



# City of Port Moody

## Minutes

### Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, May 27, 2020 via Zoom.

#### Present

Councillor Diana Dilworth, Chair  
Councillor Zoë Royer, Vice-Chair  
Dustin Chelen  
Jamie Cuthbert  
Allison Mailer

#### In Attendance

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

#### Absent

Kelly Gordon

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#### 1. Call to Order

#### Call to Order

1.1 The Chair called the meeting to order at 7:02pm.

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#### 2. Adoption of Minutes

#### Minutes

2.1 TOUR20/009  
Moved, seconded, and CARRIED  
**THAT the minutes of the Tourism Committee meeting held on Wednesday, April 22, 2020 be adopted.**

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#### 3. Unfinished Business

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#### 4. New Business

#### Wayfinding

4.1 Councillor Dilworth

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

- the focus of the Wayfinding Pilot Project will be pedestrian wayfinding from the Moody Centre SkyTrain Station with the goal of directing people to their intended destination, and informing and guiding people to new and unknown destinations in the area;

- a Joint Wayfinding Subcommittee was created with members from the Economic Development Committee, the Heritage Commission, and the Arts and Culture Committee to utilize the different experiences, skills, and knowledge;
- the COVID-19 pandemic has delayed the convening of the Subcommittee;
- the members of the Wayfinding Subcommittee should be contacted to communicate the Subcommittee's focus on tourism wayfinding and confirm their membership; and
- the Economic Development Committee Branding Exercise is focused on a specialized brand for the recruitment and attraction of businesses.

**Action:** The Committee Coordinator to email the Wayfinding Subcommittee members to confirm their interest in continuing as a member of the Subcommittee.

The Chair noted that an update on the Master Transportation Plan could help inform the pedestrian wayfinding work and advised that the Committee could receive a presentation from the Engineering Division.

The Chair advised that the Wayfinding Subcommittee could convene during the regularly scheduled July Tourism Committee meeting time.

## Local Business Recovery for Restaurants

### 4.2 Councillor Dilworth and Kelly Gordon

The Manager of Economic Development provided an overview of the Temporary Assistance Program for Businesses and the following was noted:

- the program was developed using existing policy and focusses on options for businesses to temporarily expand the use of their outdoor spaces due to the COVID-19 pandemic;
- the businesses applying must comply with the BC Restart Plan, WorkSafeBC, and Liquor and Cannabis Regulation Branch requirements;
- the Program application form can be completed on the City website and staff will contact the applicant to provide their best option and advise of all requirements;
- the Program is aiming for a 48 hour permit turnaround to remove barriers and assist businesses in becoming operational as soon as possible; and
- the City has received multiple applications and completed two applications since its launch on May 27, 2020.

The Vice-Chair noted that tents greater than 10' x 10' require a permit and enquired if regulations to allow larger covered outdoor seating would be implemented.

**Action:** The Manager of Economic Development to confirm covered seating regulations for the Program with the Manager of Buildings, Bylaws, and Licensing.

The Committee noted that there may be Federal COVID-19 relief funds for seasonal and tourism-related businesses that could be explored.

#### **Shop Local Port Moody**

- 4.3 Joji Kumagai, Manager of Economic Development  
To be distributed on-table.

The Manager of Economic Development gave a presentation on Supporting Business Recovery and advised that the City is partnering with Shop Local Port Moody to assist with local business recovery efforts by connecting residents with local businesses with the goal of continuing the connection after the pandemic.

The Committee noted that Tri-Cities Community Television is developing video messages for Canada Day celebrations and this could be an opportunity for businesses to connect with residents and convey the message of shopping locally.

**Action:** The Chair to email the contact information for Geoff Scott of Tri-Cities Community Television to the Manager of Economic Development.

#### **Economic Impact Survey**

- 4.4 Joji Kumagai, Manager of Economic Development  
To be distributed on-table.

The Manager of Economic Development gave a presentation on the Economic Impact Survey and advised that due to COVID-19 and the cancellation of major events in the City, the data required to undertake an impact survey will not be available. The Manager of Economic Development further advised that upon resumption of amateur sporting events in the fall, the survey could be distributed at these smaller events and would provide an opportunity to fine-tune the survey for distribution at 2021 events.

The Chair noted that the Arts Centre Wearable Art Awards created a survey that could be reviewed for application to the Tourism Economic Impact Survey.

**Action:** The Manager of Economic Development to include a draft survey at the July Tourism Committee meeting.

**Staff Updates**

5. Information

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5.1 No updates were provided at this time.

6. Adjournment

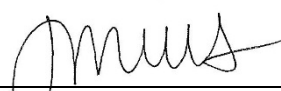
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The Chair adjourned the meeting at 8:18pm.



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Councillor Diana Dilworth,  
Chair



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Jennifer Mills,  
Committee Coordinator