



Economic Resiliency Task Force Meeting to be held on
Thursday, June 25, 2020 at 3:30 p.m. via video conference.

A G E N D A

1. CALL TO ORDER

2. LATE ITEMS

3. APPROVAL OF AGENDA

THAT the agenda for the June 25, 2020 Economic Resiliency Task Force Meeting be approved.

4. ADOPTION OF MINUTES

THAT the Minutes of the Economic Resiliency Task Force Meeting held on June 11, 2020 be adopted. **(Page 1)**

5. NEW BUSINESS

- (1) **Update on Action Items (Page 6)**
Task Force members to provide a brief update on all Action Items.
- (2) **Municipal Innovation Awards (Page 7)**
J. Lemire, Marketing coordinator to provide the ERTF with an update on the recent application for the Municipal Innovation Award.
- (3) **Highlighting Local Businesses/Other Local Initiatives**
- (4) **Good News Stories**
- (5) **Summary of Today's Action Items**
T. Barr, Deputy Corporate Officer, to summarize new Action Items identified.

(6) Set Next Meeting Date/Time

6. ROUND TABLE

7. ADJOURNMENT



MINUTES of the Economic Resiliency Task Force Meeting held on Thursday, June 11, 2020 at 3:30 p.m. via video conference.

PRESENT:

Voting Members:

R. Chisholm
Mayor Dingwall
C. Hamm
Councillor MacDonald (Chair)
Councillor Meachen
E. Mollema
T. Pigott
M. Roberts, CAO
P. Robinson
M. Salonga
C. Sawant
J. Sidhu
B. Wingrove

Staff:

K. Barchard, Manager of Administrative Services
J. Lemire, Marketing Coordinator *

Secretary:

T. McCaw, Committee Clerk II

1. CALL TO ORDER

The meeting was called to order at 3:32 p.m.

2. LATE ITEMS

5.9 - Municipal Innovation Award

5.10 - Shop Local for Canada Day In Pitt Meadows

3. APPROVAL OF AGENDA

It was **MOVED** and **SECONDED** THAT the agenda for the June 11, 2020 Economic Resiliency Task Force Meeting be approved as amended.

CARRIED.

4. ADOPTION OF MINUTES

It was **MOVED** and **SECONDED** THAT the Minutes of the Economic Resiliency Task Force Meeting held on May 28, 2020 be adopted.

CARRIED.

5. NEW BUSINESS

(1) **Training Session**

K. Barchard, Manager of Administrative Services presented a brief training session to the Task Force.

(2) **Update on Action Items**

Task Force members provided a brief update on all Action Items from the previous meeting.

* J. Lemire joined the meeting at 3:45

(3) **Community Fundraiser**

J. Sidhu presented to the Task Force details on a community fundraiser that is being held locally. Highlights included:

- Community raffle which will include 50/50;
- Local businesses to offer donations;
- Requested the City to add the fundraiser link to the ERTF webpage and promote through Social Media channels;
- The decision was made that the ERTF will not be engaging in this community fundraiser at this time; and
- J. Sidhu will provide updates in the coming weeks.

(4) **Building Notice**

City of Pitt Meadows Building Department provided the Task Force with a bulletin for local business owners detailing information surrounding the installation of shields and patricians; for information purposes only.

(5) **Virtual Cooking Lesson (came in after Action Item)**

R. Chisholm, updated the Task Force in regards to the execution and feasibility of an online cooking class. Highlights included:

- City is unable to handle online registration;
- City's involvement would be minimal;
- ERTF would need to reach out and connect with local restaurants and propose the concept;

- Goal is for the ERTF to help support local restaurants; finalize a menu and resource food suppliers;
- Possible promotion of a recipe from a local restaurant;
- City would share this recipe online through Social Media platforms;
- Restaurant to handle registration; and
- City involvement would be sharing and promoting the event through Social Media.

Following the presentation the Task Force engaged in a roundtable discussion with the following points being raised:

- How many restaurants could be involved?
- The promotion of local restaurant recipes would allow for multiple restaurants to become involved;
- How would restaurants benefit;
- Restaurant would have the opportunity to capitalize on the purchasing of a ticket for the virtual cooking lesson;
- Offer of involvement must go out to many restaurants;
- If we are looking for restaurants then we could blast out easier
- Recipe option could allow for more restaurants to participate;
- Recipe option would be simpler to facilitate;
- Possibility of promoting take out in your driveway or a local park? and
- Item has been shelved until after Canada Day.

(6) **Board of Trade Items**

C. Sawant spoke to the Task Force regarding the Greater Vancouver Board of Trade. Highlights included:

- C. Sawant will be attending a networking event via Zoom; and
- Looking to gain individual membership and will funnel worthwhile information to the ERTF.

(7) **Highlighting Local Businesses/Other Local Initiatives**

Task Force members shared new requests and identified businesses for consideration of support and promotion by the City and the ERTF. Highlights included:

- Discussions around the questionnaire and letter that was mailed out to local businesses;
- Strategy and structure discussions regarding the Shop Local campaign;
- Businesses are receiving the questionnaire in the mail and are sending completed questionnaires to City Staff;

- Many local businesses reaching out to the City for participation in the Shop Local promotions; and
- Government of British Columbia has done an official callout for agricultural workers; the City has shared this on all Social Media platforms.

(8) **Good News Stories**

The Task Force shared positive events and/or activities in the community. Highlights included:

- Fit 4 Less received a great deal of applicants based on the “Work Local” campaign promotion through the City and the ERTF.

(9) **Municipal Innovation Award**

J. Lemire, Marketing Coordinator was contacted about an opportunity for an award based on the good work/deeds the ERTF has done during COVID and its relief efforts. Highlights Included:

- National award for Municipal Innovation;
- Moving forward with the application process; and
- Awards are set for December 2020 and there will be an interview process.

(10) **Shop Local for Canada Day in Pitt Meadows**

J. Lemire, Marketing Coordinator, provided the ERTF with an update on the Pitt Meadows Canada Day Shop Local celebration. Highlights Included:

- Event Coordinator is working on Canada Day Celebrations for Pitt Meadows; and
- Social Media promotion and campaign for Shop Local for Canada Day.

6. ROUND TABLE

The Task Force did not participate in a roundtable of discussions.

7. SUMMARY OF TODAY’S ACTION ITEMS

The following Action Items were captured:

- Pause on Community Dinner concept for a few weeks; J. Lemire and R. Chisholm to consider the concept of a community wide take out

night.

- K. Barchard to send out list of businesses that received the ERTF letter and questionnaire.
- K. Barchard to share letter and questionnaire with B. Wingrove.

8. ADJOURNMENT

The meeting was adjourned at 4:34 p.m.

CARRIED.

The next meeting for the Economic Resiliency Task Force is set for June 25th, 2020 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>
June 25, 2020	Cross check of links on ERTF page vs Tri-Cities Website Resources. <i>(May 28, 2020)</i>		T. Pigott
	Following discussion with D. Chamberlain, P. Robinson to approach Chef Currie and discuss potential promotional opportunity. <i>(May 21, 2020)</i>		P. Robinson
	Coupon Book <i>(April 30, 2020)</i>		Sub Committee- J. Sidhu, C. Sawant, & T. Pigott
June 11, 2020	K. Barchard to share letter and questionnaire with B. Wingrove.	Completed.	K. Barchard
	Pause on Community Dinner concept for a few weeks; J. Lemire and R. Chisholm to consider the concept of a community wide take out night.		J. Lemire & R. Chisholm
	K. Barchard to send out list of businesses that received the ERTF letter and questionnaire.	Completed.	K. Barchard
May 28, 2020	Research Resource Allocation: Setting businesses up for online success.	Completed. Connecting businesses to resources through our ERTF webpage and through the City's Social Media posts.	J. Lemire & M. Roberts
	Cross check of links on ERTF page vs Tri-Cities Website Resources.	In progress.	T. Pigott
	C. Sawant wishes to bring Board of Trade items to next meeting.	Completed.	C. Sawant
	Councillor Meachen to forward the drafted business letter to T. Barr to finalize and arrange mail out; final copy to be emailed to Task Force.	Completed.	Councillor Meachen

From: [Mark Roberts](#)
To: [Jeff Lemire](#)
Cc: [Diane Chamberlain](#); [Kate Barchard](#); [Tatiana McCaw](#)
Subject: Re: Municipal Innovation Awards Submission Completed
Date: Thursday, June 18, 2020 8:52:00 PM
Attachments: [pastedImage.png](#)

Jeff - you've really showed your skill-set during your tenure on the TF and are very appreciated. Well-worded application!

Thank you!

Tatiana - can you please place this email string as an attachment on the next ERTF meeting. I would like to introduce the agenda item and then pass over to Jeff to discuss aspects further.

Thanks

Mark Roberts
Chief Administrative Officer
City of Pitt Meadows

Sent from my iPhone

On Jun 18, 2020, at 3:25 PM, Jeff Lemire <jlemire@pittmeadows.ca> wrote:

Hi Mark,

Confirming I have sent in our submission to the Municipal Innovation Awards for ERTF's Shop Local Campaign. It was a digital fillable form, however, I pulled together a PDF for you of my written responses, it provides a good synopsis of the work done by the Task Force and would be a good reference to store for the future as a summary of the work done by the Task Force during this time.

Here are the dates and info about timelines for the Awards themselves:

<pastedImage.png>

Jeff Lemire | Marketing Coordinator