



# City of Port Moody

## Minutes

### Economic Development and Tourism Committee

November 1, 2023

7:00 pm

Electronic Webinar via Zoom

Present: Councillor Samantha Agtarap, Vice-Chair  
Lisa Beecroft  
Nigel Brownlow  
Leslie Courchesne  
Aaron Demes  
Heidi Hughes  
Sean Ogilvie  
Michael Scarcella  
Robert Simons

Absent: Kevin Pearce

In Attendance: Joji Kumagai, Manager of Economic Development  
Adam Shroff, Legislative Services Coordinator

#### 1. Call to Order

The Vice-Chair called the meeting to order at 7:00pm.

#### 2. Territorial Land Acknowledgement

The Vice-Chair provided the territorial land acknowledgement.

#### 3. Adoption of the Agenda

##### 3.1 Agenda

EDTC23/013

*THAT the agenda be amended to address item 6.7 last;*

*AND THAT the agenda of the November 1, 2023, Economic Development and Tourism Committee meeting be adopted as circulated.*

CARRIED

**4. Adoption of Minutes**

**4.1 Minutes**

EDTC23/012

*THAT the minutes of the Economic Development and Tourism Committee meeting held on October 4, 2023, be adopted.*

CARRIED

**5. Unfinished Business**

**6. New Business**

**6.1 Spike Awards Gala Prep**

Verbal report: Manager of Economic Development

The Manager of Economic Development provided an overview of the Spike Awards and called for additional volunteers for the event.

Committee discussion ensued regarding the following topics:

- the photo location;
- the final group photo;
- individual preferences for inclusion in photos;
- the photo order and procedure for the evening; and
- there will be two photos for each winner; a group shot with everyone including Committee members followed by a photo with just the winners.

**6.2 Report Back from Big Data Working Group**

Verbal Report: Big Data Working Group

The Big Data Working Group gave an overview of the tracking of data to chart the impact of events in the City and noted the following;

- the desire for use of data to give statistically significant information to Council;
- a high quantity of data is needed to garner meaningful result;
- there is a cost involved;
- until project has been undertaken, meaningfulness and utility of data cannot be guaranteed; and
- follow-up would be needed with business owners to further assess data.

Committee discussion ensued regarding the following topics:

- which year of data would be the most relevant considering unprecedented recent economic times;
- the examination of seasonality;
- the consideration of larger, wider-affecting events versus smaller local events and methodology to capture these nuances;
- the desire to compare quantitative data to the qualitative experiences;
- the ability to develop causality relationships through analysis of data and help to influence financial decisions and mobilise tools to their best effect;
- the desire for similar examples in regional municipalities of use of such data to garner insight;
- the desire to seek examples from data providers; and
- support for further investigation with the data providers.

### **6.3 Mayor's Arts and Business Coalition Task Force**

Presentation: Councillor Agtarap

Link: [Video of Presentation and all Report Attachments](#)

Councillor Agtarap gave a presentation entitled "Mayor's Arts and Business Coalition Task Force" and referred to slides contained within the Agenda Package.

Committee discussion ensued regarding the following topics:

- the resultant work being done - exercise underway to decide upon an Arts and Business Council mandate and terms of reference;
- concern regarding reduced business licensing fees for businesses promoting the arts due to fluidity of said definition;
- the desire to encourage artists who wouldn't normally register a business to do so; and
- the arms-length nature of the proposed Arts and Business Council.

#### **6.4 Tourism Microsite**

Verbal Report: Manager of Economic Development

The Manager of Economic Development gave an update on the status of the Tourism Microsite and provided statistics relevant to web traffic for the prior year.

The following member expressed support for forming a Working Group in the new year:

- Heidi Hughes;
- Leslie Courchesne; and
- Nigel Brownlow.

#### **6.5 2024 Taste of the Tri-Cities**

Presentation: Leslie Courchesne, CEO of Tri-Cities Chamber of Commerce

Leslie Courchesne gave an overview of the Taste of the Tri-Cities festival and noted the following:

- the festival is designed to be similar to Dine-Out Vancouver;
- the organisers received positive feedback from included businesses;
- the desire to see if the Committee supports a request to the City for an amount of up to \$5000 as a contribution to the event;
- the desire to reach out to event partners for support such as sponsors and restaurant suppliers;
- clarification on the nature of the Simon Fraser Formula

Leslie Courschesne recused herself from the vote due to a conflict of interest arising from her involvement in organising the event.

Link: [trilocal.ca](http://trilocal.ca)

*EDTC23/014*

*THAT the Committee supports the request for City funding for the Taste of the Tri-Cities event based upon the Simon Fraser formula shared between the three municipalities.*

CARRIED

## **6.6 2024 EDTC Work Plan**

Verbal Report: Vice-Chair and Manager of Economic Development

The Manager of Economic Development noted some proposed 2024 workplan items.

Committee discussion ensued regarding the following:

- plan and process to create an agenda for a Council Workshop in 2024;
- the possibility of combining the big data item with the workshop; and

the Tourism microsite.

## **6.7 Resolution to Exclude the Public**

The Economic Development and Tourism Committee meeting will recess and move into a closed meeting.

### EDTC23/015

THAT, pursuant to section 90 of the *Community Charter*, this portion of the Regular Meeting of the Economic Development and Tourism Committee be closed to the public as the subject matter being considered relates to the following:

- 90(1)(b) – personal information about an identifiable individual who is being considered for a municipal award or honour, or who has offered to provide a gift to the municipality on condition of anonymity.

CARRIED

### **6.7.1 Personal Information**

This item is closed to the public pursuant to section 90(1)(b) of the *Community Charter*.

## **7. Information**

### **7.1 Chair Updates**

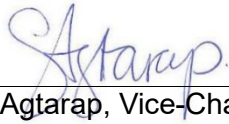
There were no Chair updates.

### **7.2 Staff Updates**

There were no staff updates.

**8. Adjournment**

The Vice-Chair adjourned the meeting at 8:31pm.



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S. Agtarap, Vice-Chair



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A. Shroff, Legislative Services Coordinator