



City of Port Moody

Minutes

Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, June 3, 2020 via Zoom.

Present

Councillor Hunter Madsen, Chair
Mayor Robert Vagramov, Vice-Chair (arrived at 7:21pm)
Taryn Barker
Lisa Beecroft
Dustin Chelen
Matt Ferguson
Sharleen Karamanian
Brian Krieger
Sean Ogilvie
Greg Pepler
Christopher Pope
Robert Simons
Mary Vellani

Absent

Edward Chan (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 EDC20/009
Moved, seconded, and CARRIED
THAT the minutes of the Economic Development Committee meeting held on Wednesday, May 6, 2020 be adopted.

3. Unfinished Business

4. New Business

Supporting Business Recovery

4.1 The Manager of Economic Development gave a presentation on Supporting Business Recovery and the following was noted:

- the City has partnered with Shop Local Port Moody (SLPM) to support local businesses recovery and has established objectives, outputs, and outcomes for the recovery plan;
- the objectives focus on encouraging residents to shop at local Port Moody businesses and educating residents on how their patronage supports business owners;
- the outputs will be shared across social media platforms and will include crowdsourced videos and videos of business owners sharing the financial and operational challenges they have faced during COVID-19;
- the Temporary Assistance Program for Businesses was launched to streamline the process for businesses to apply to expand the use of outdoor space; and
- the Program permits the business to compensate for decreased indoor seating by offering more outdoor seating.

The Committee noted the following in response to the Supporting Business Recovery presentation:

- the videos could be a maximum of 90 seconds and include a compulsory section where the business owners review the implemented physical distancing measures; and
- the Economic Development Committee could invite local businesses to a roundtable to discuss the specific challenges faced and create supporting action items.

Lisa Beecroft gave a presentation on Support Local BC and the following was noted:

- the Support Local BC initiative's goal is to drive revenue to local businesses during COVID-19 and provide education on how shopping local contributes to a strong local economy;
- the initiative supports local businesses by offering customers the opportunity to buy gift cards for local businesses; and
- the participating businesses can sign-up at no cost and there are not transaction fees related to the gift card purchases.

**Branding and
Positioning Working
Group – Update**

- 4.2 The Chair provided an overview of the Elements of Port Moody's Business Brand and advised that the Working Group is working on a distinctive and competitive brand positioning statement which includes specific community assets that will help Port Moody stand out from the competition.

The Manager of Economic Development gave presentation on Port Moody Business Brand and the following was noted:

- the business brand must align with Council's Economic Prosperity Strategic Priority and the established growth targets outlined in the Official Community Plan;
- the business brand perception is what customers believe a product or service represents, not what the company owning the brand says it does; this perception comes from first-hand experience, reputation, marketing materials, and research;
- the growth targets strive to increase the number of residents working and living in Port Moody from 1 in 10 to 1 in 3;
- the City's current attributes support Port Moody's business brand as a superior place to live and work that is more desirable than other cities in the area;
- the proposed business brand vision captures Port Moody's uniqueness as a place to live and to grow a business, and uses language that highlights Port Moody's location, residents, community spirit, emerging business opportunities, access to transit and highway networks, and natural assets; and
- the full business brand statement is intended as a foundational statement which can be customized for a range of marketing materials.

The Committee noted that the City of the Arts tagline could be repurposed to connect arts to other areas such as education, life, and environment, to maintain connections to the existing brand and ensure that anybody can envision themselves living in Port Moody.

**Working Group
Initiatives To-Date**

- 4.3 The Manager of Economic Development provided an overview of the EDC Working Group and Subcommittee Work To-Date and Next Steps and the following was noted:

- the Working Groups' outputs will inform the key quantitative targets and contribute to the Economic Development Master Plan;
- the COVID-19 pandemic has led to the City implementing new online systems; and

- the Business Engagement Working Group could undertake the business roundtable to inform strategies to support local business and support.

2020 Revised Work Plan Discussion

4.4 The Chair provided an overview of the 2020 Revised Economic Development Committee Work Plan Calendar and the following was noted:

- the COVID-19 pandemic, the OCP review, and other factors have caused a delay in many of the Work Plan items;
- the Committee's role in the development of an Economic Development Master Plan process is yet to be determined; and
- the Community Planning Advisory Committee is being restructured to require developers to include information on land use and job targets, and may include a representative from the Economic Development Committee.

The Vice-Chair advised that the Committee could undertake a neighbourhood review of Moody Centre, Murray Street, and Coronation Park to provide advice on an appropriate vision for the areas including residential and commercial targets.

The Committee noted the following in response:

- the economic impacts of COVID-19 to businesses should be included in the Work Plan as the targets proposed by the Working Groups may not be representative of the future business climate; and
- the City should be proactive and have a plan ready for implementation upon a second wave of COVID-19.

EDC20/010

Moved, seconded, and CARRIED

THAT the meeting be extended for up to 30 minutes.

- the short-term business support from the Tri-Cities Chamber of Commerce is critical and could link the Austin Heights Business Improvement Association and the Downtown Port Coquitlam Business Improvement Association with SLPM for a united Tri-City partnership;
- the Committee could support economic recovery by researching available literature and tools to assist the City and contribute to planning for the second COVID-19 wave;
- the Committee could receive a report on the current impacts of COVID-19 to Port Moody businesses and the projected statistics;

- the feedback received from the roundtable could be assigned to the Committee for the development of recommendations; and
- the success stories of operating during COVID-19 and advice on adapting to the new business environment could be shared with local businesses.

The Vice-Chair noted that preparation for the second wave of COVID-19 is essential and that the local business roundtable should be undertaken immediately to inform future policy and long range planning.

EDC20/011

Moved and seconded

THAT the Economic Development Committee convene for a second meeting in July 2020.

EDC20/012

Moved, seconded, and CARRIED

THAT the foregoing motion be replaced by the following:

“THAT the Economic Development Committee convene for a second meeting in June 2020 and a second meeting in July 2020.”

The question on the main motion (EDC20/011) as amended by (EDC20/012) was put to a vote; the following motion was CARRIED:

THAT the Economic Development Committee convene for a second meeting in June 2020 and a second meeting in July 2020.

5. Information

Staff Updates

5.1 No updates were given at this time.

6. Adjournment

The Chair adjourned the meeting at 9:33pm.



Councillor Hunter Madsen,
Chair



Jennifer Mills,
Committee Coordinator