



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, November 27, 2019 in the Brovold Room.

Present

Councillor Diana Dilworth, Chair
Jamie Cuthbert
Kelly Gordon
Robin Ram

Absent

Councillor Hunter Madsen, Vice-Chair
Dustin Chelen (Regrets)
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 7:06pm.

2. Adoption of Minutes

Minutes

2.1 TOUR19/008
Moved, seconded, and CARRIED
THAT the minutes of the Tourism Committee meeting held on Wednesday, October 23, 2019 be adopted.

3. Unfinished Business

4. New Business

Branding/Wayfinding

4.1 Link: <https://appliedwayfinding.com/walkability-and-wayfinding/>

The Manager of Economic Development noted a review of the neighbourhoods' current branding is being undertaken to determine if the proposed neighbourhood brands outlined in the Tourism Strategic Plan fit the current structure or if a larger branding exercise must be completed prior to embarking on the wayfinding exercise.

The Manager of Economic Development gave a presentation on Branding, Wayfinding, and Photo Tour of Districts, and the following was noted:

- the current wayfinding signage is inconsistent throughout the city;
- the strategy for rebranding must be determined; complete all four zones at once or choose one zone for a pilot project;
- the core message that the wayfinding is to convey must be determined and then colours, shapes, patterns, and fonts may be chosen to support the core message;
- the base metrics for the Tourism Strategic Plan goals must be determined in order to know what the goal metric is;
- the rebranding of the City of the Arts should be considered;
- the current landscaping project at Newport Village will provide a new area for events to be held;
- the intersection of Loco Road and Murray Street is a main entrance into Port Moody that requires improved signage; and
- the improvements in wayfinding could help visitors find businesses and locations they were not aware of and expand their knowledge of the local community.

The Manager of Economic Development requested Committee members' feedback on Wayfinding in Port Moody and the following was noted:

- the wayfinding in Philadelphia was noted to be an excellent example as it ensures ease in exploring the city through the use of a consistent colour and shape legend;
- the hiring of a Branding Consultant should be researched as the money could be spent more effectively elsewhere;
- the improvement in capital infrastructure, such as street lamps, could improve the look and feel of the zones;
- the information kiosks throughout the city are underutilized;
- the current tourist zones need to be promoted such as Brewer's Row, Moody Centre, and Rocky Point Park; consider providing directional arrows or an information kiosk at the SkyTrain station exits; and
- the businesses in the tourist zones could be approached to sponsor wayfinding for their destination areas.

Action: The Chair and the Manager of Economic Development to meet with the Economic Development Committee Wayfinding Subcommittee to determine how to proceed with wayfinding in Port Moody.

Tourism Passport Challenge

4.2 The Manager of Economic Development gave a presentation on Passport Initiatives and noted the following:

- the current opportunities are the Tourism Passport Challenge Program and the Between the Bridges Passport Program;
- the expectation of the Tourism Challenge Passport Program is to have 70% of visitors be from outside the Lower Mainland which could exclude Port Moody from the program as the current tourism inventory consists of daytrip destinations;
- the Between the Bridges Passport Program is an opportunity to partner with Tourism Burnaby in a Festival of Arts that would promote tourism in New Westminister, Burnaby, Coquitlam, and Port Moody with a focus on transit accessible destinations; and
- the opportunity to apply for funding from Destination BC should be researched.

Staff and Committee members agreed that the Between the Bridges Passport Program would be the more appropriate option for Port Moody to participate in.

TOUR19/009

Moved, seconded, and CARRIED

THAT staff be directed to further explore participation in Between the Bridges arts passport program in principle.

One-Day Itinerary

4.3 The Manager of Economic Development provided an overview of the One-Day Itinerary and requested Committee members' feedback, and the following was noted:

- the Itinerary should only include areas within close proximity of the Recreation Complex;
- the *Community Charter* privacy concerns must be considered when developing the map; consider using a generic logo to represent ATMs, coffee shops, restaurants, etc;
- the future wayfinding colour zones could be layered into the map; and
- the Inlet Regatta scheduled for April would be a great opportunity to distribute the Itinerary.

Action: The Manager of Economic Development to develop and present a prototype of the One-Day Itinerary for the next meeting.

2020 Work Plan

4.4 This item was postponed to a future meeting.

2019 Annual Report

4.5 Attachment: Tourism Committee 2019 Recap
File: 01-0360-20-54

The Manager of Economic Development gave presentation on Tourism Committee 2019 Recap and noted that the 2019 Annual Report and development of the 2020 Tourism Committee Work Plan will take place in early 2020.

5. Information

Staff Updates

5.1 The Chair invited Committee members to the following upcoming events occurring in Port Moody:

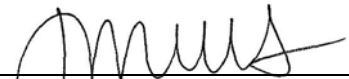
- Cheer on the Pier on Saturday, November 30, 2019;
and
- CPR Holiday Train on Tuesday, December 17, 2019.

6. Adjournment

The Chair adjourned the meeting at 8:41pm.



Councillor Diana Dilworth,
Chair



Jennifer Mills,
Committee Coordinator