

Economic Development Advisory Committee Meeting  
AGENDA

Thursday, April 3, 2025, 2:00 PM

Meadows Room

12007 Harris Road, Pitt Meadows, BC V3Y 2B5

*We acknowledge with respect and gratitude that the City of Pitt Meadows is located on the traditional, unceded territory of ḱíçəý (Katzie) First Nation who were stewards of this land since time immemorial.*

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Pages

1. CALL TO ORDER

2. LATE ITEMS

3. APPROVAL OF AGENDA

Approval of the April 3, 2025 Economic Development Advisory Committee agenda.

4. ADOPTION OF MINUTES

3

Approval of the February 6, 2025 Economic Development Advisory Committee meeting minutes.

5. NEW BUSINESS

5.1 Roundtable of Introductions

Roundtable of introductions of Staff and Committee members.

5.2 Complete Community Study

C. Carter, Manager of Strategic Initiatives, to present an overview of the City's Complete Community Study.

5.3 Blueberry Festival Planning Session

EDAC members to discuss the next steps for planning a Blueberry Festival.

5.4 EDAC Action Item Tracker

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C. O'Byrne, Manager of Planning, to provide an update on the Action Item Tracker.

5.5 EDAC Application Tracker

There are no new or pending applications at this time.

6. ROUNDTABLE

7. ADJOURNMENT

**Disclaimer: These minutes were prepared as a reasonable summary of the essential content of this meeting, not as a transcription.**



**Minutes of the Economic Development Advisory Committee Meeting**

**February 6, 2025, 2:00 PM**

**Meadows Room**

**12007 Harris Road, Pitt Meadows, BC V3Y 2B5**

**Voting Members:**

C. Ameli  
R. Baldiconza\*  
K. Bathurst  
R. D'Souza  
P. Gordon  
C. Hamm\*  
T. Hopcott  
J. Kok, *RM Chamber of Commerce Representative*  
S. Robinson\*

**Council Liaisons:**

Councillor Evans  
Councillor Meachen (Alternate)

**Regrets:**

L. Hall  
A. Jaschke  
K. Marion

**Guests:**

J. Hientz – Executive Director, Fraser North Farmers Market Society  
P. Price – Executive Director, BC Blueberry Council  
E. Rodriguez – Marketing & Public Relations Manager, BC Blueberry Council

**Staff:**

C. O'Byrne, Manager of Planning (Chair)

**Recording Clerk:**

T. McCaw, Administrative Services Supervisor

**1. CALL TO ORDER**

C. O'Byrne, Manager of Planning, acknowledged with respect and gratitude that the City of Pitt Meadows is located on the traditional, unceded territory of ᑭᑭᑭᑭ (Katzie) First Nation who were stewards of this land since time immemorial.

The meeting was called to order at 2:04 PM.

**2. LATE ITEMS**

5.3 - Buy Local Promotional Idea

5.4 - Local Agricultural/Economic Matters

**3. APPROVAL OF AGENDA**

There was general consent amongst the Committee to approve the February 6, 2025 Economic Development Advisory Committee agenda as amended.

**4. ADOPTION OF MINUTES**

There was general consent amongst the Committee to approve the minutes from the October 3, 2024 Economic Development Advisory Committee as amended.

C. Ameli - added into Regrets column for Oct. 3rd meeting.

*\*R. Baldiconza joined the meeting at 2:07 pm.*

**5. NEW BUSINESS**

**5.1 Blueberry Festival**

Economic Development Advisory Committee members and invited guests P. Price, Executive Director, BC Blueberry Council [BCBC], E. Rodriguez, Marketing and Public Relations Manager [BCBC], and J. Hientz – Executive Director, Fraser North Farmers Market Society [FNFMS] discussed the level of interest in a local Blueberry Festival and whether there are community members or organizations that would be interested in organizing and coordinating the event.

Some of the highlights included:

- Support was given by the BCBC & the FNFMS for the idea of hosting a Blueberry Festival in Pitt Meadows;
- BC Blueberry Council noted their ability to provide supporting materials and contact information for packers, distributors and growers for this event; and

- Comments and details were shared around Berry Fest in Abbotsford and ways to host a Blueberry Festival in Pitt Meadows.

*\* S. Robinson exited the meeting at 2:10 PM*

The Committee participated in a discussion with the following main themes noted:

- Questions were raised around the suggested timing for a festival (P. Price suggested the end of August – beginning of September which would allow for more products available for purchase);
- Questions were raised around public outreach through the BCBC (P. Price confirmed that they typically focus on growers, packers, and exporters);
- Discussions were held around possible locations and which day of the week could work best as well as potentially coordinating an event with the farmer's market (J. Hientz indicated the FNFMS may be able to help organize a pop-up blueberry-oriented farmer's market on a Sunday);
- Questions were raised around the Berry Fest in Abbotsford, the size, potential costs, and sponsorship;
- Branding, marketing, budget, costs, and the overall purpose of the event was discussed;
- Questions were raised around the level of support from local growers and packing houses; and
- Discussions were held around the next steps with the Committee in support of a working group to refine the scope and planning for a Blueberry Festival.

*\* S. Robinson rejoined the meeting at 2:24 PM*

## **5.2 Engagement & Priorities Committee Meeting**

C. O'Byrne, Manager of Planning, presented an overview of a potential April Engagement and Priority Committee [EPC] meeting topic regarding tourism in Pitt Meadows.

The Committee participated in a discussion with the following main themes noted:

- The suggestion was made that golf courses, biking, agri-tourism, paddling, the Airport and the new aviation museum be added into the EPC topics;

- A recommendation as made to connect with the Parks department in order to gather usage statistics and locations of visitor hotspots; and
- Various ways for promoting tourism and economic growth in the community were discussed.

### **5.3 Buy Local Promotion Idea**

C. O'Byrne, Manager of Planning, led an open discussion on ideas to encourage residents to buy local products and support local businesses.

The Committee participated in a discussion with the following main themes noted:

- A question was raised around the expected launch date for the new online directory of businesses in Pitt Meadows (Staff confirmed that the directory will be come available in the next few weeks - ideally finalized in March);
- A suggestion was made that Committee members could personally share online through various social media platforms posts supporting local businesses in Pitt Meadows; and
- Questions were raised around how many businesses licences the City has issued, if there has been an increase or decrease in numbers, and what the industrial vacancy rate was for commercial spaces (Staff confirmed that there has been an increase of issued business licences since last year and that the vacancy rate is low for industrial spaces within the community).

### **5.4 Agricultural/Economic Matters**

C. O'Byrne, Manager of Planning introduced the topic brought forward by Committee member S. Robinson encouraging members to provide thoughts and feedback.

The Committee participated in a discussion with the following main themes noted:

- A question was raised around the recent increases in Development Cost Charges [DCC's] that have been implemented by Metro Vancouver;
- Taxation, income tax, and increased costs to local farmers were discussed; and

\* C. Hamm - exited the meeting at 3:36 PM

- The North Lougheed Area, redevelopment in the urban core, and infill development was discussed as ways to increase and diversify the local tax base (Staff confirmed that the Harris Road Complete Street Feasibility Study will be shared with this City committee for input).

**5.5 EDAC Action Item Tracker**

C. O'Byrne, Manager of Planning, provided an overview on the Action Item Tracker.

The Committee did not engage in any further comments or discussions on this agenda item.

**5.6 EDAC Application Tracker**

C. O'Byrne, Manager of Planning, provided an update on the Application Tracker.

The Committee did not engage in any further comments or discussions on this agenda item.

**5.7 2025 Committee Recruitment & Membership Expiration**

T. McCaw, Administrative Services Supervisor, provided a verbal overview on the 2025 Committee Recruitment Campaign, highlighting applications will be accepted online or in person at City Hall from January 27<sup>th</sup> - February 23<sup>rd</sup> with openings on seven (7) different City committees.

The Committee did not engage in any further comments or discussions on this agenda item.

**6. ROUNDTABLE**

The Committee participated in a roundtable discussion. There were no formal motions or recommendations put forward.

**7. ADJOURNMENT**

The meeting was adjourned at 3:55 PM

*The next **Economic Development Advisory Committee** meeting is scheduled for **April 3, 2025 at 2:00 PM.***

**Certified as correct:**

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Tatiana McCaw, Administrative  
Services Supervisor

DRAFT



## Economic Development Advisory Committee - Action Item Tracker

Meeting Date:	Action Item:	Status	Assigned to:
6-Feb-25	Publish online business directory of Pitt Meadows businesses in support of buying local Prepare a project scope and budget estimate for a Blueberry Festival	Completed	City and Chamber Staff  EDAC
3-Oct-24	Further explore opportunities for a Blueberry Festival	Completed	Colin O'Byrne
	Add New Business Information Package to City's website once amendments are complete	In progress	Colin O'Byrne
	Staff to review opportunities for e-scooters in the community	In progress	Colin O'Byrne
11-Jul-24	Staff to reach out to Manager of Emergency Programs about grant funding opportunities for signage for QR codes at trail heads to support local emergency services in the event of an emergency on the trail.	In progress	Colin O'Byrne
	Staff to connect w/ Recreation about the idea of a Blueberry Festival in collaboration with an existing city event.	Completed	Colin O'Byrne
4-Apr-24	Staff to connect project leads for Complete Communities Study and Harris Road Complete Streets Project.	Completed	Colin O'Byrne
	Staff to connect with City of Maple Ridge re: The Fraser Valley and reasons for no longer participating.	Completed	Colin O'Byrne