



City of Port Moody

Minutes

Tourism Committee

Minutes of the meeting of the Tourism Committee held on Wednesday, October 23, 2019 in the Brovold Room.

Present

Councillor Diana Dilworth, Chair
Councillor Hunter Madsen, Vice-Chair
Dustin Chelen
Allison Mailer

Absent

Robin Ram (Regrets)
Jamie Cuthbert (Regrets)

In Attendance

Joji Kumagai – Manager of Economic Development
Philip Lo – 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 TOUR19/007
Moved, seconded, and CARRIED
THAT the minutes of the Tourism Committee meeting held on Wednesday, September 18, 2019 be amended as follows:

- **by removing Councillor Hunter Madsen, Vice-Chair, from the “Present” section and adding Councillor Hunter Madsen, Vice-Chair, to the “Absent” section; and**
- **by adding “need to be taken into consideration.” under item 4.4 – One Day Itinerary;**

AND THAT the minutes of the Tourism Committee meeting held on Wednesday, September 18, 2019 be adopted as amended.

3. Unfinished Business

4. New Business

Wayfinding – City of Saskatoon Case Study

4.1 Councillor Dilworth gave a presentation regarding the urban design and branding of downtown Saskatoon, noting the following:

- strong Business Improvement Districts (BIDS) are driving improvements, with the City of Saskatoon assisting in branding efforts in partnership with BIDS;
- BIDS provide planning and some funding to implement the branding and wayfinding plans;
- the five BIDS each have distinct logos, branding, themes, and colours;
- wayfinding kiosks have built-in functional components, such as bike pumps or water fountains;
- bike racks are installed as functional art;
- in Port Moody, there are similar decorative and functional bike racks, and there are opportunities to highlight stonemarkers;
- the new staircase at Moody Centre transit station will include new metal artwork by the staff artist based on public feedback; and
- there may be opportunities to include art into wayfinding or street furniture in Port Moody.

The following was noted:

- Clarke Street is the most immediately executable in terms of branding and wayfinding. Staff will develop an implementation plan;
- without the support of a Business Improvement Association, grassroots support would be critical;
- wayfinding kiosks and street furniture should be recognizable as City infrastructure;
- branding should be clear, identifiable, and consistent; different areas in Port Moody could potentially retain the same style and structure, but with different colours;
- the City should consider whether it is more important to distinguish different areas and neighbourhoods within Port Moody, or to distinguish the City as a whole from other municipalities;
- an over-arching brand focusing on one or two key messages would be ideal;
- kiosks would improve wayfinding in the short term, but a longer-term strategy would enable incorporation of branding; and
- there is currently no budget for a complete branding exercise.

It was noted that a wayfinding survey walk has been conducted; a one-page memo summarizing the results and recommendations is forthcoming.

Tourism Passport Challenge

4.2 The Manager of Economic Development gave an update on the Tourism Challenge Passport Program, noting the following:

- attractions with entrance fees are optimal for the program; however, as Port Moody lacks these types of attractions, the program may have more success working with local businesses;
- a partnership with New Westminster and Burnaby could be established for an arts-related program; and
- staff will continue to liaise with the program's marketing manager regarding the City's participation.

It was noted that partnering with other cities on a new initiative could increase start-up cost for the City; however, it would be a good opportunity to draw in tourists during shoulder season (from April to May). It was noted that Clarke Street could be a destination for cherry blossom photos during that time.

The Manager of Economic Development will investigate partnership opportunities with other cities and report back.

Old Firehall No. 1 Site and Existing Works Yard

4.3 Attachment: Report: Mayor Rob Vagramov, dated September 20, 2019

The Chair provided background information on the report and requested input from the Committee on proposed uses for the site, noting that the location could pose safety concerns for some uses. The Manager of Economic Development provided site context, noting that a bike path begins at the site. The following points were noted in discussion:

- the site could be beautified similarly to the work done by Concord Pacific to the False Creek area near the viaducts in Downtown Vancouver;
- the site could be converted into a self-maintaining pop-up garden space with large planter boxes and a multi-purpose green space;
- removal of existing fencing could attract unwanted activities and structures, leading to safety concerns;
- the site could be used as a welcoming space for visitors;
- the site could house a public art installation created by local aboriginal groups as a tourist attraction;
- Peachland has good examples of what can be done with public outdoor spaces; and
- work done by artists at the Noons Creek Hatchery can be displayed at the site.

Concerns were expressed that referring this issue to committees may not be the best way to determine proper land use for this site.

2020 Work Plan

4.4 The Manager of Economic Development reviewed the Council Strategic Plan in relation to the goals of and approach to tourism, recapped 2019 activities, and suggested that some Committee work items from the 2019 Work Plan be carried over to the 2020 Work Plan.

The following potential 2020 Work Plan items were discussed:

- joint meeting with the Economic Development Committee;
- joint meeting with the Arts and Culture Committee;
- wayfinding committee or working group that includes members of the Tourism, Economic Development, and Arts and Culture Committees;
- development of a parking plan;
- wayfinding;
- economic impact survey to gather data about events taking place in the city and provide evidence to justify funding for events; and
- joint meeting with the Environment Protection Committee regarding Tourism Strategic Plan item 4.2.

One Day Itinerary

4.5 The Manager of Economic Development noted that the City should be cautious in its approach, as legislation does not permit the promotion of specific businesses, and suggested that discussion about the itinerary continue at the next meeting.

5. Information

6. Adjournment

The Chair adjourned the meeting at 8:18pm.



Councillor Diana Diworth,
Chair



Philip Lo,
Committee Coordinator