



**Maple
Ridge**

**DIVERSIFIED THRIVING ECONOMY
ADVISORY COMMITTEE
MEETING MINUTES**

**March 4, 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
E. Lenkevitch, Member at Large
B. Long, Member at Large
M. Long, Member at Large
T. Livesey, Ridge Meadows Chamber of Commerce
A. Nemeth, Downtown Maple Ridge Business Improvement Association

Absent: C. Fewer, Member at Large

Council Present: J. Dueck, Councillor

Council Absent: J. Tan, Councillor

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 Strategy Advisor
O. Ifekwem, Committee Clerk

1. CALL TO ORDER – 7:00 PM

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

2. APPROVAL OF AGENDA

R/2026-DTEAC-007

It was moved and seconded

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

CARRIED

3. ADOPTION OF MINUTES

R/2026-DTEAC-008

It was moved and seconded

THAT the minutes of the February 4, 2026, Diversified Thriving Economy Advisory Committee meeting be adopted as circulated.

CARRIED

4. NEW AND UNFINISHED BUSINESS

4.1 Catalyst Innovation Network Igniter - Event Overview

The Committee received a debrief from the Senior Strategy Advisor on the Catalyst Innovation Network Igniter event. The conversation highlighted ecosystem needs around capital, customers, and collaboration; the importance of programming that balances practical and strategic elements; and immediate follow-ups to convert interest into usable connections and opportunities.

4.2 Industrial Lands GIS Tool

An update was provided by the Senior Strategy Advisor on the Industrial Lands GIS Tool, which is being developed to support staff in assessing industrial land opportunities. Staff explained that the tool enhances preliminary analysis and streamlines internal processes, contributing to more efficient responses to inquiries. Members asked general questions about its use and future availability. Staff noted that the tool is in testing phase and will continue to be refined.

4.3 Downtown Business Improvement Area Re-establishment

The Committee received a presentation on proposed updates to the local business improvement framework, including adjustments intended to strengthen service delivery and long-term sustainability. Staff and the BIA representative outlined the overall direction of the changes and the considerations guiding them. Committee members asked questions about potential business impacts and implementation. Staff and BIA leadership noted that Committee feedback will help inform the ongoing development of the proposal.

5. STAFF REPORTS

An update was provided on the North 256 industrial area plan and upcoming steps in the regional and Council review timelines. An update was also shared on current economic development activity, including strong filming and business engagement trends, as well as upcoming events.

6. COUNCIL LIAISON UPDATE

Council reiterated the City's ongoing support for ensuring appropriate responses from operators and informed the Committee that the City's budget is currently open for public input. Residents and businesses are encouraged to participate.

7. ROUNDTABLE - NIL

8. NOTICE OF CLOSED MEETING

R/2026-DTEAC-009

It was moved and seconded

THAT the meeting be closed to the public pursuant to Sections 90(1) of the Community Charter as the subject matter being considered is related to the following:

Section 90(1)(j) - information that is prohibited, or information that if it were presented in a document would be prohibited, from disclosure under section 21 of the *Freedom of Information and Protection of Privacy Act*.

CARRIED

9. ADJOURNMENT – 9:05 PM



Jerry Kok, Chair

/oi