



Economic Resiliency Task Force Meeting to be held on  
Thursday, April 30, 2020 at 3:30 p.m. via Video  
Conferencing.

## A G E N D A

### 1. CALL TO ORDER

### 2. LATE ITEMS

### 3. APPROVAL OF AGENDA

THAT the agenda for the April 30, 2020 Economic Resiliency Task Force Meeting be approved.

### 4. ADOPTION OF MINUTES

THAT the Minutes of the Economic Resiliency Task Force Meeting held on April 23, 2020 be adopted. (Page 1)

### 5. NEW BUSINESS

(1) **B.C. Infrastructure Benefits (Page 6)**

E. Lindau, Outreach and Recruitment Coordinator, B.C. Infrastructure Benefits to provide an update on BCIB's activity within our community.

(2) **Update on Action Items – M. Roberts (Page 8)**

M. Roberts, CAO, to provide a brief update on Action Items from April 23, 2020 meeting.

(3) **Formalizing an Action Plan for Future Use – E. Mollema**

(4) **Community Online Engagement – J. Sidhu**

(5) **Highlighting Local Businesses**

- (6) Coupon Book Initiative – Mayor Dingwall
- (7) Other Local Initiatives
- (8) Good News Stories
- (9) Summary of Today's Action Items – M. Roberts

6. ROUND TABLE

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7. ADJOURNMENT

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MINUTES of the **Economic Resiliency Task Force** Meeting held on Thursday, April 23, 2020 at 3:30 p.m. via Video Conferencing.

**PRESENT:**

Voting Members: Robyn Chisholm  
Mayor Bill Dingwall  
Councillor Nicole MacDonald  
Councillor Bob Meachen (Chair)  
Eric Mollema  
Trish Pigott  
Mark Roberts, CAO \*  
Philip Robinson  
Marsha Salonga  
Jesse Sidhu \*

Guests: Kate Barchard, Manager, Administrative Services

Regrets: None

Secretary: Tatiana McCaw

**1. CALL TO ORDER**

The meeting was called to order at 3:37 p.m.

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

**2. LATE ITEMS**

There was general consent amongst the Task Force to add item:

- 5.5 - Ministry of Agriculture response to COVID-19

**3. APPROVAL OF AGENDA**

It was **MOVED** and **SECONDED** THAT the Agenda for the April 23, 2020 Economic Resiliency Task Force 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 16, 2020 be adopted.

**CARRIED**

**5. NEW BUSINESS**

(1) Update on Action Items

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

- No capacity for additional messaging on digital ready boards on the dykes.
- Shop Local button has been added on the City homepage.
- Communications is consistently promoting the Shop Local campaign on Social Media.
- 1-page flyer listing all open restaurants is complete and will be dispersed to local restaurants upon request.

**ACTION ITEM:**

- Mayor Dingwall to speak with M. Roberts regarding use of digital reader board.

(2) Highlighting Local Businesses

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

- Virtual, or Online auction and 50/50 draw to engage businesses community in order to help promote each business throughout the whole project.

\* *M. Roberts joined the meeting at 3:57 p.m.*

- Add list of businesses to City website that are providing services such as curbside pickup.

- Creating a virtual Garage Sale for local businesses where they can sell new products including identification by sectors. I.e: Fitness & Agriculture.
- Add link to the Chamber of Commerce database which shows all businesses currently open in PM and MR with appropriate acknowledgement.
- Chamber of Commerce list is only the current members; may be missing some businesses from Pitt Meadows.
- Reach out to AAC membership to see what the specific needs of the farming community are.
- Black Press Media is offering reduced rates for advertising.
- Put out call through City's social media channels to encourage citizens to support local businesses e.g. soil, nurseries, home renovations, and plumbers etc.

**ACTION ITEM:**

- Chamber listing to be pushed out through City social media, with recognition of source - <https://www.ridgemeanowchamber.com/local-businesses-in-service>.
- Staff to make CPM business resource flip book more prominent/easier to find on the website.
- Cross reference Chamber of Commerce database with the City's database and confirm what is open.
- R. Chisholm to bring back more details to the Task Force on Garage Sale concept.
- J. Sidhu to discuss discounted advertising with Black Press Media & how the City can support this and promote it to local businesses.
- Councillor MacDonald to reach out to F. Chaykowski from the Chamber of Commerce and request promotion of "Shop Local" campaign currently being promoted in Pitt Meadows and suggest a constant promotion on Pitt Meadows initiatives to Chamber members.
- T. McCaw to reach out to AAC on behalf of ERTF to encourage promotion ideas for local farming and agriculture.

(3) **Other Local Initiatives**

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

- Creation of a coupon book
- How can we offer rewards?

**ACTION ITEM:** Task Force to ponder this idea and come up with ideas on how we can reward.

(4) **Good News Stories**

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

- Save-On-Foods in Pitt Meadows is giving out bouquets of flowers to customers as a random act of kindness.
- Encourage our social networks to comment and post good news stories on social media and share these to our own pages.
- CEBA – Interest free loan of up to \$40,000 to help support businesses.

*\* J. Sidhu left the meeting at 4:31pm*

**ACTION ITEM:**

- ERTF members to encourage within their own spheres of influence good news stories on social media and tag #sharepittmeadows
- Reach out to Save-On-Foods in Pitt Meadows to discuss this good news story and take photos with T. Pigott and the Manager.

(5) **Ministry of Agriculture**

T. McCaw provided a brief update noting the Ministry of Agriculture, in response to COVID-19 has developed working groups to help support the agricultural sector.

**ACTION ITEM:** T. McCaw to invite member from Ministry of Agriculture.

**6. ROUND TABLE**

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

- Request to change the time of the weekly meetings.
- Clarity on tax exemption and deferral for farming community.
- Social media post

**ACTION ITEM:** M. Roberts to select two new members to add to the Task Force.

**7. ADJOURNMENT**

It was **MOVED** and **SECONDED** THAT the meeting be adjourned at 4:56 p.m.

**CARRIED.**

*The next meeting for the Economic Resiliency Task Force is set for  
April 30<sup>th</sup>, 2020 at 3:30 p.m. via video conferencing.*

CAO Mark Roberts  
City of Pitt Meadows  
Email sent to: mroberts@pittmeadows.ca  
24 April, 2020

Dear CAO Roberts,

I am writing to you today for BC Infrastructure Benefits Inc. (BCIB) with a request to schedule a virtual meeting with you and members of your economic development team.

BCIB is a Crown corporation responsible for recruiting, mobilizing and employing qualified British Columbians for major infrastructure projects under the Community Benefits Agreement. BCIB offers locals, Indigenous peoples, women, members of the LGBTQ2S+ community and people with disabilities priority hire status to employment and training. BCIB helps ensure our province can meet labor market demands, today and into the future.

Along with our priority hiring practices, BCIB employs an innovative workforce strategy focused on:

- Engaging with communities to support local community members and industry contractors have full and fair opportunity to participate in the benefits of BCIB projects,
- Establishing fair working conditions and practices that will apply to all employees working on CBA projects and BCIB worksites,
- Fostering a work environment free of discrimination and harassment through programs such as the Respectful Workplace Initiative, including Indigenous Cultural Competency Training,
- Providing apprenticeships and skills training,
- Honouring the diversity and strength of local communities.

### ***Projects Moving Forward***

With construction being categorized as an essential service during the COVID-19 pandemic, BCIB projects are moving ahead with the utmost regard for safety and social distancing protocols onsite. While our communities attempt to navigate the effects that COVID-19 has had and will have on our health, wellbeing, and economy, BCIB stays committed to providing employment and training opportunities that benefit members of your local communities. It is important to note that BCIB is working on coordination with the contractor and project owner on all our projects to take the necessary precautions in minimizing the risk of COVID-19 transmission on all our work site.



***We are actively recruiting***

Currently, BCIB is recruiting and hiring for four major public infrastructure projects under the CBA; Pattullo Bridge Replacement Project, Broadway Subway Project and Trans-Canada Four-Laning Project-Illecillewaet and Kicking Horse Canyon Phase 4.

With many communities in BC practicing social distancing, BCIB is now holding virtual application and registration sessions to ensure people within the community are still being kept aware of job opportunities with BCIB. In the several weeks to follow, we will be heavily utilizing all social media outlets to ensure that the community knows BCIB is still hiring. We would appreciate an opportunity to speak with you and your team on how we can connect with initiatives in your community and build awareness and participation from community members to apply to our projects.

***Building now and in the future***

BCIB's projects will employ local peoples for many years. We know that your community will be focused on economic development planning throughout the response to this current pandemic. BCIB would like to build a partnership with you to gain a stronger understanding of your current workforce supply and how our projects can contribute to the economic mobility of your community's workforce. We would appreciate a meeting with your economic development team to help us assess the labour force within you community, as well as gain some insight into your community's work force planning.

BCIB would appreciate an opportunity to discuss our current projects, provide further information on our workforce strategy and learn how we can collaborate and partner with your City of Pitt Meadows. Thank you for taking the time to review this letter and I look forward to hearing from you as soon as possible.

We are looking forward to exploring how we can work together and collaborate to maximize the benefits of infrastructure projects on your community.

Regards,

Ella Lindau  
Coordinator Outreach & Recruitment  
604-354-1039  
[elindau@bcib.ca](mailto:elindau@bcib.ca)

Katie Shaw  
Director, Stakeholder Relations &  
Communications  
236-688-5495  
[kshaw@bcib.ca](mailto:kshaw@bcib.ca)



## Economic Resiliency Task Force – Action Items

<u>MEETING DATE:</u>	<u>ACTION ITEM:</u>	<u>STATUS:</u>	<u>ASSIGNED TO:</u>
April 23, 2020	Discuss advertising discounts with Black Press Media. If they have an advertisement for this promotion the City can promote on their Social Media channels too.		J. Sidhu
	Comparison of business list from tempest vs. Chamber to see what is open in Pitt Meadows		TBD
	Reach out to Chamber of Commerce and request promotion of Shop Local campaign currently being promoted in Pitt Meadows and suggest a constant promotion of Pitt Meadows initiatives to Chamber members.		Councillor MacDonald
	Use of digital reader board on dykes.		Mayor Dingwall to speak to M. Roberts
	Invite member from Ministry of Agriculture to join next ERTF meeting.	T. McCaw reached out to N. Mori from the MOA who will be joining the ERTF meeting on May 7 <sup>th</sup> , 2020	T. McCaw
	Letter to AAC to request list of what they are currently offering and how we can promote.	Completed. TMc can provide an update upon receipt of responses from AAC members.	T. McCaw
	Selection of two more Task Force members.	Completed.	M. Roberts
	Coupon book and reward offerings		Task Force as a whole
	Reach out to Save-On-Foods in Pitt Meadows to discuss this good news story and take photos with Trish and the Manager.		S. St. Jean, T. Pigott & Communications.
	Communications to create a separate post promoting "Pitt Meadows Proud".	This has currently been put on hold as per J. Lemire.	J. Lemire
	Communications to make link promoting open	This is currently on the City	J. Lemire

## Economic Resiliency Task Force – Action Items

	restaurants more visible on City homepage.	homepage. Any recommendations from the TF on how to make it more visible?	J. Lemire
	Make CPM business resource flip book more prominent/easier to find on the website	Guide is currently located on <a href="http://pittmeadows.ca/ertf">pittmeadows.ca/ertf</a> as well as <a href="http://pittmeadows.ca/shoplocal">pittmeadows.ca/shoplocal</a> . Any other recommendations as to where to put it? Jeff is currently receiving a lot of requests from businesses and the community making recommendations and update requests.	J. Lemire
	More details on Garage Sale idea for local businesses. Chamber listing to be pushed out through City social media, with recognition of source - <a href="https://www.ridgemeadowschamber.com/local-businesses-in-service">https://www.ridgemeadowschamber.com/local-businesses-in-service</a> .	This was completed through Facebook posts.	R. Chisholm J. Lemire
	T. McCaw – discuss reader board capabilities with Anne Berry.	Completed.	T. McCaw
	J. Lemire – arrange for ‘Shop Local’ button on the front of the City website.	Completed	J. Lemire
	J. Lemire - social media post(s) re: ‘Shop Local’	Completed	J. Lemire
	J. Lemire – discuss business nominations initiative with Carolyn	Completed.	J. Lemire
April 16, 2020	K. Barchard – coordinate Restaurants 1-pager for website and to hand out to local businesses for inclusion in takeout bags.	Completed	K. Barchard

## Economic Resiliency Task Force – Action Items

	M. Roberts – approve press release on additional supports announced by the province for businesses and local governments.	Completed	M. Roberts
	E. Mollema to request the Chamber to distribute/share the City's link to the ERTF resource page.	Completed.	E. Mollema
April 9, 2020	J. Lemire to work with Communications to post on Social Media the most recent updates: <ol style="list-style-type: none"> <li>1. Rental Subsidy</li> <li>2. Seasonal/Summer Student Worker Subsidy</li> <li>3. CEBA – 40k loan</li> </ol>	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
April 2, 2020	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. JL to connect w/ Communications re: a press release in MR News	Resource category started on ERTF webpage, with links to provincial and federal resources- Jeff Lemire April 6. Completed, Carolyn sent to MR News on April 6 and it is posted on website.	Councillor MacDonald, Councillor Meachen & Jeff Lemire. J. Lemire
	JL to connect with Comm. Coordinator re: posting social media ad for ERTF on digital board outside of City Hall	Completed. Posted as of April 3 <sup>rd</sup> .	J. Lemire
	TMc to connect with Chamber of Commerce re: adding a link to our TF recruitment on their website.	Flori & Tatiana connected. The CoC has added the link to the	T. McCaw

## Economic Resiliency Task Force – Action Items

			application page on their website as of April 3 <sup>rd</sup> .	J. Lemire
	J. Lemire to create a flipping book on ERTF page for residents and local businesses to access and use as a resource.		Completed, posted to website and social media on April 6.	J. Lemire
	J. Lemire to post approved advertisement on social media outlets.		Completed. Posted as of April 3 <sup>rd</sup> . Adv. was boosted on Facebook for more viewing.	J. Lemire
	Request J. Lemire attend the next meeting – April 2 <sup>nd</sup> 2020 – 3pm		J. Lemire has confirmed attendance for the next meeting.	T. McCaw
	Formalize TOR for M. Roberts to review.		Complete - Emailed M. Roberts March 30, 2020	T. McCaw
	Reach out to AAC re: appointment of member for new ERTF		Complete – Emailed AAC March 31, 2020	T. McCaw
	Begin recruitment campaign for ERTF		Emailed Comm March 31, 2020, waiting to hear an update.	T. McCaw
March 30, 2020	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