



# City of Port Moody

## Minutes

### Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, June 22, 2022 via Zoom.

#### Present

Councillor Diana Dilworth, Chair  
Dustin Chelen  
Jacqueline Nichols  
Trevor Nickel

#### Absent

Councillor Hunter Madsen, Vice-Chair

#### In Attendance

Esin Gozukara – Committee Coordinator  
Joji Kumagai – Manager of Economic Development

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#### 1. Call to Order

#### Call to Order

- 1.1 The Chair called the meeting to order at 7:17pm.

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#### 2. Adoption of Minutes

#### Minutes

- 2.1 TOUR22/002  
Moved, seconded, and CARRIED  
**THAT the minutes of the Tourism Committee meeting held on Wednesday, May 25, 2022 be adopted.**

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#### 3. Unfinished Business

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#### 4. New Business

#### Review of 2020 Annual Report

- 4.1 Attachment: 2020 Annual Report - Tourism Committee

The Manager of Economic Development provided an overview of the 2020 Annual Report, including details from the key activities undertaken by the Tourism Committee in 2020, and suggested focus areas for next year.

The Chair noted that the City recently received a \$240,000 grant to support implementation of the Wayfinding Strategy, and this grant will be one of the most important topics that the Committee will focus on in 2022.

## Kiosk Locations

### 4.2 Attachments:

- a) Images of Select Wayfinding Kiosks
- b) Wayfinding Map

The Manager of Economic Development provided an overview of the Images of Select Wayfinding Kiosks and the Wayfinding Map, and noted the following:

- with the recent grant of \$240,000 for the Wayfinding Strategy, the City has the opportunity to supplement the current wayfinding kiosks;
- the most impactful locations for the new kiosks need to be identified;
- depending on foundational work and other design details, \$15,000 to \$20,000 per kiosk was the original estimate, and the initial plan was to provide at least five kiosks;
- considering the shortages and increasing cost of material and labour, the final number of kiosks may change; and
- through the application of the Wayfinding Strategy, certain transportation-related issues could be brought to attention.

The Committee noted that areas that will be developed in short-term should be avoided, and the City and TransLink could collaborate to identify a location outside of SkyTrain stations. The Committee also noted that the Clarke Street and Moody Street intersection is an appropriate location for a kiosk, especially considering the increased foot traffic in the area during summer months.

The Chair noted the following:

- new kiosks could be designed in a more eye-catching way and with accessibility features and new technology in mind;
- two new kiosks could be placed outside of the Moody Centre and Inlet Centre SkyTrain stations, considering many of tourists take the SkyTrain;
- Moody Centre Transit Oriented Development (TOD) area parking lot, Moody Street Overpass, or Clarke Street and Moody Street intersection could be other locations;
- differentiating between neighbourhoods by creating colour coded zones has been previously discussed; and
- the Port Moody Station Museum has a 2010 Olympics kiosk, and through a collaboration with the Museum, the City could provide tourism information there.

## Wayfinding Strategy Review

### 4.3 Attachment: City of Port Moody - Wayfinding Strategy Report

The Manager of Economic Development gave a presentation on Wayfinding Strategy Review, and noted the following:

- the Tourism Strategic Plan includes specific wayfinding strategies and suggestions for signages to improve the pedestrian experience;
- the Master Transportation Plan also addresses wayfinding in community areas;
- the Committee's previous discussions were shared with the consultant;
- accessibility is a significant feature of the Wayfinding Strategy;
- an audit to assess the current signage was done, and key recommendations to improve the signage were identified; and
- the Request for Proposals for signage is underway.

The Committee noted the following:

- the Strategy provides good direction for Port Moody, and using colour and signs in public infrastructure to support subcommunities is positive;
- the identification of zone areas would be helpful for tourists while creating a sense of place for residents;
- Suter Brook Village, Klahanie Drive, Brewer's Row, and Clarke Street could be identified as zone areas;
- one of the most appropriate places for a digital sign could be City Hall;
- durability and long-term use of the signage should be prioritized, and the City logo should be excluded from the signs;
- references could be made to the Indigenous heritage and rail history of the city when building infrastructure for the Strategy; and
- simplicity is important when designing the signage, and the usage of short descriptions and simple iconography would be preferred.

The Chair noted that the colours could be repeated in street furniture and public infrastructure in the zone areas and leadership and support from the Port Moody business community would be helpful for implementing the Strategy.

The Manager of Economic Development noted the following in response to questions from the Committee:

- the grant requires a tangible investment to the community, and it needs to be spent on signs;
- the consultant report and strategy were helpful when the application was submitted for the grant;

- there will be future opportunities for the Committee to provide input for the implementation of the Strategy;
- the Committee could support the Strategy by identifying certain points of interest and content generation;
- a vendor for the implementation of the Strategy will be selected soon, and once the selection process is completed, a presentation to the Committee could be scheduled;
- Farmers Market, Library, and other important landmarks could be highlighted through signage;
- excluding logos on signs to not to date signs was recommended by the consultant, and content for signage should be curated carefully due to space restrictions; and
- historical themes could be used in signs.

## 2022 Tourism Committee Work Plan

- 4.4 The Chair noted that since there are four meetings left in 2022, the focus of the Committee should be the implementation of the Wayfinding Strategy and the Tourism Strategy. The Chair also noted the Economic Development Master Plan (EDMP) could be referred to the Committee for discussion after Council review.

The Manager of Economic Development noted the following:

- On This Spot app cannot be funded through the grant that the City recently received, and other grant opportunities could be pursued for the app;
- staff could make a presentation to the Committee for the Official Community Plan (OCP) update as the Committee has not been engaged in the process yet;
- the EDMP is scheduled to be reviewed by Council at the June 28, 2022 meeting, and it includes recommendations in support of tourism; and
- the Committee could do a review of EDMP as part of its Work Plan this year.

The Committee noted that a presentation about the OCP update is not a priority and that a discussion with the owners of Brewers Row could be added to the Work Plan.

**Action:** The Chair and the Manager of Economic Development to finalize the 2022 Tourism Committee Work Plan and present the Draft 2022 Tourism Committee Work Plan to the Committee at the July 2022 meeting.

## 5. Information

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### Staff Updates

#### 5.1 The Manager of Economic Development noted the following:

- the BC Ale Trail wants to engage with the City, and is willing to do a presentation to the Committee;
- on the BC Ale Trail website, Port Moody has one of the highest click rates, and an annual fee is required for active promotion of the city;
- Driftscape, a travel app that provide self guided walking tours and other experiences, wants to engage with the City as well; and
- these organizations could be invited to join the Committee meetings and do presentations.

## 6. Adjournment

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The Chair adjourned the meeting at 8:41pm.



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Councillor Diana Dilworth,  
Chair



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Esin Gozukara,  
Committee Coordinator