



City of Port Moody Agenda Economic Development and Tourism Committee

November 6, 2024

7:00 pm

Electronic Webinar via Zoom

Pages

1. Call to Order

You can register as a Zoom Video Webinar participant at this [link](#).

You can view this meeting in the Brovold Room, Third Floor, City Hall, 100 Newport Drive, Port Moody.

2. Territorial Land Acknowledgement

The City of Port Moody carries out our business on the ancestral and unceded homelands of the *kʷikwə́łəm* (Kwikwetlem), *səlilwətał* (Tsleil-Waututh), *xʷməθkʷəyəm* (Musqueam), *Sk̓wx̓wú7mesh* (Squamish), *q̓ícəy̓* (Katzie), *q̓'wa:n̓ ʔən̓* (Kwantlen), *q̓iqéyt* (Qayqayt), and *Stó:lō* (Sto:lo) Peoples, and extends appreciation for the opportunity to work on this territory.

3. Adoption of the Agenda

3.1 Agenda

Recommendation(s):

THAT the agenda of the November 6, 2024 Economic Development and Tourism Committee meeting be adopted as circulated.

4. Adoption of Minutes

4.1 Minutes

3

Recommendation(s):

THAT the minutes of the Economic Development and Tourism Committee meeting held on October 2, 2024 be adopted.

5. Unfinished Business

6. New Business

6.1 Spike Awards Gala

Verbal Report: Manager of Economic Development

6.2 Rocky Point Park Paid Parking Working Group Report Back

Verbal Report: Lisa Beecroft

6.3 Chamber of Commerce and Shop Local Port Moody Partnership

Verbal Report: Lisa Beecroft and Leslie Courchesne

6.4 2024 Committee Annual Report

7

Verbal Report: Manager of Economic Development and Legislative Services Coordinator

Recommendation(s):

THAT the Economic Development and Tourism Committee endorse the 2024 Economic Development and Tourism Committee Annual Report.

7. Information**7.1 Staff Updates****8. Resolution to Exclude the Public**

Recommendation(s):

THAT, pursuant to section 90 of the *Community Charter*, this portion of the Regular Meeting of the Climate Action Committee be closed to the public as the subject matter being considered relates to the following:

90(1)(b) – personal information about an identifiable individual who is being considered for a municipal award or honour, or who has offered to provide a gift to the municipality on condition of anonymity.

8.1 Personal Information

This item is closed to the public pursuant to section 90(1)(b) of the *Community Charter*.

9. Adjournment



City of Port Moody

Agenda

Economic Development and Tourism Committee

October 2, 2024
at 7:00 pm
Electronic Webinar via Zoom

Present: Councillor S. Agtarap, Chair
Madeleine Baker
Lisa Beecroft
Nigel Brownlow
Leslie Courchesne
Jarrett Davis
Jeremy Hardern
Mark Malik
Michael Scarcella

In Attendance: Joji Kumagai, Manager of Economic Development
Adam Shroff, Legislative Services Coordinator

Also in Attendance: Deanna Kayne, President, PoMoArts
Robert Simons, Executive Director, PoMoArts

1. Call to Order

The Chair called the meeting to order at 7:00pm.

2. Territorial Land Acknowledgement

The Chair provided the territorial land acknowledgement.

3. Adoption of the Agenda

3.1 Agenda

EDTC23/017

THAT the agenda of the October 2, 2024, Economic Development and Tourism Committee meeting be adopted as circulated.

Moved, seconded, and CARRIED

4. Adoption of Minutes

4.1 Minutes

EDTC23/018

THAT the minutes of the Economic Development and Tourism Committee meeting held on September 4, 2024, be adopted.

Moved, seconded, and CARRIED

5. Unfinished Business

6. New Business

The agenda order was varied to address item 6.3 first.

6.3 Big Data – Report Back

Verbal Report: Nigel Brownlow

The Big Data Working Group gave a presentation entitled "Application of Moneris Transaction Data to Measure Large Event Economic Impact" and referred to slides contained within the on-table package.

Committee discussion ensued regarding the following topics:

- queries regarding the degree of representativeness of the data;
- challenges in clarity or quality of data;
- concerns regarding the price of the data acquisition;
- the need for a business survey in conjunction with this approach;
- the concerns that fed into the exploration of this data;
- alternative approaches to investigate the situation; and
- the desire to pause this avenue and re-examine the approach.

The agenda order resumed at this point.

6.1 PoMoArts as Visitor Centre

Presentation: Deanna Kayne, Executive Director, PoMoArts

Deanna Kayne and Robert Simons gave a presentation entitled "PoMoArts - Engage - Challenge - Awaken" and referred to slides contained within the on-table package.

Committee discussion ensued regarding the following topics:

- the ability to leverage volunteers to assist;
- promotion of local businesses;
- the target audience for the centre;
- tourism strategies and approach;

- the lack of accommodations effect on tourism to the city;
- the organizational structure of Destination BC, the PoMoArts Centre, and the City;
- excitement for the potential of a dedicated centre; and
- support for a Visitor Centre at PoMoArts.

EDTC23/019

THAT the Economic Development and Tourism Committee supports the idea, in principal, of a Visitor Centre at PoMoArts;

AND THAT the Committee encourages further exploration of the concept to be reported back at a future date.

Moved, seconded, and CARRIED

6.2 Master Transportation Plan

Presentation: Transportation Engineer

Staff gave a presentation entitled "Master Transportation Plan Update" and referred to slides contained within the on-table package.

Committee discussion ensued regarding the following topics:

- the seasonality of cycling in the region;
- concern about year-round use of bike lanes and sacrifice of car lanes to other uses;
- hills as a barrier to cycling;
- the importance of transit;
- the importance of economically supporting the transition to electric vehicles;
- safety concerns related to electric micromobility and cycles;
- transit connection barriers for active transportation;
- the need to consider accessibility concerns;
- the economic impact of congestion and traffic delays.

6.4 Spike Awards

Memo: Manager of Economic Development

Staff provided an overview of the Spike Awards and the current status of nominations.

Committee discussion ensued regarding the following topics:

- merits and cons of the lifetime achievement award; and
- general consensus on not proceeding with the category for this year.

6.5 Development and Planning Information Session

Verbal Report: Manager of Economic Development

Staff gave an update and overview on the development and planning information session and options for attendance by EDTC members.

7. Information

7.1 Chair Updates

The Committee formed a working group on paid parking with the following members:

- Lisa Beecroft; and
- Leslie Courchesne.

8. Adjournment

The Chair adjourned the meeting at 9:00pm.

Councillor S. Agtarap, Chair

A. Shroff, Legislative Services
Coordinator



City of Port Moody

Report/Recommendation to Council

Date: December 10, 2024
 Submitted by: Community Development Department – Economic Development Office
 Subject: 2024 Annual Report – Economic Development and Tourism Committee

Purpose

To provide a report on the activities of the 2024 Economic Development and Tourism Committee.

Recommended Resolution

THAT the report dated December 10, 2024, from the Economic Development and Tourism Committee regarding 2024 Annual Report – Economic Development and Tourism Committee be received for information;

AND THAT the 2025 Economic Development and Tourism Committee be asked to review this report and bring forward its annual Work Plan in Spring 2025.

Committee Mandate

The purpose of the Economic Development and Tourism Committee is to provide recommendations and advice on economic development and tourism issues, strategies, and initiatives in the following areas:

- short, medium and long term goals and objectives for economic development and tourism;
- local, regional and national economic and geographic trends and spotting related opportunities and threats that may affect the City's economy;
- best practices for success in local economic development from other municipalities;
- the relationship between planned and potential growth in an effort to identify what will be needed from new developments for the local economy to flourish;
- retention and support of local businesses;
- tourism development objectives;
- efficiency of the City's tourism, advertising and marketing programs;
- other areas identified by the committee with approval from the Council.

Meeting and Attendance

The Economic Development and Tourism Committee met monthly between January 2024 and December 2024, with the exception of May, due to a cancellation by the Chair, July, due to a cancellation by the Chair, August and December, due to summer and winter break. Beginning in September, the City offered committees the opportunity to conduct meetings in-person/hybrid or electronically, contingent on satisfying an in-person physical quorum. Between September and November 0 meetings were held in-person/hybrid and 3 meetings were held electronically.

Councillor Samantha Agtarap was appointed as Chair and Councillor Callan Morrison as Vice-Chair for the 2024 term. The following members, representing a diverse range of knowledge and experience relevant to the Economic Development and Tourism Committee were appointed:

- Madeleine Baker (as of July 2024)
- Lisa Beecroft
- Nigel Brownlow
- Leslie Courchesne
- Krista Dalrymple (as of June 2024)
- Jarrett Davis
- Aaron Demes (until April 2024)
- Adina Diaconu (until January 2024)
- Jeremy Hardern
- Heidi Hughes (until March 2024)
- Mark Malik (as of June 2024)
- Ramsay Malange (until September 2024)
- Mark Pettie
- Michael Scarcella

Joji Kumagai, Manager of Economic Development, served as the primary staff liaison to the Committee. Arsh Dhillon and Adam Shroff served as the Legislative Services Coordinators.

Key Activities and Work Plan

The 2024 Economic Development and Tourism Committee Work Plan was approved by Council on February 27, 2024. The following are the key activities that were undertaken in 2024 by the Economic Development and Tourism Committee (a complete list of motions from 2024, along with the status of each, is included in **Attachment 1**).

Shoreline House Post Project/In the Presence of Ancestors Update

A brief update on this project was provided to the Committee as the project has, on top of significant cultural and artistic value, tourism potential as well.

Rocky Point and Old Orchard Parks Master Plans Update

Given the importance of these areas as tourism destinations, an update was provided to the Committee regarding, scope, phase of work, and timelines.

Council Workshop Planning and Workshop

Near the end of the 2023 committee year, the EDTC suggested that a workshop with Council be held to discuss key topics and issues related to economic development in the current development context. However, after discussion by the Committee in 2024, it was decided that clearer objectives should be considered before approaching Council and instead of a Council workshop, that a roundtable with local businesses would be advisable. This ultimately further evolved into an information session for businesses about planning and future development, particularly employment space opportunities.

Use of Big Data in Economic Development Planning and Initiatives

A working group was struck to understand the flow of dollars and impact on the local economy from major events. The working group liaised with a big data provider to determine commercial sub-districts where aggregate spending flows could be studied, identified an appropriate major event to study, and discussed strengths and weaknesses of modelling. Ultimately, due to cost and concerns of the rigour of the model, the Committee felt that it was not in the interests of the City to proceed.

Economic Impact of the Arts Centre

An outline of the Economic Impact of the Arts Centre project was reviewed by the Committee for comments and suggestions.

Microsite Phase 2

In advance of a CanExport grant application in the fall of 2024 that would support improvements to the economic development microsite, the Committee provided feedback on the current microsite and where to target improvements. This feedback will be used to refine the 2024 grant application scope and deliverables.

Arts and Business Council Project Task Force

As part of the Council-approved, community engagement portion of the Arts and Business Council Task Force's mandate, the EDTC was asked for feedback about the arts and business council, its role and function in the city, and other duties.

OCP Update and Review

Given the pause on the OCP update in response to the Provincial Housing Statutes and related compliance requirements, this item was postponed.

Master Transportation Plan (MTP) Update

Transportation is a key topic for businesses and the Committee heard from staff on the MTP update, results from the most recent public engagement phase, and key timelines for the project.

Review of 2023 Spike Awards and Planning for 2024

As conducted each year, the Committee reviewed the previous year's Spike Awards campaign including award categories, the nomination process, and gala details including presentations, event flow, and execution. For 2024, only two categories were carried over with four new categories established.

Spike Awards SLPM Survey

As part of the debrief of the 2023 Spike Awards, the results of the Shop Local Port Moody survey were discussed and fed into the development of the 2024 Work Plan.

Business Workshop(s) in Partnership with SLPM, Chamber, Loco, SBBC (part of Small Business Week)

An information session was held on October 23 to inform local businesses, especially those at risk of displacement, of the planning process at a high-level and about future employment space in the city to support succession planning. Business owners were also able to meet with developer representatives of projects under construction or with active applications with the City to find out more information firsthand and to make connections for further inquiries as projects moved forward.

Oversee Spike Business Awards (Nominations, Shortlisting Finalists, Gala)

The EDTC spent several months throughout the year refining the program with four new award categories introduced for 2024 while two were retained. A working group shortlisted finalists from the pool of nominees and selected winners. Finally, Committee members attended the gala as EDTC representatives and helped present awards on stage to the winners.

Heavy Industrial Land Survey (EDMP Update)

A discussion regarding the proposed scope of work for the study was reviewed and commented on by the Committee before the finalization and release of the request for quotations.

Suggested Focus Areas for Next Year

Subject to Council's direction, the following focus areas should be included in the Committee's Work Plan for 2025:

- Hosting a Small Business Week event.
- Reviewing the 2024 Spike Business Awards campaign and planning of award categories within a multi-year cycle.
- Reviewing Heavy Industrial Lands Study draft.
- Discussing the draft Economic Development chapter as part of the OCP update.
- Generating tourism ideas for the Presence of Ancestors project.
- Explore alternative options for quantifying economic impacts of major events.

Council Strategic Plan Goals

The recommendations in this report align with the following Council Strategic Plan Goal(s):

- Strategic Goal 1.3 – Lead with Good Governance
- Strategic Goal 2.3 – Enhance and expand parkland and open spaces;
- Strategic Goal 3.1 – Create complete and connected communities through balanced growth;
- Strategic Goal 3.3 – Enhance community wellbeing;
- Strategic Goal 4.1 – Improve the local business climate;
- Strategic Goal 4.2 – Enhance vibrancy through placemaking, arts, culture, heritage, and tourism; and

- Strategic Goal 4.3 – Leverage public spaces.
- **INSERT RELEVANT SECTIONS AS REQUIRED**

Attachment

1. 2024 Economic Development and Tourism Committee Resolutions.

Report Authors

Arsh Dhillon
Legislative Services Coordinator

Joji Kumagai
Manager of Economic Development

Adam Shroff
Legislative Services Coordinator

DRAFT