



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, September 18, 2019 in the Parkview Room.

Present

Councillor Diana Dilworth, Chair
~~Councillor Hunter Madsen, Vice-Chair~~
Dustin Chelen
Jamie Cuthbert
Allison Mailer

Absent

Councillor Hunter Madsen, Vice-Chair
Robin Ram (Regrets)

In Attendance

Mark Halpin – Project Manager, Master Transportation Plan
Joji Kumagai – Manager of Economic Development
Philip Lo – Committee Coordinator

1. Call to Order

Call to Order

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

2. Adoption of Minutes

Minutes

2.1 TOUR19/006
Moved, seconded, and CARRIED
THAT the minutes of the Tourism Committee meeting held on Wednesday, July 24, 2019 be adopted.

3. Unfinished Business

4. New Business

TSP – Presentation to Council Update

4.1 Councillor Dilworth advised that Council unanimously approved the Tourism Strategic Plan on September 17, 2019, noting that Council expressed general concerns regarding parking and transportation issues in relation to tourism. Councillor Dilworth suggested that the Master Transportation Plan could provide strategies for managing these issues.

The Manager of Economic Development noted that the strategy would also consider tourism in the shoulder and off-peak seasons, would focus positively on things that draw people into the city, and that items having minimal budgetary impact could be considered for the 2020 work plan.

Councillor Dilworth suggested surveying visitors to gather feedback and data to benchmark the success of the strategy.

Tourism Passport Challenge

4.2 Attachment: Tourism Challenge Passport Program File: 01-0360-20-54-01

Allison Mailer provided an overview of the Tourism Challenge Passport Program, noting the following:

- the program originated at Tourism Vancouver, but has now become a separate, independent program;
- the program would be a collaboration between the City and local businesses and attractions; visitors to the participating destinations would receive stamps;
- the program is geared towards experienced-based day destinations, so not all businesses would be a good fit;
- visitors receiving a minimum of 20 stamps over a six week period would receive an annual pass for other activities as a rewards;
- Nancy Chilton, the program's Marketing Manager, can be invited to give a presentation; and
- the program start time for 2020 is in April.

The Committee noted the following in discussion:

- ensure that infrastructure such as wayfinding exists to support such a program in Port Moody;
- the Port Moody experiences are ready for the program, even though some of the connecting pieces (such as city wayfinding and branding) may not be in place;
- the program can be built around experiences such as the Station Museum, Brewery Row, and kayaking;
- a group of local business people can be convened to meet with Ms. Chilton to work towards the program.

The Manager of Economic Development suggested that temporary wayfinding signage could be possible to support the program.

Councillor Dilworth suggested that this program could be included as a future work item in the Committee's Annual Report.

Action: Committee member Allison Mailer will initiate communications with Nancy Chilton regarding the City's interest in participating in the program.

Murray Street Upgrades

- 4.3 Presentation: Mark Halpin, Project Manager – Master Transportation Plan
Link: <https://www.portmoody.ca/en/city-services/murray-street-transportation-upgrades.aspx>

The Project Manager for the Master Transportation Plan gave a presentation regarding the watermain replacement project and planned upgrades on Murray Street, noting the following:

- the existing crosswalks at Rocky Point Park cause traffic backups during peak hours, as pedestrians cannot be held without traffic signals, which in turn hamper the free flow of vehicles;
- new traffic signals along Murray Street can be monitored and adjusted as necessary;
- there will be a new mixed-used pathway along Murray Street;
- transit-capacity on the Evergreen Line is projected to move more people than local roadways, and adding lanes on Murray Street would not alleviate traffic backups;
- there will be a net gain of six or seven parking spaces at Rocky Point Park after reconfiguration;
- there will be new landscaping and street lighting along Murray Street;
- this is the second largest City-led engineering project in the city in the past ten years, and will take eight to nine months to complete; and
- door-to-door consultation with affected businesses has been conducted.

The Committee noted the following in discussion:

- The “congregating area” at Rocky Point Park near the pedestrian signal could be a good location for wayfinding signage; and
- new transformer boxes along Murray Street could be wrapped, possibly with wayfinding material.

One-Day Itinerary

- 4.4 The Manager of Economic Development requested feedback from the Committee on a draft one-day itinerary that would be distributed via email to visitors of the city; the itinerary would be intended for short-term visitors such as sports tournaments organizers and participants, and would include information on amenities and attractions in the city.

The Committee noted the following in discussion:

- the itinerary is a good “host city” service;
- neighbourhoods and business areas can be advertised without naming specific businesses; and
- the City could connect directly with the sports associations and tournaments with this information.

The Manager of Economic Development noted that changes can still be made to the itinerary before sports tournaments begin, and that different sports associations have different promotional contacts and relationships which need to be taken into consideration.

Wayfinding – Update

4.5 The Manager of Economic Development advised that negotiations for a street furniture contract are ongoing.

The Committee requested that Engineering staff give a presentation to the Committee regarding the street furniture contract negotiations.

With regards to wayfinding, the Committee noted the following:

- wayfinding signage across the city needs to be consistent;
- public consultation is needed before a wayfinding plan is finalized, and this could include review by other committees;
- clear distinction between advertising and wayfinding is necessary; and
- a high-level branding for the City is lacking; however a rebranding exercise would be much larger in scope than wayfinding.

The Manager of Economic Development noted the following:

- inconsistent bracket sizes for banners on lamp standards make consistent and effective branding difficult;
- an overall branding strategy for the City should be based on principle and vision; and
- the Tourism Strategy Plan has the ability to tie into the work of other committees;

Councillor Dilworth suggested working with the Arts and Culture Committee and the Economic Development Committee regarding wayfinding.

Action: The Chair will give a presentation on the City of Saskatoon at the next meeting.

5. Information

Future Agenda Items

The Committee suggested the agenda items for future meetings:

- a long-term plan for museums and museum expansion in the city;
- wayfinding; and
- a discussion on the 2020 Committee work plan.

6. Adjournment

The Chair adjourned the meeting at 8:45pm.



Councillor Diana Dilworth,
Chair



Philip Lo,
Committee Coordinator