



City of Port Moody

Agenda

Economic Development and Tourism Committee

October 2, 2024

at 7:00 pm

Electronic Webinar via Zoom

Present: Councillor S. Agtarap, Chair
Madeleine Baker
Lisa Beecroft
Nigel Brownlow
Leslie Courchesne
Jarrett Davis
Jeremy Hardern
Mark Malik
Michael Scarcella

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

Also in Attendance: Deanna Kayne, President, PoMoArts
Robert Simons, Executive Director, PoMoArts

1. Call to Order

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

2. Territorial Land Acknowledgement

The Chair provided the territorial land acknowledgement.

3. Adoption of the Agenda

3.1 Agenda

EDTC23/017

THAT the agenda of the October 2, 2024, Economic Development and Tourism Committee meeting be adopted as circulated.

Moved, seconded, and CARRIED

4. Adoption of Minutes

4.1 Minutes

EDTC23/018

THAT the minutes of the Economic Development and Tourism Committee meeting held on September 4, 2024, be adopted.

Moved, seconded, and CARRIED

5. Unfinished Business

6. New Business

The agenda order was varied to address item 6.3 first.

6.3 Big Data – Report Back

Verbal Report: Nigel Brownlow

The Big Data Working Group gave a presentation entitled "Application of Moneris Transaction Data to Measure Large Event Economic Impact" and referred to slides contained within the on-table package.

Committee discussion ensued regarding the following topics:

- queries regarding the degree of representativeness of the data;
- challenges in clarity or quality of data;
- concerns regarding the price of the data acquisition;
- the need for a business survey in conjunction with this approach;
- the concerns that fed into the exploration of this data;
- alternative approaches to investigate the situation; and
- the desire to pause this avenue and re-examine the approach.

The agenda order resumed at this point.

6.1 PoMoArts as Visitor Centre

Presentation: Deanna Kayne, Executive Director, PoMoArts

Deanna Kayne and Robert Simons gave a presentation entitled "PoMoArts - Engage - Challenge - Awaken" and referred to slides contained within the on-table package.

Committee discussion ensued regarding the following topics:

- the ability to leverage volunteers to assist;
- promotion of local businesses;
- the target audience for the centre;
- tourism strategies and approach;

- the lack of accommodations effect on tourism to the city;
- the organizational structure of Destination BC, the PoMoArts Centre, and the City;
- excitement for the potential of a dedicated centre; and
- support for a Visitor Centre at PoMoArts.

EDTC23/019

THAT the Economic Development and Tourism Committee supports the idea, in principal, of a Visitor Centre at PoMoArts;

AND THAT the Committee encourages further exploration of the concept to be reported back at a future date.

Moved, seconded, and CARRIED

6.2 Master Transportation Plan

Presentation: Transportation Engineer

Staff gave a presentation entitled "Master Transportation Plan Update" and referred to slides contained within the on-table package.

Committee discussion ensued regarding the following topics:

- the seasonality of cycling in the region;
- concern about year-round use of bike lanes and sacrifice of car lanes to other uses;
- hills as a barrier to cycling;
- the importance of transit;
- the importance of economically supporting the transition to electric vehicles;
- safety concerns related to electric micromobility and cycles;
- transit connection barriers for active transportation;
- the need to consider accessibility concerns;
- the economic impact of congestion and traffic delays.

6.4 Spike Awards

Memo: Manager of Economic Development

Staff provided an overview of the Spike Awards and the current status of nominations.

Committee discussion ensued regarding the following topics:

- merits and cons of the lifetime achievement award; and
- general consensus on not proceeding with the category for this year.

6.5 Development and Planning Information Session

Verbal Report: Manager of Economic Development

Staff gave an update and overview on the development and planning information session and options for attendance by EDTC members.

7. Information

7.1 Chair Updates

The Committee formed a working group on paid parking with the following members:

- Lisa Beecroft; and
- Leslie Courchesne.

8. Adjournment

The Chair adjourned the meeting at 9:00pm.



Councillor S. Agtarap, Chair



A. Shroff, Legislative Services
Coordinator