



City of Port Moody

Minutes

Economic Development and Tourism Committee

Brovold Room
Wednesday, March 4, 2026
at 7:00 pm

- Present: Councillor Amy Lubik, Chair
Madeleine Baker
Jamie Banfield
Tessa Chandler
Yvette Cuthbert
Shora Ebrahimi
Mark Malik
Madisyn McPhail
Calvin Ramsson
Michael Scarcella
- Absent: Councillor Haven Lurbiecki, Vice-Chair
Michael Hind
- In Attendance: Joji Kumagai, Manager of Economic Development
Adam Shroff, Legislative Services Coordinator
- Also in Attendance: Jennifer McKinnon

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

EDTC26/007

THAT the agenda of the March 04, 2026, Economic Development and Tourism Committee meeting be adopted as circulated.

Moved, seconded, and CARRIED

4. Adoption of Minutes

4.1 Minutes

EDTC26/008

THAT the minutes of the Economic Development and Tourism Committee meeting held on February 4, 2026, be adopted.

Moved, seconded, and CARRIED

6. New Business

6.1 Update on Arts and Business Initiative

Verbal Report: Andrea Curtis and Manager of Economic Development

Andrea Curtis provided a verbal report regarding:

- the Creators of Port Moody event on March 12, 2026;
- a pilot "amplification" program as a follow-up to the Creators of Port Moody event;
- the possibility of a bespoke publication with a focus on Port Moody;
- potential themes and unique activities to highlight Port Moody; and
- examples of publications in other municipalities.

Committee discussion ensued regarding the following topics:

- costs and potential subsidies involved in taking part;
- examples of successes or models to examine from other publications;
- opportunities for ad revenue;
- the potential tie-in with supporting small businesses through promotional opportunities;
- the possibility of supplying such a publication to businesses where there may be an audience such as cafes and hair salons;
- frequency of a publication; and
- the intent to drive patronage, develop the creative business sector in Port Moody, and drive the city's brand as the City of the Arts.

6.2 Presentation from the Tri-Cities Chamber of Commerce

Presentation: Jennifer McKinnon

Jennifer McKinnon gave a presentation and referred to slides contained within the on-table package.

Committee discussion ensued regarding the following topics:

- the short length of the executive terms;
- the next steps and implementation plan;
- the request to tag #shoplocalportmoody in social media posts;
- the phasing out of the previously-used "Passport" system;
- the objective of the initiative;
- membership numbers;
- the potential for advocacy for business-oriented rent caps;
- the origin and purpose of the Tri-Local initiative; and
- the possibility of options businesses contributing smaller items or exclusive items for participation rather than discounts.

6.3 Support for Small Businesses

Verbal Report: Small Business Working Group and Manager of Economic Development

The Manager of Economic Development gave an overview update of the ongoing work of the Small Business Working Group and noted the following:

- opportunities for activities;
- the struggle surrounding business engagement without promoting any specific business or logo;
- potential venues for organizing events;
- incentives for visitors to spend money in the city and the return in the future;
- the challenge brought by the lack of funding availability for advertising from the City;
- the desire to advertise in and around transit stations;
- possible previous challenges with complex digital advertising versus traditional ads;
- Port Moody's attractiveness as a seaside town, a nature destination full of culinary opportunities near Vancouver;
- the need for a concise tagline;

- avenues of promotion;
- the merits of social media and influencers in driving business versus traditional advertising;
- the effectiveness of using of a carefully composed video reel for advertising at a cost of approximately \$2500;
- the limitation of requiring a third-party to do advertising promotion;
- the need for a platform targeted towards outside visitors rather than mixed in with notices for residents;
- opportunity for a separate "Visit Port Moody" social account that focuses on inspiring tourism without promoting specific businesses;
- the relevance of the Arts and Business Initiative to this discussion;
- consideration of different audiences and external advertisement to reach broader audiences and international tourists;
- targeted hashtags to drive engagement and reach new audiences;
- the importance of specific businesses driving tourism as a destination;
- involvement of community groups;
- a need for a shared hashtag; and
- potential themes of a reel such as passing a soccer.

The Committee directed the Small Business Working Group approach the Tri Cities Chamber of Commerce to develop social media promotion for Port Moody.

EDTC26/009

THAT the committee recommends:

THAT City Staff report back on opportunities to advertise Port Moody in and around transit stations, ports of entry, and on major thoroughfares to drive tourism during the FIFA World Cup and beyond.

Moved, seconded, and CARRIED

Voting against: Tessa Chandler

EDTC26/010

THAT the meeting be extended by up to 10 minutes.

Moved, seconded, and CARRIED

EDTC26/011

THAT the meeting be extended by up to 10 minutes.

Moved, seconded, and CARRIED

EDTC26/012

THAT the Economic Development and Tourism Committee recommends:

THAT Council allocate up to \$5,000 from the Committee Contingency fund to support a digital strategy to promote tourism and small businesses during the world cup.

Moved, seconded, and CARRIED

EDTC26/013

THAT the Economic Development and Tourism Committee recommends

THAT Revisiting the Tourism Strategy be added to the 2026 Economic Development and Tourism Committee workplan.

Moved, seconded, and CARRIED

7. Information

7.2 Staff Updates

There were no staff updates at this time.

7.1 Chair Updates

There were no Chair updates at this time.

8. Adjournment

The Chair adjourned the meeting at 9:19pm.



Councillor A. Lubik, Chair



A. Shroff, Legislative Services
Coordinator