

THE CORPORATION OF THE CITY OF PORT COQUITLAM

ECONOMIC DEVELOPMENT COMMITTEE

A regular meeting of the Economic Development Committee was held in the Planning Department on: Tuesday, December 10, 1991 at 4:00 p.m.

In attendance were:

Alderman M. Gordon, Chairman
Alderman M. Gates, Co-Chairman
Carlos Felip, Director of Community Planning

CONFIRMATION OF MINUTES:

Recommended:

That the minutes of the meeting of the Economic Development Committee held on Tuesday, November 19, 1991 be taken as read and adopted.

Carried.

ITEMS:

1. Trade and Commerce Magazine - Feature on Port Coquitlam

Recommended:

That the information submitted by the Director of Planning on the proposed feature report on Port Coquitlam by the Trade and Commerce Magazine be received, and the Planning Department be instructed to cooperate with the Trade and Commerce Magazine in the preparation of their report.

Carried.

2. 1992 Budget Discussion

Recommended:

That the following be submitted to the next Budget Meeting of Council:

- a. The report on the cost and contents of an "Economic Development Strategy" submitted by the Director of Planning;
- b. A verbal presentation by the Chairman in support of assigning \$10,000.00 for Economic Development Promotion; and
- c. A verbal presentation by the Co-Chairman of the Committee, to request that \$20,000.00 be set aside for an urban design study of the accesses to Port Coquitlam, to complement the proposed new City entrance signs.

Carried.

3. Mayor referral - Information Brochure - Palmerston North City

Recommended:

That the brochure be received.

Carried.

5. City Entrance Signs

Two designs for the entrances to the City, prepared by a private consultant at the request of Administration, were submitted.

Recommended:

1. That the proposed designs be approved in principle and the Director of Planning be requested to work with the Engineering and Parks and Recreation Department in the specific locations of the signs and treatment of the areas;
2. That prior to the above being presented to Council, the Director of Planning discuss with the City's Service Clubs whether they would be interested in participating in financing the signs, in which case the signs would have to be modified or added to, to include the names of the participating Service Clubs.

Carried.

6. Home and Trade Fair

A memorandum from December 2, 1991 from the Director of Planning to the Chairman on the Home and Trade Fair was brought up for discussion.

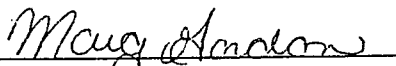
Recommended:

That the Home and Trade Fair be discussed in the next meeting, and that the Director of Planning bring forward all information regarding the directions received from Council on the organization of the Trade Fair.


Carried.

ADJOURNMENT:

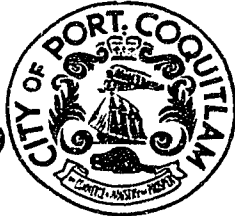
At 5:00 p.m. the meeting adjourned.


Alderman M. Gordon
Chairman

ID534-2/3


DEC 10 1991

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OUR FILE

THE CORPORATION OF THE CITY OF PORT COQUITLAM

2580 SHAUGHNESSY STREET
PORT COQUITLAM, B.C.
V3C 2A8

TELEPHONE: 944 - 5411
FAX: 944 - 5402

Mr. Craig Brown
Manager, Community Development Reports
Trade and Commerce Magazine
P.O. Box 6900, 1077 St. James Street
Winnipeg, Manitoba
R3C 3B1

December 2, 1991

Dear Mr. Brown:

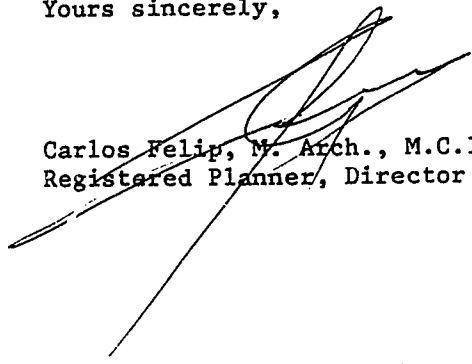
Re: Trade and Commerce Port Coquitlam Feature Report

We are pleased to work with Trade and Commerce Magazine in preparing a comprehensive report on business and industrial growth trends within our community. We understand the report will appear in the upcoming 1992 B.C./Alberta Market Survey and will receive widespread circulation throughout the business investment sector across Canada and abroad.

We may also utilize reprints of the complete community report in future promotional campaigns to attract new development.

Looking forward to working with you in this regard.


Yours sincerely,


Carlos Felipe, M. Arch., M.C.I.P.
Registered Planner, Director of Planning

/k11

ID530-4




DEC 10 1991

11-28-1991 10:49 604 944 5402
11/28/91 12:31

POCO ADMIN CLERK
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SAMPLE SUPPORT LETTER FOR YOUR FREE COMMUNITY REPORT

(Please prepare on your letterhead, and forward to Trade and Commerce Magazine as soon as possible).

Craig Brown
Manager, Community Development Reports
Trade and Commerce Magazine
P.O. Box 6900, 1077 St. James Street
Winnipeg, MB
R3C 3B1

Dear Craig:

RE: TRADE AND COMMERCE PORT COQUITLAM FEATURE REPORT


We are pleased to work with Trade and Commerce Magazine in preparing a comprehensive report on business and industrial growth trends within our community. We understand the report will appear in the upcoming 1992 B.C./Alberta Market Survey and will receive widespread circulation throughout the business investment sector across Canada and abroad.

We may also utilize reprints of the complete community report in future promotional campaigns to attract new development.

Looking forward to working with you in this regard.

Yours sincerely,

Name,
Title.


DEC 10 1991

11-28-1991 10:47 604 944 5402
11/28/91 12:29

POCO ADMIN CLERK
2047838549

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Trade and Commerce

Box 6900 • 1077 St. James St. • Winnipeg, Canada R3C 3B1 • Telephone (204) 775-0201 • FAX (204) 783-8542

FAX FORM

Date November 28, 1991

FAX TO Number 604-464-3524 944 5402

Attention CARLOS FELIP

Company CORPORATION OF THE CITY OF PORT COQUITLAM

City PORT COQUITLAM, BC

FROM CRAIG BROWN

No. of Pages 4 (FOUR)

RE 1992 B.C./ALBERTA MARKET SURVEY

If you do not receive all pages being sent to you please call (204) 775-0201.

Trade and Commerce Magazine is now preparing community reports to appear in our expanded, directory-size 1992 B.C./ALBERTA MARKET SURVEY.

We would like to prepare a FREE REPORT showcasing your community's locational advantages, to appear in this important site selection guide scheduled for Summer '92.

Our audience includes 40,000 executives in Canada's largest companies, with added circulation to select American and overseas business information centres.

Our new READER RESPONSE SERVICE will also forward names of businesses interested in your community, for your follow-up.

Please see the attached proposal for more information. We will contact you soon to discuss your community's free report in this comprehensive and widely distributed Market Survey.

A SANFORD EVANS PUBLICATION • Head Office: Winnipeg / Branches: Toronto, Chicago DEC 10 1991

CITY OF PORT COQUITLAM
PLANNING DEPT.

NOV 28 1991

FROM Econ Dev.

TO	REC'D.	DATE
<u>CP</u>		

11-28-1991 10:47

604 944 5402

11/28/91

12:30

POCO ADMIN CLERK

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Trade and Commerce

REPORTING ON CANADIAN DEVELOPMENT

Box 8800 □ 1077 St. James Street □ Winnipeg, Canada R3C 3B1 □ Telephone (204) 778-0201 □ FAX (204) 703-8549

November 27, 1991

Carlos Felip
Planning Director
Corporation of the City of Port Coquitlam
2580 Shaughnessy Street
PORT COQUITLAM, British Columbia V3C 2A8

Fx: 604-

944-5402

RE: FREE REPORT ON PORT COQUITLAM - 1992 B.C./ALBERTA MARKET SURVEY

Trade and Commerce Magazine, Canada's leading economic development publication, has a new free service for selected communities.

Here's what we offer:

- **Free preparation of a professional report on growth and investment opportunities in your community.** The report includes economic statistics, development news, growth initiatives, advantages for business and industry, lifestyle attractions and a community contact source. The complete report is subject to your approval before publication.
- **Free exposure in the 1992 B.C./Alberta Market Survey.** Your community report will appear in Trade and Commerce Magazine's Summer 1992 issue, read by business executives in Canada's largest companies, with added circulation in the U.S. and abroad. The survey will be retained and referred to year-round by investors, industrialists and consultants as a site selection and growth guide.

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A SANFORD EVANS PUBLICATION • Head Office: Winnipeg/Branches: Toronto, Chicago



CANADIAN CIRCULATION AUDIT BOARD, INC.



INDUSTRIAL DEVELOPERS ASSOCIATION OF CANADA



CANADIAN BUSINESS PRESS

DEC 10 1991

11-28-1991 10:48 604 944 5402
11/28/91 12:30

POCO ADMIN CLERK
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- 2 -

- **Extremely economical reprints of your community report**, for your promotional use in attracting new development. Rather than pay thousands to an advertising agency and printer to produce a brochure, utilize our reprint service at **great savings**. For example: 1000 copies of a 4-page Trade and Commerce reprint costs only \$840.00; 1000 copies of an impressive 8-page reprint only \$1175.00. (Please contact us for details).
- **Free Inquiry service:** Your community will be listed on our Reader Response Card, and we will promptly forward names of businesses interested in your advantages. Should you order a community reprint, it will be listed on our "Reprints" page for one full year. We will fill requests for information by supplying reprints of your community report with your contact name to inquiring firms and investors looking for growth opportunities.

TO SUPPORT THIS NEW FREE SERVICE, we require a letter from your economic development department or equivalent, advising the business community of this project. A SAMPLE LETTER IS ATTACHED. Please complete on your letterhead and mail to us within 10 days. If you have any questions, please call me at (204) 775-0201.

Trade and Commerce Magazine has been publishing effective community development reports for over 37 years. Now you can obtain our professional services and reach our influential audience **COMPLETELY FREE OF CHARGE**, and obtain promotional reprints at nominal costs.

Looking forward to working with you to enhance your community's investment potential, and receiving our support letter for this report.


Yours sincerely,



Craig Brown
Manager, Community Development Reports
TRADE AND COMMERCE MAGAZINE

CB/mk

Enclosures:



DEC 10 1991

THE CORPORATION OF THE
CITY OF PORT COQUITLAM

MEMORANDUM

TO: Economic Development Committee
December 10, 1991
File: Economic Development

FROM: Carlos Felip
Director of Planning

RE: Economic Development Strategy for the City

RECOMMENDATION:

For information.

BACKGROUND:

At the December 5, 1991 budget meeting, Council requested that additional information be provided on the proposed "Economic Development Strategy for the City" and its cost, estimated at \$25,000.00.

OBJECTIVES:

The objectives of an Economic Development Strategy in brief, are:

To provide direction to the Municipality and Community Leaders by providing and assessment of the community economy;

Identify opportunities for growth and expansion of existing businesses;

Identify opportunities for new growth in industrial sectors and sub-sectors offering the greatest potential;


Establish a broad base of Community Support for Economic Development and an Economic Strategy;

Consider an implementation plan, providing a catalyst for future development.

IMPLEMENTATION:

Development of an Economic Development Strategy requires some expertise that is not available in-house. It is proposed to engage a consultant to act as a facilitator to assist the Planning Department in developing the Economic Development Strategy for the City. The consultant may also directly perform some of the tasks required in developing the strategy.

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DEC 10 1991

Through preliminary contacts with appropriate consultants it was estimated that the "facilitator" may need to spend 3 to 4 months of work in the project spread over the approximately one year that it would take to develop the Planning Strategy (some data collection and surveying is time consuming, although not always labour intensive.)

Some additional monies are required for printing advertising publications, surveying etc.

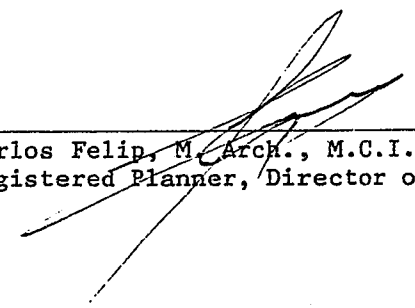
DISCUSSION:

With about 50% of the Industrial land of the City still undeveloped the preparation of an Economic Development Strategy would be very beneficial. It could not only assist in the attraction of the appropriate type of business to the City but also in obtaining Provincial assistance to this end.

The preparation of an Economic Development Strategy requires some skills and knowledge that are not readily available in the Planning Department, particularly a small one like ours, however with the appropriate direction, our staff could handle most of the work.

We believe that the timing is right for the preparation of a strategy as described here, hence our request for some extra monies in 1992 to proceed with this project.


Should the monies not be available, the Planning department will still begin work towards the development of an Economic Development Strategy, although at a much slower and tentative pace.



Carlos Felipe, M. Arch., M.C.I.P.
Registered Planner, Director of Planning

CF/k11

ID534-4/5



DEC 10 1991

THE CORPORATION OF THE
CITY OF PORT COQUITLAM

MEMORANDUM

TO: Mr. B.R. Kirk
December 10, 1991
File: Economic Development Committee

FROM: Carlos Felip
Director of Planning

RE: City Entrance Signs
Economic Development Committee - December 10, 1991

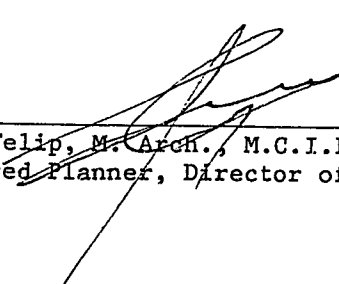
RECOMMENDATION:

1. THAT the proposed designs be approved in principle and the Director of Planning be requested to work with the Engineering and Parks and Recreation Department in the specific locations of the signs and treatment of the areas;
2. THAT prior to the above being presented to Council, the Director of Planning discuss with the City's Service Clubs whether they would be interested in participating in financing the signs, in which case the signs would have to be modified or added to, to include the names of the participating Service Clubs.

On December 10, 1991 the Economic Development Committee considered the proposed designs for the City entrance signs.

The Committee suggested that some of the City's active Service Clubs may be interested in appearing in these signs or in signs associated to the proposed entrance signs and should this be the case, could make a monetary contribution towards their construction.


The Committee also felt that on the absence of an overall urban design concept for the entrances, at the very least the areas surrounding the signs should be treated appropriately; the Director of Planning was instructed to, jointly with the Municipal Engineer and the Parks and Recreation Director, look after this.



Carlos Felip, M. Arch., M.C.I.P.
Registered Planner, Director of Planning

CF/k11

ID534-6


DEC 10 1991

THE CORPORATION OF THE
CITY OF PORT COQUITLAM

MEMORANDUM

DATE: November 6, 1991

TO: Carlos Felip
Director of Planning

FROM: Bryan R. Kirk
Administration Department

RE: City Entrance Signs

The attached is being referred to the Economic Development Committee for input and recommendation to Council for its consideration.

Please note that copies have not been made for Aldermen Gordon and Gates.

Thank you.

B. R. Kirk

CITY OF PORT COQUITLAM PLANNING DEPT.		
NOV 7 1991		
FILE # Econ Dev Comm		
TO	REC'D.	DATE
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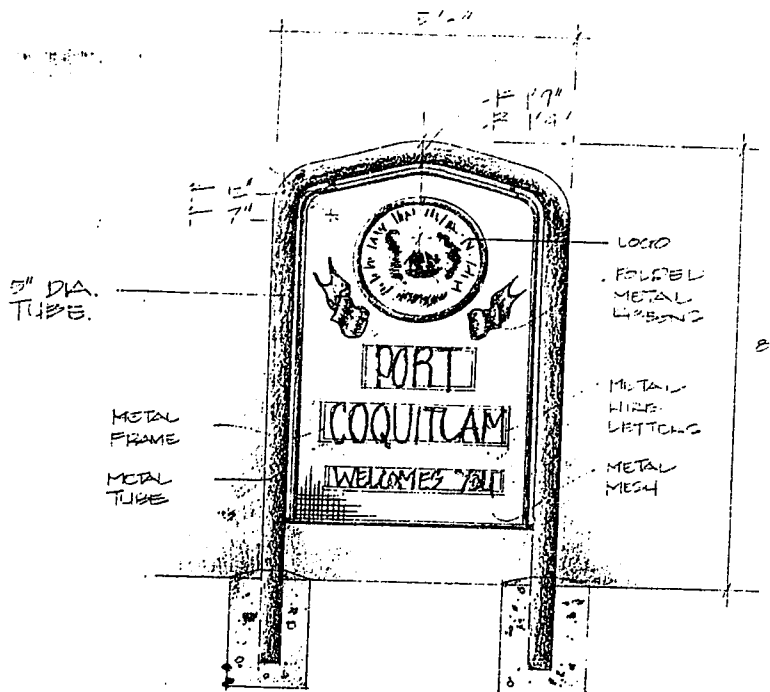
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Att.

[Signature]
DEC 10 1991

CITY ENTRANCE SIGN

CITY OF PORT COQUITLAM • CONCEPTUAL DESIGN

AUGUST 30 1991.



Landscape Architects

J. REEVE
CONSULTANTS LTD.

423 Pacific Boulevard, Vancouver, B.C. V6B 5G6
Tel. (604) 681 8125 Fax (604) 685 5949



DEC 10 1991