



# City of Port Moody

## Minutes

### Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, June 25, 2020 via Zoom.

#### Present

Councillor Hunter Madsen, Chair  
Lisa Beecroft  
Dustin Chelen  
Matt Ferguson  
Sharleen Karamanian  
Brian Krieger  
Sean Ogilvie  
Greg Pepler  
Christopher Pope  
Robert Simons (arrived at 7:08pm)

#### Absent

Mayor Robert Vagramov, Vice-Chair  
Taryn Barker  
Edward Chan  
Mary Vellani

#### 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 7:03pm.

---

#### 2. Adoption of Minutes

#### Minutes

- 2.1 EDC20/013  
Moved, seconded, and CARRIED  
**THAT the minutes of the Economic Development Committee meeting held on Wednesday, June 3, 2020 be adopted.**

---

#### 3. Unfinished Business

#### 4. New Business

---

##### **Spike Awards Working Group**

##### 4.1 Attachment: Spike Awards Working Group Notes File: 01-0360-20-03-01

The Spike Awards Working Group provided an overview of the Spike Awards Working Group Meeting Notes and the following was noted:

- the revised format of the 2019 Spike Awards received positive feedback and will be implemented for the 2020 Spike Awards;
- the 2020 Spike Award budget has been amended due to COVID-19 to now only includes the cost for the award hardware;
- the event could include an acknowledgement of how COVID-19 has impacted the business community and recognition of the resilience of local businesses throughout the pandemic;
- the opportunity to collaborate with Shop Local Port Moody (SLPM) could be explored;
- the impacts of COVID-19 closer to the event date must be considered; and
- the 2020 Spike Awards format could be configured as a live broadcast of the ceremony or a video compilation of each business receiving their award from Council.

The Manager of Economic Development advised that the Spike Awards Working Group will report back to the Committee at a future meeting with information on the nomination process and a communication/event plan.

##### **Support for Businesses During COVID-19**

##### 4.2 a) Review of the Updating Economic Development 2020 Work Plan to Focus More on Local Business Recovery During the COVID-19 Pandemic Crisis Report

Attachments:

- i. Report: Councillor Madsen, Updating Economic Development 2020 Work Plan to Focus More on Local Business Recovery During the COVID-19 Pandemic Crisis, dated June 9, 2020
- ii. 2020 Economic Development Committee Work Plan Calendar – Interim COVID Plan Draft (June 2020)
- iii. Business Survey of COVID Impact and Recovery

File: 01-0360-20-03-01

##### b) Shop Local Video Campaign Update

The Chair provided an overview of the Updating Economic Development 2020 Work Plan to Focus More on Local Business Recovery During the COVID-19 Pandemic Crisis Report and advised that the Report was received by Council at the June 23, 2020 Council Meeting and resulted in the approval of a \$10,000 budget to hold extra meetings in June and July and to accomplish the work related to COVID-19 business recovery.

Lisa Beecroft provided an update on the Shop Local Port Moody efforts and advised that work is ongoing with the Tri-Cities Chamber of Commerce and local Business Improvement Areas. Ms. Beecroft also advised that Port Moody and Co. is working with SLPM on branding, and that the SLPM website is striving to include more information such as business profiles and additional resources.

The Committee viewed the Shop Local Port Moody Supporting Your Local Business During COVID-19 video.

The Committee noted that the information could be advertised on sandwich boards, banners, City billboards and facilities, and community association signs to help spread the message to shop local.

**Action:** The Manager of Economic Development to explore how to support the Shop Local POMO Campaign through community signage, banners on City property, City website home page presence, and explore opportunities to ease restrictions on sandwich board advertising on sidewalks.

#### **Preliminary Business Survey Results**

4.3 Link: <https://forms.portmoody.ca/Business/COVID-19-Business-Impact-Survey>

The Manager of Economic Development gave a presentation on the Preliminary Results of COVID-19 Business Survey and provided an overview of the results of the Survey in the areas of operations, marketing and restoring consumer confidence, impact on employees, finance and tax supports, emotional pressures, and how the City can help.

The Manager of Economic Development further noted that a common challenge faced by business operators relates to the Canada Emergency Commercial Rent Assistance (CECRA) for small businesses and that assistance in this area could support local businesses recovery efforts.

## Business Check-In

### 4.4 Attachment: Planning for the Business Check-In Event File: 01-0360-20-03-01

The Manager of Economic Development provided an overview of the Planning for the Business Check-In Event and the following was noted:

- the COVID-19 Business Survey results indicated one in four respondents would be interested in participating in a check-in event;
- a diverse composition of businesses indicated interest in participating in the event but large numbers could create challenges in generating meaningful discussion; and
- the details related to the format and outcomes of the event have yet to be determined.

The Committee members noted the following in response:

- the COVID-19 Business Survey results provided an abundance of information and, rather than taking critical time away from businesses, the outstanding questions could be answered through further correspondence;
- the next correspondence to businesses could include a recap of the Survey results with corresponding actions and timelines for completion of the work being undertaken by the City;
- the BC Chamber of Commerce information could be reviewed for application to Port Moody businesses; and
- the Business Check-In Event could be undertaken if a second wave of COVID-19 occurs.

**Action:** The Chair and the Manager of Economic Development to provide a communication package for local businesses, including more processed survey data, a specific set of suggested actions, and a message back to business community, for Committee review and feedback.

## Economic Development Master Plan Development

### 4.5 The Chair noted that the Committee could contribute to the development of an Economic Development Master Plan through the completion of an Economic Development White Paper. The Chair advised that the established Working Groups could provide the required information for the White Paper which would become the guiding document for the Economic Development Master Plan.

The Committee noted the following in response:

- the Economic Development Master Plan should include information related to business retention and expansion;

- the BC Chamber of Commerce and Tri-Cities Chamber of Commerce could provide more information on projected office space requirements; and
- the members of the Branding and Positioning, Establishing Job Targets and Business District, and Business Engagement Working Groups confirmed their participation.

**Action:** The Manager of Economic Development to invite the General Manager, Finance and Technology to the Establishing Job Targets and Business District Working Group meeting for assistance in developing projections and models.

## 2020 Revised Work Plan

- 4.6 The Chair provided an overview of the 2020 Revised Economic Development Committee Work Plan and requested Committee members' feedback.

EDC20/014

Moved, seconded, and CARRIED

**THAT the Revised 2020 Economic Development Work Plan be approved.**

## 5. Information

---

## Staff Updates

- 5.1 The Manager of Economic Development noted that the Metro Vancouver Regional Prosperity Initiative is exploring opportunities to support business throughout the region and advised that Ontario's Digital Main Street program is being explored for application to British Columbia.

## 6. Adjournment

---

The Chair adjourned the meeting at 9:00pm.




---

Councillor Hunter Madsen,  
Chair




---

Jennifer Mills,  
Committee Coordinator