



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on
Wednesday, October 28, 2020 via Zoom.

Present

Councillor Diana Dilworth, Chair
Councillor Zoë Royer, Vice-Chair (arrived at 7:09pm)
Dustin Chelen
Jamie Cuthbert
Kelly Gordon
Allison Mailer

Absent

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 7:02pm.

2. Adoption of Minutes

Minutes

- 2.1 TOUR20/011
Moved, seconded, and CARRIED
**THAT the minutes of the Tourism Committee meeting
held on Thursday, September 17, 2020 be adopted.**

3. Unfinished Business

4. New Business

Temporary Assistance Program for Businesses

4.1 Attachments:

- a) Letter, BC Restaurant and Foodservices Association, Alliance of Beverage Licensees, and BC Craft Brewers Guild, dated August 26, 2020
- b) Report, Update on COVID-19 Temporary Assistance Program for Businesses and Related Business Licence and Permit Fees, dated September 21, 2020
- c) City of Port Moody Fees Bylaw, 2019, No. 3213, Amendment Bylaw No. 5, 2020, No. 3262

File: 01-0360-20-54-02

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

- the intent of the Program is to provide continuous support to the hospitality sector which has encountered many challenges during the pandemic;
- the Program is aligned with the Provincial patio and liquor extension;
- the City has continued collaborating with other municipalities in the Tri-Cities and Shop Local Port Moody to develop a local business support campaign which is scheduled for launch in the near future;
- the Tri-Cities Chamber of Commerce, local business associations, and Shop Local Port Moody are working on a Tri-Local Campaign which aims to be launched prior to the holiday season; and
- the Tri-Cities Chamber of Commerce is working with local municipalities to develop a program to support hospitality businesses that is scheduled for launch in the new year.

Kelly Gordon noted the following:

- the businesses operating in suburban centres are managing better than those situated in other locations;
- the City of Vancouver program guidelines related to enclosed patios are challenging; and
- the transition to the Canada Emergency Rent Subsidy program has been challenging.

Wayfinding Update

4.2 Attachments:

- a) Community Economic Recovery Infrastructure Program, Guide – Information Overview, dated October 2020
- b) Report, Improving Pedestrian Experience Through Wayfinding Signage, dated October 9, 2020
- c) Project Charter – Wayfinding Strategy Project
- d) City of Port Moody Wayfinding Strategy Project, Terms of Reference, dated October 9, 2020

File: 01-0360-20-54-02

The Chair advised that at the Regular Council meeting of October 27, 2020, Council passed a motion to apply for the Provincial Community Economic Recovery Infrastructure Fund which aims to help communities in British Columbia recover from the economic impacts experienced from COVID-19 through funding for tourism-related amenities that improve the visitor experience, including wayfinding signage.

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

- the City's wayfinding signage includes three categories: Identification of Place, Directional, and Information Kiosks and Interpretive Signage;
- the icons used in Directional Signage are standardized and internationally recognized;
- the current branding guidelines provide a good foundation to build on as residents recognize and understand the existing inventory;
- the neighbourhood bulletin boards, such as at Queens Street Plaza, have been neglected and are underutilized; this is an opportunity to effectively utilize existing infrastructure;
- there is an opportunity to provide better wayfinding connectivity by utilizing and linking existing infrastructure to help people explore the area;
- the TransLink SkyTrain station signage is prohibited from promoting businesses and highlights mostly public amenities;
- the digital kiosks "trip planner", "what's around", and "points of interest" features only identify Rocky Point Park as a Port Moody local point of interest; and
- there is currently a lack of wayfinding on St. Johns Street which could be reviewed for future kiosk locations.

The Chair advised that the Tourism Committee has provided input to TransLink on points of interest and neighbourhood highlights for inclusion on SkyTrain Maps in the past and that an updated list from the Committee could be submitted to TransLink for their consideration.

The Committee noted the following:

- the Canadian Tourism arm has recently started to fund projects and could be researched for applicable opportunities;
- the North Vancouver Shipyards is an example of a city that has capitalized on their waterfront location, open spaces, and patio expansions; and
- the Consultant could be asked to include cost effectiveness as a specific objective to encourage the development of an achievable plan that is appropriate for a small municipality.

Bring Back Main Street

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

The Chair noted that feedback from the Committee on Bring Back Main Street was requested and advised that this item could be included in the Tourism Committee 2021 Work Plan.

The Manager of Economic Development noted that placemaking focusses on community connections and if there is an interest in any items that align with the Tourism Strategic Plan they can be reviewed for development opportunities.

Tourism Strategic Plan

4.4 Attachment: Tourism Strategic Plan Action Plan
File: 01-0360-20-54-02

The Chair advised that timelines and staff capacity have been impacted by the COVID-19 pandemic and that a review of the current action plan with a COVID-lens could help identify focus areas for the 2021 Tourism Committee Work Plan.

The Manager of Economic Development gave a presentation on Tourism Strategic Plan and advised that the budget-friendly activities within the Tourism Strategic Plan have been identified and requested Committee feedback on the activities and their addition to the City's Tourism Microsite.

The Manager of Economic Development requested volunteers for a working group to review the Tourism Microsite and provide recommendations on content development and budget-friendly activities in the city, and the following members volunteered:

- Councillor Dilworth;
- Allison Mailer; and
- Manager of Economic Development.

The Committee suggested prioritizing social media promotions rather than the Microsite and noted New Westminster and Coquitlam as excellent reference.

The Chair and the Manager of Economic Development advised that these municipalities have established Tourism divisions and therefore are permitted to promote local businesses, whereas Port Moody is restricted in these efforts by the *Community Charter*.

5. Information

Staff Updates

- 5.1 The Chair noted that November's Tourism Committee agenda will include a review of the 2020 Annual Report.

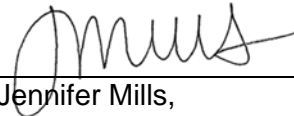
The Committee Coordinator advised that Civic Committee recruitment is underway and that the deadline for applications is November 8, 2020.

6. Adjournment

The Chair adjourned the meeting at 8:16pm.



Councillor Diana Diworth,
Chair



Jennifer Mills,
Committee Coordinator