



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, July 24, 2019 in the Brovold Room.

Present

Councillor Diana Dilworth, Chair
Dustin Chelen
Robin Ram

Absent

Acting Mayor Hunter Madsen, Vice-Chair (Regrets)
Jamie Cuthbert
Allison Mailer (Regrets)

In Attendance

Joji Kumagai – Manager of Economic Development
Jennifer Mills – Committee Coordinator

1. Call to Order

Call to Order

- 1.1 The Chair called the meeting to order at 7:08pm.

2. Adoption of Minutes

Minutes

- 2.1 TOUR19/005
Moved, seconded, and CARRIED
THAT the minutes of the Tourism Committee meeting held on Wednesday, May 22, 2019 be adopted.

3. Unfinished Business

4. New Business

2019 Work Plan

- 4.1 Attachment: 2019 Tourism Committee Work Plan
File: 01-0360-20-03

The Chair provided an update on the 2019 Tourism Committee Work Plan and noted the following:

- the 2019 Tourism Work Plan has been approved by Council;

- the Murray Street Improvements and the Tri-Cities Chamber of Commerce presentations will be moved to September;
- the Wayfinding Working Group will be a joint working group with the Economic Development Committee; and
- the Tourism Strategic Plan is scheduled for presentation to Council on September 10, 2019.

Action: The Committee Coordinator to notify the Tourism Committee members by email when the Tourism Strategic Plan has been confirmed as an item on the September 10, 2019 Regular Council Agenda.

Council Strategic Plan 4.2 Presentation: Councillor Diana Dilworth
Link: <https://www.portmoody.ca/en/city-hall/strategic-plan.aspx>

The Chair provided an overview of the 2019-2022 Council Strategic Plan and brought attention to items related to tourism.

City of Port Moody Website 4.3 Link: www.portmoody.ca

The Manager of Economic Development provided an overview of the Discover Port Moody page of the new City website and the Committee proposed that the City consider the following:

- explore ways to include local events on the calendar;
- ensure the event type is clear i.e. public, private, or fundraiser;
- add Brewers Row to “Things To Do”;
- add parking information to “Getting Around”;
- add a map highlighting key attractions;
- update the pictures seasonally; and
- move “Things To Do” to the top banner.

Wayfinding – Update 4.4 The Chair provided an update on Wayfinding and noted that work will begin following the finalization of Engineering’s street furniture contract in September in order to ensure that the designs for street furniture and wayfinding are consistent.

Draft Survey for Major Events 4.5 The Manager of Economic Development provided an overview of the Draft Event/Activity Survey and agreed to incorporate the following:

- include the implementation of the survey as part of the vendor contract;
- include an incentive for completion of the survey such as the chance to win a gift basket of Port Moody swag;
- provide paper copies of the survey for back-up in the event that the tablets crash;

- remove Questions 5 and 6 in order to generate benchmark data and then include the questions next year; and
- add examples such as gas, coffee, and groceries to Question 4.

On This Spot

- 4.6 Link: www.onthisspot.ca/cities/vancouver
Attachment: On This Spot History Tours
File: 01-0360-20-54-02

The Manager of Economic Development provided an overview of the On This Spot Proposal for Port Moody Coverage and noted that further discussion will be held following feedback from the Heritage Commission's consideration of the Proposal.

One Day Itinerary Outline

- 4.7 Attachment: One Day Itinerary Guide
File: 01-0360-20-54-02

The Manager of Economic Development provided an overview of the One Day Itinerary Guide Outline and Committee members proposed the following ideas:

- create sport-specific versions of the guide;
- purchase the www.discoverportmoody.ca website;
- include a local area map with key things to do; and
- conduct surveys during events at the Recreation Complex for information on the needs of attendees.

Action: The Manager of Economic Development to provide the Draft One Day Itinerary Guide at the September meeting.

Murray Street Construction Work

- 4.8 This item was postponed to the September meeting.

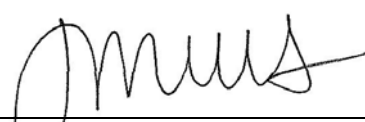
5. Information

6. Adjournment

The Chair adjourned the meeting at 8:53pm.



Councillor Diana Dilworth,
Chair



Jennifer Mills,
Committee Coordinator