



City of Port Moody

Minutes

Seniors Focus Committee

Minutes of the meeting of the Seniors Focus Committee held on Thursday, November 5, 2020 via Zoom.

Present

Councillor Diana Dilworth, Chair
Yolanda Broderick
Ruth Cox
Malcolm Harkness
Grace McKeown

Absent

Councillor Amy Lubik, Vice-Chair
John Crowther

In Attendance

Joji Kumagai – Manager of Economic Development
Liam McLellan – Social Planner
Jennifer Mills – Committee Coordinator

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:03pm

2. Adoption of Minutes

Minutes

2.1 SFC20/012

Moved, seconded, and CARRIED

THAT the minutes of the Seniors Focus Committee meeting held on Thursday, October 1, 2020 be adopted.

3. Unfinished Business

4. New Business

4.1 Joji Kumagai, Manager of Economic Development

The Manager of Economic Development gave a presentation on Age-Friendly Business Strategy and the following was noted:

- a super-aged country is when more than 20% of the population is over age 65; Canada, and most of the developed world, is projected to become a super-aged country by 2025;
- the 2016 Census findings related to seniors over the age of 65 indicated that this demographic is living longer with healthier and more energetic lifestyles, which can be attributed to access to healthcare and community connections;
- the trend in Canadian demographics shows that although immigrations and deaths are proportionate, women are birthing fewer children leading to a declining birth rate and ultimately, fewer young people; the replacement level is 2.1 children per woman;
- the adoption of an age-friendly business strategy can benefit seniors and other user-groups by incorporating design, layout, and signage standards that assist seniors and those with language and mobility barriers which can reduce hazards and liabilities by ensuring all access points to a business are consistent and inclusive;
- the recognition of seniors as a key market of active citizens with significant purchasing power is important for businesses;
- the undertaking of an age-friendly business strategy should be considered by local businesses as the collection of online resources for seniors is growing as well as online reviews by seniors;
- the creation of complete communities with walkable access to amenities will help ensure a balance of taxation between residents and businesses;
- the recommendations from the Age-Friendly Report could be incorporated into the upcoming Economic Development Master Plan through the development of a checklist for businesses to ensure the designs are appropriate for all ages and abilities;
- the emergence of the senior labour-force is an opportunity to address the current labour shortages and capitalize on the specific skills and knowledge of the senior population;
- the main driver for economic development in a community is the current businesses and the people; training opportunities for businesses and seniors could be researched for ways to keep seniors in the workforce;

- the Economic Development Master Plan should look beyond generating revenue and consider the social benefits to residents and the community;

The Committee members noted the following in response to the Age-Friendly Business Strategy presentation:

- the City could gather statistics related to active seniors in the community who are still in the workforce and those with specialized skills;
- the development of a specific plan to target and engage active seniors could be linked with economic development;
- there are existing programs, such as Community Bike Shops in Winnipeg, that link economic and social opportunities for seniors that could be researched for application to Port Moody;
- the recognition and appreciation of seniors in the community and workforce could be communicated by the City and the Tri-City Chamber of Commerce;
- the recognition of seniors as consumers and members of the labour force is important;
- the City's economic development efforts should also include seniors in the 55-65 year old age range and a program to assist this group in transitioning into semi- or full-retirement could be developed;
- the Economic Development Master Plan could be reviewed by the Seniors Focus Committee to provide feedback with a seniors focus; and
- the development of an economic profile by age could help inform the City on the seniors economic labour force.

The Chair noted that the Encore Careers program at Douglas College is a free employment program to assist people aged 55+ in their job search for sustainable employment or self-employment and could be included in the Economic Development Master Plan and the 2021 Senior Focus Committee Work Plan.

Seniors Centre Space Needs Report 4.2 To be distributed on-table.

The Chair provided an overview of the Seniors Centre Space Needs Report, advising that the report will provide the framework for Council to request a community needs assessment for a Seniors Centre in Port Moody, and the following was noted:

- the needs assessment will confirm that there is a need for a seniors centre in Port Moody and determine the budget and space required to undertake the project;

- the needs assessment will determine the needs of seniors in the community and will be linked with the Age-Friendly Report recommendations;
- the needs assessment report will offer the opportunity to ask developers to include dedicated space for a seniors centre in their applications;

The Committee noted the following:

- the impacts of COVID-19 on seniors has highlighted the negative effects of isolation to seniors and should be taken into consideration when developing the Report;
- the proposed centre should focus beyond recreation uses and include the importance of using the space for social connections and health care;
- the proposed centre should be a flexible space that can be modified easily; and
- the needs assessment could be developed as a business case outlining the requirements to meet seniors service needs and the role of seniors in economic development.

The Chair noted that the report could be presented as a community assessment and functional space needs assessment and encouraged members to attend and speak at the Council meeting when the report is presented.

Action: Committee Coordinator to email the Seniors Focus Committee members with the date the Report will be presented to Council.

SFC20/013

Moved, seconded, and CARRIED

THAT the report dated November 5, 2020 from Councillor Dilworth, as Chair of the Seniors Focus Committee, be received for information;

AND THAT this item be referred to the Finance Committee for inclusion in the City's budget and to determine a funding source.

2020 Annual Report 4.3 To be distributed on-table.

The Chair provided an overview of the 2020 Annual Report and requested Committee member feedback.

The Committee suggested amending the last bullet in the Suggested Focus Areas for Next Year section from "Seniors Centre" to "Seniors Centre Community Assessment and Space Needs Analysis".

SFC20/014

Moved, seconded, and CARRIED

THAT the 2020 Seniors Focus Committee Annual Report be approved as amended.

5. Information

Staff Updates

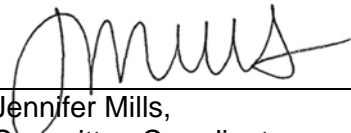
5.1 No updates were provided at this time.

6. Adjournment

The Chair adjourned the meeting at 8:13pm.



Councillor Diana Dilworth,
Chair



Jennifer Mills,
Committee Coordinator