

***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**

**April 3, 2025, 2:00 PM**

**Meadows Room**

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

**Voting Members:**

C. Ameli  
R. D'Souza  
P. Gordon  
C. Hamm  
J. Kok – Ridge Meadows Chamber of Commerce Representative  
T. Hopcott  
A. Jaschke  
S. Robinson  
J. Perrie  
S. Saluja\*

**Council Liaisons:**

Councillor Evans  
Councillor Meachen (Alternate)

**Regrets:**

R. Baldiconza  
K. Bathurst  
K. Marion

**Staff:**

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

**Recording Clerk:**

R. Costa, Legislative Services Clerk

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**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 ḱíçəy̓ (Katzie) First Nation who were stewards of this land since time immemorial.

The meeting was called to order at 2:00 p.m.

**2. LATE ITEMS**

None.

**3. APPROVAL OF AGENDA**

There was general consent amongst the Committee to approve the April 3, 2025 Economic Development Advisory Committee agenda as circulated.

**4. ADOPTION OF MINUTES**

There was general consent amongst the Committee to approve the minutes from the February 6, 2025 Economic Development Advisory Committee meeting as circulated.

**5. NEW BUSINESS**

**5.1 Roundtable of Introductions**

C. O'Byrne, Manager of Planning, welcomed the Committee to participate in a roundtable of introductions.

The Committee participated in a roundtable of introductions and did not engage in any further discussions on this agenda item.

**5.2 Complete Community Study**

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

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

- A discussion was held regarding the 2021 Census data used for the preliminary mapping ;
- A recommendation was made to connect with CP Rail concerning the Complete Community Strategy and the impact of their plans for Pitt Meadows;
- It was noted that a study was released for the Victoria and Vancouver areas detailing data related to lower rental rates and higher vacancies following the implementation of the new Provincial legislation;
- A recommendation was made to consider the addition of density to the presented walking map;
- A suggestion was made to generate mapping that outlines walking to and from transit, including the West Coast Express;
- A discussion was held in regard to the overall general lifestyle shift following the Covid-19 pandemic, such as the ability to order groceries online, and the use of applications such as Uber and Skip the Dishes. It was discussed that the presented mapping looks to be produced based on pandemic-era information (2021 Census data), which may not reflect current patterns;
- A recommendation was made to generate mapping that considers the network connectivity of bike lanes;
- A discussion was held in regard to public availability of the mapping. It was noted that once the preliminary mapping was reviewed and approved by the project's Technical Review Committee, the mapping would become available on the City website;
- A conversation was held in regards to how this study will be integrated with the work of other City departments and whether this data will be blended with other ongoing strategies, such as the Complete Streets Feasibility Study;
- A query was made on whether mapping has been generated based on ethnicity and cultural needs;
- The desire to have post-secondary education within Pitt Meadows was noted;

- A discussion was held in regard to the preliminary mapping presented for shelter costs, and whether the 2024 Census data will show a drastic difference or maintain a similar result;
- It was suggested that the current availability of recreation opportunities within Pitt Meadows may be inadequate for a growing population;
- A recommendation was made to consider whether additional mapping could be generated to outline the best use of land per area;
- It was noted that the current transit options within areas such as Osprey Village/Airport Way is inadequate; and
- It was noted that if there are no businesses or other key attractants, people will not want to move to Pitt Meadows.

### **5.3 Blueberry Festival Planning Session**

C. O'Byrne, Manager of Planning, presented an overview of the proposed blueberry festival and outlined the key discussion topics.

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

- A recommendation was made to tailor the blueberry festival towards young kids and families;
- A suggestion was made to execute a smaller event to monitor the turnout and help gauge the planning for future festivals;
- It was suggested to hold the festival in the Osprey Village Area. It was noted that this area would provide availability to necessities such as electricity, access to indoor facilities, and support the existing businesses in the area;
- It was noted that the BC Blueberry Council recommended holding the festival sometime within early September or the end of August, due to the blueberry harvest timeline;
- It was noted that the overall goal and desire for the blueberry festival is to highlight local agriculture, to share support and appreciation to local farmers, producers, and key stakeholders for agriculture in Pitt Meadows;

- It was noted that discussions were previously held with the Fraser North Farmers Market Society in regard to their support with the blueberry festival. Further discussions with the Society will be necessary to confirm timing, location and other key details;
- A suggestion was made to discuss the event with business owners in the Osprey Village area to determine their level of support for the event;
- One of the next key steps will be to have discussions with local blueberry producers on their preferences on festival timing, desires, willingness to provide support and possible sponsorship; and
- It was recommended to hold the festival on either September 7 or 14, 2025 and to connect with the Fraser North Farmers Market Society, blueberry producers, and local businesses to work together to create a communication strategy.

Four committee members volunteered to work together on the next steps outlined above.

*\*S. Saluja left the meeting at 3:49 p.m.*

#### **5.4 EDAC Action Item Tracker**

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

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

- A thorough discussion was held in regard to the recently launched local online business directory. Feedback was given with respect to the business directory and the City directory being linked to the Chamber of Commerce's website; and
- Recommendations were provided to adjust the City's business licence applications to include additional sections specific to outlining business operating names, their preferred public contact information, and other key details.

#### **5.5 EDAC Application Tracker**

As there were no new or pending applications at this time, 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 4:07 p.m.

The next **Economic Development Advisory Committee** meeting is scheduled for **June 5, 2025 at 2:00 PM.**

**Certified as correct:**

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Rachel Costa, Legislative Services Clerk