



# City of Port Moody

## Minutes

### Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, October 26, 2022 via Zoom.

#### Present

Councillor Diana Dilworth, Chair  
Dustin Chelen  
Jacqueline Nichols  
Trevor Nickel

#### Absent

Councillor Hunter Madsen, Vice-Chair  
Kevin Pearce (Regrets)

#### In Attendance

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

#### Also In Attendance

Ken Beattie, Lead Administrator, BC Ale Trail  
Monica Frost, Project Lead, BC Ale Trail  
Jody Young, Manager, Vancouver, Coast and Mountains  
Region, Destination British Columbia

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#### 1. Call to Order

#### Call to Order

- 1.1 The Chair called the meeting to order at 7:01pm.

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#### 2. Adoption of Minutes

#### Minutes

- 2.1 TOUR22/005  
Moved, seconded, and CARRIED  
**THAT the minutes of the Tourism Committee meeting held on Wednesday, July 27, 2022 be adopted.**

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#### 3. Unfinished Business

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#### 4. New Business

#### Destination British Columbia

- 4.1 Presentation: Jody Young, Manager, Vancouver, Coast and Mountains Region, Destination British Columbia

#### Attachments:

- a) Vancouver, Coast and Mountains Tourism Region

## Strategic Business Plan

### b) BC Tourism Industry Opportunities and Programs

Jody Young, Manager, Vancouver, Coast and Mountains Region, Destination British Columbia gave a presentation on Destination British Columbia, and noted the following:

- BC is divided into six tourism regions, and Vancouver, Coast, and Mountains Region, including Port Moody, is managed by Destination BC;
- Vancouver, Coast, and Mountains Region act as a service delivery agent of Destination BC, and its mission is to increase the net benefits of tourism within the region;
- COVID-19 presented significant challenges for the industry, the industry is moving through recovery, and the intention is to work towards resilient and sustainable tourism;
- Destination BC's main divisions are global marketing, destination management, and corporate development;
- destination marketing's primary role is to captivate the audience and create an emotional connection through compelling storytelling;
- to encourage repeat visitation, sharing experiences of tourists is important;
- inviting travel media from top markets, and organizing press trips and familiarization tours are some of the tools used by the organization;
- to promote and showcase what Port Moody has to offer, Vancouver, Coast, and Mountains team could be contacted;
- HelloBC.com is a website that tourism businesses can list their businesses, and location-based information for accommodation and experiences can also be found on the website;
- BCcontenthub.com is a portal for the digital asset management system for Destination BC, and photos, videos, b-rolls, documents, itineraries, or articles reside there;
- Learning Centre offers access to free resources and tools, featured articles, guides, templates, and videos for small business owners and entrepreneurs;
- the "Spark" Mentorships & Grants Program is designed to help tourism entrepreneurs, small businesses and non-profit organizations overcome challenges and barriers in bringing new tourism products to life;
- the program works by matching applicants with a mentor, providing a \$3,000 seed grant and additional partner support to help develop new tourism experiences;
- this program was piloted last year, and it is ongoing in Surrey and White Rock;
- Co-operative Marketing Partnerships Program is

application based, provides opportunities for funding to organizations, and BC Ale Trail has been a part of this program;

- research provides industry partners with data and insights which help to enhance the effectiveness of future marketing and development projects, and also provides insight to how the industry is doing;
- Invest in Iconics strategy aims to change the way BC is seen, and to move people to lesser visited places in the province; and
- Destination BC's social media channels are kept up to date, and many opportunities are shared there.

The Committee noted that, based on the direction provided in the Tourism Strategic Plan, the City could apply for co-op grants offered by Destination BC.

The Chair noted that tourism underwent change due to the pandemic, opportunities identified on Destination BC's website could be reviewed, and priorities could be identified.

Ms. Young noted the following in response to questions from the Committee:

- anecdotally, the industry-wide recovery has been rather slow as tourists are still somewhat nervous to visit cities, and the interest shifted to rural and smaller communities;
- Vancouver, Coast, and Mountains Tourism Region, Metro Vancouver specifically, was heavily impacted by the loss of international visitors;
- Tri-Cities as a whole could act together in their tourism efforts; and
- collaboration with Destination BC could be restarted based on the programs the City expresses interest in.

Ms. Young left the meeting at this point and did not return.

## **BC Ale Trail**

### **4.2 Presentation: Monica Frost, Project Lead, BC Ale Trail, and Ken Beattie, Lead Administrator, BC Ale Trail**

Attachment: The BC Ale Trail

Link: [The BC Ale Trail](#)

Monica Frost, Project Lead, BC Ale Trail, and Ken Beattie, Lead Administrator, BC Ale Trail gave a presentation on BC Ale Trail, and noted the following:

- the BC Ale Trail is a self-guided tour, highlighting local craft breweries and other businesses that support or work with the craft beer industry;
- the Ale Trail is funded through Destination BC's Co-Operative Marketing Partnerships Program;

- driving consumer awareness of BC craft beer and increasing demand and revenue are key priorities for this program;
- BC has the largest craft beer market share in Canada, and it has become a world class beer destination;
- as of September 2022, BC Ale Trail includes 22 trails, and has a wide reach through its social media, website, and mobile app;
- the app helps users to locate the closest breweries to them, users can check in to the breweries and collect points to purchase beer or merchandise in participating locations;
- geographical information of the visitors could be provided to the business included in the app;
- the Port Moody Ale Trail launched in October 2016, and it is the most visited page on the website;
- moving towards establishing a formal partnership, similar to what is in place with other destination management organizations, is of key importance for BC Ale Trail;
- the annual fee has not changed significantly compared to previous years, and breweries contribute a set amount each year;
- the baseline investment helps fund PR, advertising, marketing, content creation, mobile app, website maintenance, consumer shows, and other events;
- additional opportunities (add-on marketing tactics) are also available;
- Tasting Passports could be used to drive business to the city, typically used for low or shoulder seasons;
- for Tasting Passports, some gifts are supplied by the participating breweries and businesses, and the destination management organization also typically participates in the campaign; and
- a Refreshed Ale Trail package is available for the city.

The Chair noted that given the success of the breweries in the city, there is a need to update our materials, and staff could reach out the breweries to inquire whether they are interested in the Refreshed Ale Trail package.

Ms. Frost noted the following in response to questions from the Committee:

- the application deadline for the funding available to the city is November 30, 2022;
- the baseline investment amount covers the Refreshed Ale Trail package; and
- there is no certainty regarding the availability of the funding for next year or later.

Mr. Beattie and Ms. Frost left the meeting at this point and did not return.

## Wayfinding Project Update

### 4.3 Attachment: Wayfinding Locations

The Manager of Economic Development provided an update about the Wayfinding Project and noted the following:

- some of the existing wooden kiosks are scheduled to be revamped in 2024 within the scope of the Shoreline Trail Project;
- Wayfinding Project focuses on locations without directory signs;
- some locations and points of interest are being identified for the project;
- walking experience has been tested by the installing company, and manufacturing is underway;
- some engineering analysis and finalization of signs is to be completed, and the signs will be ready to be installed; and
- interim information regarding the signs could be shared with the Committee via email.

### 5. Information

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## Staff Updates

5.1 There were no updates at this time.

### 6. Adjournment

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The Chair adjourned the meeting at 8:47pm.



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Councillor Diana Dilworth,  
Chair



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Esin Gozukara,  
Committee Coordinator