



MINUTES of the **Economic Resiliency Task Force** Meeting held on Thursday, April 16, 2020 at 3:00 p.m. via Video Conferencing.

**PRESENT:**

Voting Members:

Mayor Bill Dingwall  
Councillor Nicole MacDonald (Chair)  
Councillor Bob Meachen  
Eric Mollema  
Mark Roberts, CAO  
Philip Robinson

Guests:

Kate Barchard, Manager, Administrative Services  
Jeff Lemire, Marketing Coordinator

Regrets:

None

Secretary:

Tatiana McCaw

**1. CALL TO ORDER**

The meeting was called to order at 3:03 p.m.

**2. LATE ITEMS**

None.

**3. APPROVAL OF AGENDA**

It was **MOVED** and **SECONDED** THAT the agenda for the April 16, 2020 Meeting be approved.

**CARRIED.**

**4. ADOPTION OF MINUTES**

It was **MOVED** and **SECONDED** THAT the Minutes of the Economic Resiliency Task Force Meeting held on April 9, 2020 be adopted.

**CARRIED**

**5. NEW BUSINESS**

(1) **New Member Introductions**

The Task Force participated in a brief round table of introductions of all members.

M. Roberts, CAO, conducted a brief update on the status of reviewing all applications and welcomed feedback from the Task Force

(2) **Update on Action Items (ATTACHMENT 1)**

T. McCaw, Committee Clerk, provided an update on Action Items; including:

- J. Lemire has posted all government updates through the City's Social Media channels.
- T. McCaw completed training sessions with new Task Force members.

It was **MOVED** and **SECONDED** THAT the Task Force receive for information verbal updates on current action items.

**CARRIED.**

(3) **Business Highlight/Highlighting Local Businesses**

The Task Force discussed opportunities to highlight local businesses. Ideas and comments included:

- Seeing great things from local businesses that are going above and beyond.
- City social media post promoting the business including a thank you.
- Community to make nominations.
- Mark and the Mayor to approve media releases.
- Would like to see the campaign begin as soon as possible.
- Highlight and celebrate local businesses.
- Farming community is producing as normal and supplying restaurants.

- Task Force would like to see promotion and recognition of local pharmacies, grocery stores, food banks, farmers, and restaurants.

(4) **Brainstorming for Local Initiatives**

The Task Force brainstormed ideas around potential local initiatives that can be introduced. Ideas and comments included:

- Shop local campaign.
- Maple Ridge Central Businesses has drafted a list of all businesses that are still open.
- Resource table formatted into printable 1-pager that community members could put on their fridge.
- Flyer insert to go out with the food deliveries
- Digital reader boards on the dyke to possibly promote local businesses.

**Action Items:**

- T. McCaw– discuss reader board capabilities with Anne Berry.
- J. Lemire – arrange for ‘Shop Local’ button on the front of the City website.
- J. Lemire - social media post(s) re: ‘Shop Local’
- J. Lemire – discuss business nominations initiative with Carolyn
- K. Barchard – coordinate Restaurants 1-pager for website and to hand out to local businesses for inclusion in takeout bags.
- M. Roberts – approve press release on additional supports announced by the province for businesses and local governments.
- E. Mollema to request the Chamber to distribute/share the City’s link to the ERTF resource page.

(5) **Good News Stories**

The Task Force discussed local good news stories to promote and celebrate. Ideas and comments included:

- Provincial News Release – Relief for local businesses
- Discussions around migrant workers and the challenges the Farming Community is currently facing.

## 6. ROUND TABLE

The Task Force engaged in a round table. Additional comments included:

- Importance of sharing the City's social media posts on individual FB pages and other platforms.
- Creation of a one-page flyer that could be handed out at local businesses to identify who is still currently operating and at what capacity.
- How to make residents aware of where they can buy direct from farmer.

## 7. ADJOURNMENT

It was **MOVED** and **SECONDED** THAT the meeting be adjourned at 4:27 p.m.

**CARRIED.**

*The next meeting for the Economic Resiliency Task Force is set for  
April 23 at 3:30 p.m. via video conferencing.*

## Economic Resiliency Task Force – Action Items

<u>MEETING DATE:</u>	<u>ACTION ITEM:</u>	<u>STATUS:</u>	<u>ASSIGNED TO:</u>
April 16, 2020	T. McCaw – discuss reader board capabilities with Anne Berry.		
	J. Lemire – arrange for ‘Shop Local’ button on the front of the City website.		
	J. Lemire - social media post(s) re: ‘Shop Local’		
	J. Lemire – discuss business nominations initiative with Carolyn		
	K. Barchard – coordinate Restaurants 1-pager for website and to hand out to local businesses for inclusion in takeout bags.		
	M. Roberts – approve press release on additional supports announced by the province for businesses and local governments.		
April 9, 2020	E. Mollema to request the Chamber to distribute/share the City’s link to the ERTF resource page.		
	J. Lemire to work with Communications to post on Social Media the most recent updates: 1. Rental Subsidy 2. Seasonal/Summer Student Worker Subsidy 3. CEBA – 40k loan	Completed April 10, 2020	J. Lemire
	T. McCaw to reach out and conduct a Zoom training session with E. Mollema & P. Robinson.	Completed April 14, 2020	T. McCaw

## Economic Resiliency Task Force – Action Items

	<p>As recommended by Mayor Dingwall, Councillor MacDonald and Councillor Meachen will work together with J. Lemire to gather information showcasing resources found available online which could be added to the Task Force webpage.</p> <p>JL to connect w/ Communications re: a press release in MR News</p> <p>JL to connect with Comm. Coordinator re: posting social media ad for ERTF on digital board outside of City Hall</p> <p>TMc to connect with Chamber of Commerce re: adding a link to our TF recruitment on their website.</p> <p>J. Lemire to create a flipping book on ERTF page for residents and local businesses to access and use as a resource.</p> <p>J. Lemire to post approved advertisement on social media outlets.</p>	<p>Resource category started on ERTF webpage, with links to provincial and federal resources- Jeff Lemire April 6.</p> <p>Completed, Carolyn sent to MR News on April 6 and it is posted on website.</p> <p>Completed. Posted as of April 3<sup>rd</sup>.</p> <p>Flori &amp; Tatiana connected. The CoC has added the link to the application page on their website as of April 3<sup>rd</sup>.</p> <p>Completed, posted to website and social media on April 6.</p> <p>Completed. Posted as of April 3<sup>rd</sup>. Adv. was boosted on Facebook for more viewing.</p>	<p>Councillor MacDonald, Councillor Meachen &amp; Jeff Lemire.</p> <p>J. Lemire</p> <p>J. Lemire</p> <p>T. McCaw</p> <p>J. Lemire</p> <p>J. Lemire</p>
	<p>Request J. Lemire attend the next meeting – April 2<sup>nd</sup> 2020 – 3pm</p> <p>Formalize TOR for M. Roberts to review.</p> <p>Reach out to AAC re: appointment of member for new ERTF</p> <p>Begin recruitment campaign for ERTF</p>	<p>J. Lemire has confirmed attendance for the next meeting.</p> <p>Complete - Emailed M. Roberts March 30, 2020</p> <p>Complete – Emailed AAC March 31, 2020</p> <p>Emailed Comm March 31, 2020, waiting to hear an update.</p>	<p>T. McCaw</p> <p>T. McCaw</p> <p>T. McCaw</p> <p>T. McCaw</p>

## Economic Resiliency Task Force – Action Items

	Reach out to Chamber of Commerce – Flori – re: appointment of a member from Board of Directors to sit on ERTF.	Emailed Flori April 2 <sup>nd</sup> and waiting to hear back. Will follow-up April 3 <sup>rd</sup> .	T. McCaw
	Connect with Dev. Services to compile a list of all restaurants from city database and compare to Chamber of Commerce.	Completed and compared w/ Chamber of Commerce list.	T. McCaw
	Create page on website to reflect new Task Force	Began working on this March 31, 2020, will complete once TOR has been finalized.	T. McCaw
	Schedule Zoom meeting for April 2 <sup>nd</sup> 2020 @ 3pm.	Complete	T. McCaw