



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, July 27, 2022 via Zoom.

Present

Councillor Diana Dilworth, Chair
Dustin Chelen
Jacqueline Nichols
Trevor Nickel
Kevin Pearce

Absent

Councillor Hunter Madsen, Vice-Chair

In Attendance

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

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 TOUR22/003
Moved, seconded, and CARRIED
THAT the minutes of the Tourism Committee meeting held on Wednesday, June 22, 2022 be adopted.

3. Unfinished Business

4. New Business

2022 Citizen Survey – Tourism

- 4.1 Joji Kumagai, Manager of Economic Development

Link: [2022 Citizen Survey](#)

Attachment: Tourism Section of the Survey

The Manager of Economic Development gave a presentation on 2022 Citizen Survey – Tourism, and noted the following:

- survey respondents that have been a Port Moody resident for less than 20 years are more supportive of investments in parks and trails than respondents that have lived in the city for more than 20 years;
- a similar trend was observed when the survey respondents were asked about their support for investments in cultural facilities and events;
- according to the survey, Port Moody residents that are younger than 65 years old are more supportive of investments in food and beverage destinations; and
- overall support for investing in shopping destinations was higher among women, but this category has the lowest support from all of the respondents.

The Chair noted the following:

- the Citizen Survey is repeated every two years, it is a comprehensive survey that provides information about citizen satisfaction;
- growth and development, transportation, and traffic have emerged as important issues in the last three surveys;
- residents choose Port Moody for the quality of life; and
- just under a thousand participants were reached out via telephone and Internet for the survey, and different demographics may have been contacted based on the medium.

The Committee noted that the difference in support for investing in heritage facilities and events for telephone and online respondents is interesting.

Economic Development Master Plan

4.2 Joji Kumagai, Manager of Economic Development

Link: [Port Moody Economic Development Master Plan](#)

The Manager of Economic Development gave a presentation on Economic Development Master Plan (EDMP), and noted the following:

- EDMP advises prioritizing office development in Moody Centre and elsewhere, pursuing and remaining open to a range of industry opportunities, and improving the local business climate for all industries;
- EDMP identifies 16 strategies to help achieve the objectives of the plan, and describes the importance of tourism for Port Moody;
- urbanization of suburban areas connotes to the residents' search and desire to find urban amenities in the suburbs;
- as tourists' expectations shift to more authentic experiences, it is possible for residents to benefit from tourism;

- actions in support of encouraging growth in tourism are also identified in the EDMP;
- there are accommodation options in the city but the scale for a hotel may not exist;
- day-trippers do not spend as much money compared to tourists staying for a longer period of time;
- wayfinding project is scheduled to start in Summer 2022; and
- new or improved tourism products for the city are evaluated as they are proposed.

The Committee commended the work that has been done for EDMP, noting that the creation of the plan is exciting for the city. The Committee also noted that it would be interesting to pursue opportunities to collaborate with Kwikwetlem and Tsleil-Waututh Nations.

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

- Shop Local Port Moody is not as active as it had been in the past, and the organization's future appears to be unclear;
- coordination with Council is necessary when exploring opportunities to collaborate with Kwikwetlem and Tsleil-Waututh Nations; and
- House Post project ("In the Presence of Ancestors") is still ongoing, and the posts will be raised along Shoreline Trail.

The Chair noted the following:

- the 0.42 jobs-to-population ratio is a long-term target, developments with lower ratios are being approved, and there will be a balancing act in the future;
- Council has made truth and reconciliation a priority, recently passed a motion to explore council to council meetings with First Nations neighbours; and
- based on the outcomes of these meetings, the Committee could explore collaboration opportunities with Kwikwetlem and Tsleil-Waututh Nations.

Shoreline Trail Project 4.3 Joji Kumagai, Manager of Economic Development

The Manager of Economic Development gave a presentation on Shoreline Trail Project, and noted the following:

- sewer main upgrade, rehabilitation of Shoreline Trail paved pathway, and installation of amenities are planned for this project;
- work on design details of the amenities is ongoing;
- fingerpost signs are planned to be installed at certain locations, highlighting important destinations;

- Newport Village and Library could be added to the list of destinations to be highlighted; and
- wayfinding will be the last of the treatments to be completed in this project, and continuity and standards with other wayfinding features in the city is important.

The Committee noted that washrooms and picnic areas could be added to the list of featured amenities on wayfinding signage.

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

- Wayfinding Strategy was shared with the Shoreline Trail Project team to ensure consistency;
- signs for this project are beyond the scope of Wayfinding Strategy as it is funded through a provincial grant; and
- Wayfinding Strategy is scheduled to be completed by March 2023, and this project's timeline is different.

The Chair noted the following:

- SkyTrain stations should be added to the list of destinations for signage;
- engineering team will be designing the fingerposts for the Trail and kiosks will be completed through Wayfinding Strategy; and
- engineering and communications team will coordinate for consistency of the signage.

Wayfinding Strategy

4.4 Attachment: City of Port Moody Wayfinding Strategy

The Manager of Economic Development provided an update on Wayfinding Strategy, and noted that the RFP process is now complete, a vendor was selected, and the vendor may join the September meeting to collect the Committee's input regarding content, points of interest, and implementation.

The Chair noted that a sign inventory needs to be done for all the City signs, as well as consideration as to how signage consolidation might be achieved.

2022 Work Plan

4.5 Attachment: Draft 2022 Tourism Committee Work Plan Calendar

The Chair and the Manager of Economic Development provided an overview of the draft 2022 Tourism Committee Work Plan. The Manager of Economic Development noted that an update for the Official Community Plan Update could be provided to the Committee in 2023.

TOUR22/004

Moved, seconded, and CARRIED

THAT the 2022 Tourism Committee Work Plan be approved.

5. Information

Staff Updates

5.1 There were no updates at this time.

6. Adjournment

The Chair adjourned the meeting at 8:14pm.



Councillor Diana Dilworth,
Chair



Esin Gozukara,
Committee Coordinator