



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, November 25, 2020 via Zoom.

Present

Councillor Diana Dilworth, Chair
Dustin Chelen
Jamie Cuthbert
Kelly Gordon
Allison Mailer

Absent

Councillor Zoë Royer, Vice-Chair

In Attendance

Joji Kumagai – Manager of Economic Development
Jennifer Mills – Committee Coordinator

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:07pm.

2. Adoption of Minutes

Minutes

2.1 TOUR20/012
Moved, seconded, and CARRIED
THAT the minutes of the Tourism Committee meeting held on Wednesday, October 28, 2020 be adopted.

3. Unfinished Business

4. New Business

2020 Tourism Committee Annual Report

4.1 The Manager of Economic Development provided an overview of the 2020 Tourism Committee Annual Report and requested Committee members' feedback.

Committee members noted the following items for the Suggested Focus Areas for Next Year:

- placemaking;
- Tourism microsite;
- business roundtable group;

- passport program;
- wayfinding;
- branding; and
- Brewer's Row meeting.

TOUR20/013

Moved, seconded, and CARRIED

THAT the 2020 Tourism Committee Annual Report be approved.

**Strategic Work
Planning for 2021**

- 4.2 The Chair advised that the pandemic may impact 2021 Work Plan planning and may require flexibility to find ways to encourage tourism during the pandemic.

The Committee noted the following:

- opportunities for collaboration with the Economic Development Committee could be explored;
- Port Moody could be promoted as a walkable city with desirable patio spaces, tourist destinations, and access to rapid transit;
- Destination BC's tools and tourism industry information could be used to guide planning efforts;
- improvements to the signage, boat launch area, trail system, and fencing at Rocky Point Park could be undertaken in preparation for a high volume of visitors should the pandemic continue; and
- self-guided walking and environmental tours could be developed for Rocky Point Park.

The Chair advised that the City is scheduled to begin the engagement process related to the Official Community Plan Update and encouraged Committee members to participate in the process to ensure the needs of the residents and the Committee are considered in the update.

TOUR20/014

Moved, seconded, and CARRIED

THAT an external consultant be retained to provide expertise on tourism wayfinding signage and that funding be allocated from the monies already available.

The Committee thanked the Manager of Economic Development for his ongoing support of local businesses in Port Moody since the establishment of his position and especially during the ever-changing pandemic conditions.

5. Information

Staff Updates

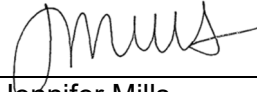
- 5.1 No updates were provided at this time.

6. Adjournment

The Chair adjourned the meeting at 8:04pm.



Councillor Diana Dilworth,
Chair



Jennifer Mills,
Committee Coordinator