



# City of Port Moody

## Minutes

### Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, January 29, 2020 in the Brovold Room.

#### Present

Councillor Diana Dilworth, Chair  
Dustin Chelen  
Jamie Cuthbert  
Allison Mailer

#### Absent

Councillor Zoë Royer, Vice-Chair  
Kelly Gordon (Regrets)

#### In Attendance

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

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#### 1. Call to Order

#### Call to Order

- 1.1 The Chair called the meeting to order at 7:03pm.

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#### 2. Adoption of Minutes

#### Minutes

- 2.1 TOUR20/001  
Moved, seconded, and CARRIED  
**THAT the minutes of the Tourism Committee meeting held on Wednesday November 27, 2019 be adopted.**

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#### 3. Unfinished Business

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#### 4. New Business

#### Committee Orientation

- 4.1 Attachments:
- a) Committee Orientation Manual – January 2020
  - b) Tourism Committee – Terms of Reference
  - c) Respectful Workplace Policy
  - d) [Draft Five Year Financial Plan – 2020-2024](#)
  - e) [2019-2022 Council Strategic Plan](#)

File: 01-0360-20-54

The Committee Coordinator provided an overview of the City's committee system.

**2019 Annual Report –  
Tourism Committee**

- 4.2 Attachment: 2019 Annual Report – Tourism Committee  
File: 01-0360-20-54

The Manager of Economic Development provided an overview of the 2019 Annual Report – Tourism Committee and requested Committee members' feedback and approval.

TOUR20/002

Moved, seconded, and CARRIED

**THAT the 2019 Annual Report – Tourism Committee be approved and forwarded to Council.**

**Tourism Strategic  
Plan Refresher**

- 4.3 Link: [Special Council \(Committee of the Whole\) Meeting - Item 6.2](#)

The Manager of Economic Development gave a presentation on the Tourism Strategic Plan Refresher and provided an overview of the work accomplished in 2019 and potential 2020 Work Plan ideas that were noted at the October meeting.

The Manager of Economic Development noted that tourism can relate to many areas of the City and offers a unique opportunity to connect with the Arts and Culture, Economic Development, and Environmental Protection Committees and the Heritage Commission.

The Chair suggested exploring potential Work Plan items that could provide an opportunity to work together with other civic committees.

**Wayfinding Update**

- 4.4 Manager of Economic Development

The Manager of Economic Development gave a presentation on Wayfinding Update and the following was noted:

- members from the Heritage Commission and Economic Development Committee have volunteered for the working group;
- members from the Arts and Culture Committee will be invited at the February meeting;
- the Tourism Committee will be the lead of the Wayfinding Working Group;
- the scope of work needs to be defined to set clear expectations for the Working Group;
- the use of existing infrastructure such as kiosks should be considered;
- a review of wayfinding signage that is no longer necessary should be considered;
- the goal of the pilot project is to develop a recommendation for Council to support the approval of wayfinding signage;
- the pilot project should include statistics on the impact of the pilot project;

- the [Design Principles for Wayfinding](#) should be reviewed for application to the pilot project.

The Chair noted the following:

- the pilot project will be in the Historic Moody Centre Tourism Zone with the Heritage Commission providing input on enhancement of heritage and the Arts and Culture Committee providing input on the design and aesthetics; and
- the primary purpose of the pilot project is for visitors disembarking from the SkyTrain to have information on where they can go and how they can get there, and the secondary purpose is to inform repeat visitors of places that are nearby that they may not know of.

TOUR20/003

Moved, seconded, and CARRIED

**THAT a Wayfinding Subcommittee be formed with members:**

- **Councillor Dilworth;**
- **the Manager of Economic Development;**
- **Lisa Beecroft (Economic Development Committee);**
- **Dianna Brown (Heritage Commission);**
- **Dustin Chelen;**
- **Jamie Cuthbert;**
- **Allison Mailer;**
- **Christopher Pope (Heritage Commission and Economic Development Committee); and**
- **two members from Arts and Culture Committee.**

**Passport Challenges**

- 4.5 Attachment: 20<sup>th</sup> Annual Tourism Challenge Passport Program  
File: 01-0360-20-54

The Manager of Economic Development provided an overview of the Tourism Challenge Passport and the Between the Bridges programs and the following was noted:

- the Tourism Challenge Passport program is focused in Vancouver and is well established;
- the Between the Bridges program is new this year with Coquitlam and New Westminster participating and the participating businesses are required need to contribute a prize; and
- the Between the Bridges program's objective is to expand tourism beyond Vancouver and highlight cities accessible by transit.

TOUR20/004

Moved, seconded, and CARRIED

**THAT Port Moody participate in the Between the Bridges Passport Program in March 2020.**

**On This Spot**

- 4.6 Attachment: Proposal from On This Spot - A Heritage and Tourism App  
File: 01-0360-20-54

The Manager of Economic Development gave presentation on the Proposal from On This Spot: A Heritage and Tourism App and the following was noted:

- the Heritage Commission received the presentation in January and endorsed the premium pricing category;
- the data can be tracked and analyzed to help the City determine which tours are most popular;
- the app provides an opportunity to include Indigenous history in the City's catalogue;
- the cost of the app can be supplemented by founding sponsor business advertisements; and
- the app could help inform younger generations of the history and assist in preserving and elevating the existing knowledge while creating a tourist attraction.

**Action:** The Manager of Economic Development to request user data from On This Spot and bring to a future meeting.

**2020 Work Plan**

- 4.7 Attachment: Draft 2020 Tourism Committee Work Plan Calendar  
File: 01-0360-20-54

The Manager of Economic Development provided an overview of the Draft 2020 Work Plan – Tourism Committee and the following was noted:

- the joint committee meetings could be scheduled every two months;
- the Wayfinding Subcommittee Report should be moved to March;
- a meeting with Communications to review data on the Tourism Microsite in the fall;
- a meeting with owners of Brewers Row to discuss wayfinding ideas and reveal new opportunities for collaboration;
- a branding exercise on the City of the Arts slogan in the fall; and
- an evaluation of the Between the Bridges Passport Program in the fall.

TOUR20/005

Moved, seconded and CARRIED

**THAT the 2020 Work Plan – Tourism Committee be approved and submitted to Council.**

5. Information

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**Staff Updates**

5.1

**2020 Meeting  
Schedule – Tourism  
Committee**

5.2 Attachment: 2020 Meeting Schedule – Tourism Committee  
File: 01-0360-20-54

This item was provided for information only.

6. Adjournment

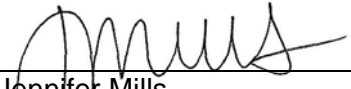
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The Chair adjourned the meeting at 8:59pm.



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Councillor Diana Dilworth,  
Chair



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Jennifer Mills,  
Committee Coordinator