



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on Thursday, September 17, 2020 via Zoom.

Present

Councillor Diana Dilworth, Chair
Dustin Chelen
Jamie Cuthbert
Kelly Gordon
Allison Mailer (joined at 7:10pm)

Absent

Councillor Zoë Royer, Vice-Chair

In Attendance

Mary De Paoli – Manager of Policy Planning
Joji Kumagai – Manager of Economic Development
Philip Lo – Committee Coordinator
Laura Sampliner – Sustainability and Energy Coordinator

1. Call to Order

Call to Order

1.1 The Chair called the meeting to order at 7:01pm.

2. Adoption of Minutes

Minutes

2.1 TOUR20/010
Moved, seconded, and CARRIED
THAT the minutes of the Tourism Committee meeting held on Wednesday, May 27, 2020 be adopted.

3. Unfinished Business

4. New Business

Sustainability Report Card Review

- 4.1 Presentation: Laura Sampliner, Sustainability and Energy Coordinator and Mary De Paoli, Manager of Policy Planning Attachments:
- a) Sustainability Report Card – 2020 Review
 - b) Sustainability Report Card – Mixed Use
- File: 01-0360-20-53-01

Staff gave a presentation on the Sustainability Report Card review, including information on the four sustainability pillars, the current use of the Report Card, concerns expressed so far in the review process, and an overview of the Report Card sections.

The Committee noted the following in discussion:

- staff should conduct a scan of other municipalities' scorecards and approaches to scoring;
- encourage developers to invest in public art and not in public art consultants;
- the scorecard should provide greater weighting to contributions to the public art reserve, as this could provide the City with more substantial pieces of public art that is more reflective of City's heritage and culture;
- the weighting between tourism and environmental factors should be re-evaluated, as currently bird safety has greater weighting than tourism; and
- the tourism weight is a bit low; and
- there could be a broader definition of tourism and its goals, with an emphasis on the importance of small businesses.

With regards to developers' use of consultants, staff noted the following:

- developers may need to hire external consultants for more technical, specialized work such as heritage consultants; this provides extra points on the scorecard but is not a requirement;
- public art consultants are typically used on larger projects such as Suter Brook, Newport, or Moody Centre TOD, where there is a significant investment in public art as part of the amenities; it is not necessarily applicable to all projects due to scale;
- public art weighting could be considered in the pending Art in Public Spaces Master Plan;

Staff noted that tourism continues to be a Provincial government funding priority as part of COVID-19 recovery plans.

Mary De Paoli and Laura Sampliner left the meeting at this point and did not return.

Wayfinding Subcommittee Report

4.2 Attachment: Wayfinding Subcommittee Meeting Notes, dated June 24, 2020 File: 01-0360-20-53-01

The Manager of Economic Development provided a summary of the June 24, 2020 Wayfinding Subcommittee meeting, noting the following:

- the intent of the Subcommittee was to tie together the discussions on various committees regarding wayfinding;
- the Subcommittee brainstormed potential content, and discussed examples of interesting wayfinding, such as unique formats and standards;
- the consensus was to bring in an external consultant to understanding where the most impact could be made and where funding could be sourced;
- the focus is on enhancing the pedestrian experience, and supplementing existing signage and communications standards;
- a project manager would be necessary to ensure that the process moves forward; staff are working on a Request For Quotations (RFQ) to frame the scope of the project and to solicit bids;
- the plan is to present to Council this Fall;
- there may be additional funds available from the Provincial government to provide support to local tourism;
- the kiosks outside Lafarge Lake SkyTrain station was part of Coquitlam's digital strategy and five-year technology road map; they can be updated with information from the Coquitlam's website; they have been received well by residents;
- staff are conducting an inventory of existing kiosks in the City, and will report back at the next meeting;
- another Subcommittee meeting can be scheduled to provide updates, and have Heritage Commission and Arts and Culture Committee members report back regarding their discussions on wayfinding content.

Bring Back Main Street

4.3 Link: <https://bringbackmainstreet.ca/rapid-placemaking>

The Manager of Economic Development provided an overview of Bring Back Main Street, which is a pandemic recovery toolkit for local communities, noting the following:

- the toolkit's fundamentals are good, and are set up to achieve "quick wins";
- the toolkit gives communities ownership to animate spaces;
- it is a good program to build collaboration and get local businesses and the public comfortable with going outside in the winter months;

- this could be an opportunity to coordinate different efforts, determine what to focus on and how to best execute with existing resources; and
- as an example, the City of Penticton hosted a Bob Ross painting exhibition as a creative way to draw niche markets, and has been successful.

Action

The Committee will review the toolkit and make specific recommendations to Council.

Alison Mailer left the meeting at this point and did not return.

Local Hospitality Sector Update

- 4.4 Attachment: Letter, BC Restaurant and Foodservices Association, Alliance of Beverage Licensees, and BC Craft Brewers Guild, dated August 26, 2020
 Link: <https://www.cbc.ca/news/business/patio-season-over-restaurants-pandemic-1.5712856>
 File: 01-0360-20-53-01

Kelly Gordon noted the following:

- a poster program will be launched to highlight restaurant safety;
- the restaurant industry is currently not doing a good job of building consumer safety confidence;
- restaurants that communicate the safety message well are doing well;
- downtown bars and restaurants are struggling, but restaurants and bars in the suburbs are faring better;
- part of the solution is learning to use space more effectively;
- the industry is aggressively lobbying government for more portable patio covers to extend business in the winter time;
- people are confident when they are sitting outside, but reticent when sitting indoors;
- with provincial COVID-19 cases increasing, mask use has increased; the public wants perception of safety in public spaces;
- expanded patios and contact tracing will continue for a long time, and there has not been any serious issues;
- WorkSafe BC conducts safety plan inspections; and
- the industry is encouraging more safety measures to boost confidence.

The Manager of Economic Development noted the following:

- staff are working quickly to provide an update to Council regarding temporary permits that expire October 31, 2020;

- the Fire department has to be involved regarding structures that require heating;
- staff are in support to extend the temporary permit expiry date, to ensure that the right systems and guidance are in place, to ensure safety with heat sources, and to waive fees in relation to applying for this program;
- the proposed permit extension would be for a full year (new expiry would be Oct. 31, 2021), with no permit gaps anticipated;
- notifications have been sent to businesses highlighting that the temporary permits are not exclusively for hospitality businesses; other businesses have been able to access public space; staff will conduct more outreach in the winter on available options for businesses.

The Committee noted that province-wide standards for extensions of outdoor patios would be helpful.

Mr. Gordon noted that the Committee can reach out to the industry and provide guidance regarding what can and can't be done.

Staff Updates

5. Information

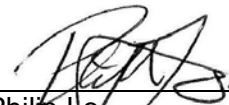
- 5.1 The Manager of Economic Development noted that Romers received acknowledgement by the Prime Minister as a business that had responded quickly to adapt to the pandemic conditions.

6. Adjournment

The Chair adjourned the meeting at 8:16pm.



Councillor Diana Dilworth,
Chair



Philip Lo,
Committee Coordinator