridge Park. Staff reviewed the details of the expanded pilot, which will operate from April 1, 2026, to Thanksgiving Monday. Committee members asked questions and engaged in discussion.

4.3 Objectives and Key Results (OKRs) discussion

The Business Retention and Expansion Advisor provided a brief overview of Objectives and Key Results (OKRs) and presented the new Business Retention and Expansion OKRs and initiatives aimed at revitalizing businesses in the downtown area and across Maple Ridge, with a focus on encouraging local purchasing and visits to local hospitality venues.

4.4 Innovation Ecosystem

The Senior Advisor, Strategy and Continuous Improvement, provided an overview of the Innovation Ecosystem and the intent to build an entrepreneurship-driven ecosystem, focused on scalable innovation-led firms. Staff outlined the associated economic benefits, the proposed roadmap for developing the ecosystem, and discussed examples of similar successful initiatives in other municipalities, including Barrie, Ontario. Committee members engaged in discussion.

4.5 North 256 Street Area Plan

The Director of Planning and Building provided an update on the North 256 Industrial Lands Area Plan, which was presented to Council on January 6, 2026. Staff reviewed the purpose and scope of the project, including site features and constraints, transportation opportunities, and proposed site plans. Committee members asked questions and engaged in discussion.

5. STAFF REPORTS


The Manager of Development and Environmental Services provided an update on recent City work that has been referred to Council, including the Housing Needs Report, Area Plans adopted by Council, the new Development Procedures Bylaw, and the Lougheed Transit Corridor Area Plan scheduled for consideration at Public Hearing on January 20, 2026.

The Business Retention and Expansion Advisor provided an update on the film industry in Maple Ridge, noting an increase in filming activity and advising that a 2025 wrap report will be forthcoming. Members were also updated on upcoming tourism opportunities and proposed events planned for 2026 to attract visitors to the City.

6. COUNCIL LIAISON UPDATE - NIL

7. ROUNDTABLE - NIL

8. ADJOURNMENT - 8:33 p.m.



Jerry Kok, Chair
/ed