



**DIVERSIFIED THRIVING ECONOMY
ADVISORY COMMITTEE
MEETING MINUTES**

**February 4, 2026, 7:00 p.m.
Blaney Room
City Hall, 11995 Haney Place**

- Members Present: S. Bridson, Member at Large, Vice-Chair
E. Lenkevitch, Member at Large
T. Livesey, Ridge Meadows Chamber of Commerce
B. Long, Member at Large (Virtual)
M. Long, Member at Large (Virtual)
- Council Present: J. Tan, Councillor
- Absent: A. Nemeth, Downtown Maple Ridge Business Improvement Association
J. Kok, Member at Large, Chair
C. Fewer, Member at Large
M. Pahl, Member at Large
- Staff Present Z. Lifshiz, Director of Corporate Strategy/Chief Strategy Officer
J. Baker, Business Retention and Expansion Advisor, Economic Development
D. Purcell-Chung, Manager of Development and Environmental Services
A. Kohli, Senior Advisor, Strategy and Continuous Improvement
G. Gerontas, Manager of Strategic Policy and Programs
O. Ifekwem, Committee Clerk
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1. CALL TO ORDER – 7:03 p.m.

S. Bridson, Vice Chair, called the meeting to order and provided the territory acknowledgment.

2. APPROVAL OF AGENDA

R/2026-DTEAC-005

THAT the February 4, 2026, Diversified Thriving Economy Advisory Committee agenda be approved as circulated.

CARRIED

3. ADOPTION OF MINUTES

R/2026-DTEAC-006

THAT the minutes of the January 7, 2026, Diversified Thriving Economy Advisory Committee meeting be adopted as circulated.

CARRIED

4. NEW AND UNFINISHED BUSINESS

4.1 Developer Attraction: Outcomes of International Council of Shopping Centers (ICSC) and next steps

The Committee received an update on Development Attraction, which supports the City's strategic priority of strengthening a diversified and thriving economy through improved investment positioning, planned intensification, and infrastructure efficiency. The update summarized current initiatives such as developer outreach, data and site readiness, and process transparency, along with key takeaways from the ICSC Conference highlighting market conditions, interest in mixed-use and industrial opportunities, and the importance of predictable approval processes. The Committee also heard that next steps include validating market intelligence and formalizing engagement and reporting practices.

4.2 Overview of Economic Data Platform and future Business Investment Attraction web portal

The Committee received an overview of the Economic Data Platform, including a demonstration of tools that present key demographic and economic information in an accessible format to support investment-related decision-making. The Committee also reviewed initial work on the Business Investment Attraction web portal and discussed upcoming enhancements such as benchmarking, land-use layering, and integration of developer-focused resources into the City's broader economic development framework.

4.3 New Objectives and Key Results (OKRs) for Business Retention & Expansion

The Committee received an overview of new Objectives and Key Results (OKRs) for Business Retention and Expansion (BRE), including plans to segment local businesses using license data, develop a standardized inquiry-response process, and launch a dashboard to support performance tracking and continuous improvement. Discussion included the need for clear terminology, appropriate benchmarking, coordination with existing business-walk activities undertaken by groups such as the Chamber of Commerce, and broader opportunities to align sector engagement and feedback collection.

5. STAFF REPORTS

Information was provided on the recently adopted Loughheed Plan and the continued advancement of high-density and mixed-use development. Updates were also shared on

the North 256 industrial lands, including coordination with Metro Vancouver and infrastructure considerations. Staff announced upcoming programs and initiatives, including the Patio Program event on February 10, the launch of the Mobile Food Vending Program, the release of the Film Maple Ridge Playbook, the Catalyst Innovation event (with committee concessions available), and improvements to the City's development application portal and pre-application process.

6. COUNCIL LIAISON UPDATE

The Councilor spoke about the City's vision related to rapid transit expansion, walkability, business attraction, and recreation investment, noting upcoming improvements such as Golden Ears expansion in the 2026 TransLink budget and the City's expanded programming at the ACT Centre. The Committee discussed opportunities to better support working parents, particularly through evening programming, and the Councilor committed to raising these suggestions with Parks & Recreation staff.

7. ROUNDTABLE

Members were invited to share reminders and updates to promote the upcoming Innovation Catalyst event on their platforms and invite the people around them.

8. ADJOURNMENT – 9:02 P.M.



S. Bridson, Vice-Chair

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