



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, February 26, 2020 in the Brovold Room.

Present

Councillor Diana Dilworth, Chair
Councillor Zoë Royer, Vice-Chair (arrived at 7:24pm)
Dustin Chelen
Jamie Cuthbert
Kelly Gordon
Allison Mailer (arrived at 7:04pm)

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 7:00pm.

2. Adoption of Minutes

Minutes

2.1 TOUR20/006
Moved, seconded, and CARRIED
THAT the minutes of the Tourism Committee meeting held on Wednesday January 29, 2020 be adopted.

3. Unfinished Business

4. New Business

2020 Work Plan

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

The Manager of Economic Development provided an overview of 2020 Tourism Committee Work Plan and requested Committee members' feedback and approval.

TOUR20/006
Moved, seconded, and CARRIED
THAT the 2020 Tourism Committee Work Plan be approved.

Between the Bridges – Update 4.2 Link: www.betweenthebridgesfest.com

The Manager of Economic Development provided an overview of the Between the Bridges website and noted the following:

- the community participants include PoMo Arts Centre, Port Moody Station Museum, Moody Ales, and St. James' Well;
- the program has been administered by Tourism, Burnaby resulting in a very low cost to the City; and
- the outreach for the 2021 program should begin in the fall of 2020.

On This Spot 4.3 Attachment: User Data
File: 01-0360-20-54

The Manager of Economic Development provided an overview of User Data and noted that the Downtown Vancouver BIA provided positive feedback in regards to working with On This Spot. The Downtown BIA noted that On This Spot is easy to work with, responsive, and flexible with their programs and partner involvement.

The Manager of Economic Development requested Committee members' feedback on support for the On This Spot app and the following was noted:

- the cost per user is significant; and
- the audience for the app needs to be determined; could be an extension of a school or museum program.

Staff noted the following in response to Committee members' comments:

- the Starter Level would only cover start-up costs;
- the app could provide the opportunity for Port Moody to be discovered by users touring other cities; and
- the City could enroll at the Starter Level and evaluate the analytics after one-year to determine if the app is worthwhile and if so, move up to the Standard or Premium Level.

Action: The Chair to report to the Heritage Commission on the feedback from the Tourism Committee and determine their support for the Starter Level Pricing.

Wayfinding

4.4 The Manager of Economic Development distributed the Wayfinding Subcommittee Outline on-table and the following was noted:

- the subcommittee now has members from the Arts and Culture Committee, the Economic Development Committee, and the Heritage Commission;
- the first subcommittee meeting is scheduled for March 26, 2020 at 7pm;
- the Tourism Strategic Plan notes the focus area for wayfinding as day trippers; and
- the budget of \$41,000 is strictly for wayfinding.

The Committee noted the following in response to the overview of the Wayfinding Subcommittee Outline:

- the branding exercise could derail conversation and take away from the wayfinding pilot project;
- how youth and those with disabilities interact with wayfinding should be included; inviting representatives from both groups should be considered; and
- the responses to the Citizen's Survey and Stormy Lake Consulting's Tourism Strategic Plan Survey should be examined to identify how residents and visitors view Port Moody and what unique attributes make it distinguishable.

The Chair noted that the Committee will be developing the survey intended for use at Car-Free Day, Golden Spike Days, and Ribfest at the March meeting and valuable information on visitors' travel and spending in Port Moody will be collected.

TOUR20/007

Moved, seconded, and CARRIED

THAT Councillor Dianna Dilworth be appointed as Chair and that Councillor Zoë Royer be appointed as Vice-Chair of the Wayfinding Subcommittee.

Joint Meetings

4.5 The Chair noted that Joint Committee Meetings are included in the Work Plan and that establishing clear goals and outcomes for the meetings will ensure success.

The Committee agreed that the joint meetings are beneficial in undertaking crossover work and the following was noted:

- the Environmental Protection Committee joint meeting should relate to incorporating nature in wayfinding;
- the Arts and Culture Committee joint meeting should relate to wayfinding and street beautification, and how to drive people to arts and culture destinations; and
- the Committee Work Plans could be reviewed to identify shared items and opportunities for collaboration.

The Committee members noted that, due to the small size of the Tourism Committee, it would be easiest to attend the other Committee's meeting and the Committee agreed to revisit this item at the April meeting.

5. Information

Staff Updates

5.1 The Chair noted the following items for the March Tourism Committee meeting agenda:

- development of the Events Survey;
- preparation for the Wayfinding Subcommittee meeting;
- update on Between the Bridges; and
- meeting with Brewers Row representatives.

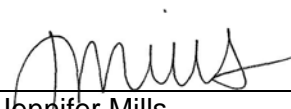
Action: The Manager of Economic Development to invite the Brewer's Row Representatives to March meeting.

6. Adjournment

The Chair adjourned the meeting at 8:21pm.



Councillor Diana Dilworth,
Chair



Jennifer Mills,
Committee Coordinator