



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

PRESENT:

Voting Members: R. Chisholm
C. Hamm *
Councillor MacDonald
Councillor Meachen (Chair)
E. Mollema
T. Pigott
M. Roberts, CAO
P. Robinson
M. Salonga
B. Wingrove

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

Regrets: Mayor Dingwall
C. Sawant
J. Sidhu

Secretary: T. McCaw, Committee Clerk II

1. CALL TO ORDER

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

2. LATE ITEMS

5.5 – CFIB Letter to BC Mayors

5.6 – Ridge Meadows Chamber of Commerce – Talk of the Town

3. APPROVAL OF AGENDA

It was **MOVED** and **SECONDED** THAT the agenda for the June 25, 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 June 11, 2020 be adopted.

CARRIED.

5. NEW BUSINESS

(1) **Update on Action Items**

Task Force members provided a brief update on all Action Items.

**C. Hamm joined the meeting at 3:41 p.m.*

Ridge Meadows Chamber of Commerce – Talk of the Town

The Task Force confirmed that E. Mollema would connect with the Ridge Meadows Chamber of Commerce to gather more information on the recommended involvement of an ERTF member in this new community engagement platform.

(2) **Municipal Innovation Awards**

J. Lemire, Marketing coordinator provided the ERTF with an update on the recent application for the Municipal Innovation Award. Highlights included:

- Submission is completed; and
- Adjudication is 1st week of September and awards are presented in December 2020.

(3) **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:

- A number of our ERTF members visited local businesses and noticed the positive implementation of measures to help decrease the risk of spreading COVID-19;
- Discussions around members reaching out to these businesses in hopes to promote them through the City's Shop Local campaign;
- Pitt Meadows Paddling Club is opening up next week as will the registration for their youth summer camps;
- All businesses who have been highlighted through the City's Shop Local campaign can be found on the [ERTF webpage](#); and
- Details surrounding the Shop Local Canada Day Campaign.

(4) **Good News Stories**

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

- Thanks was given to Save on Foods & Superstore in Pitt Meadows who are very large contributors to the Friends in Need Foodbank;
- City Council approved the temporary expansion of patios and outdoor retail spaces to help support local businesses;
- Thanks was given to the ERTF members for bringing forward the idea of the expansion of patios;
- A new relief program for small businesses is expected within the next few weeks; and
- Discussions around the possibility of the City promoting all businesses who have applied for the expanded patio and retail space temporary permit through their various Social Media platforms.

(5) **CFIB Letter to BC Mayors**

A letter from the Canadian Federation of Independent Business (CFIB) promoting a shop local campaign was provided via email in advance of the meeting, and is included in the minutes as Attachment 1.

6. ROUND TABLE

The Task Force participated in a roundtable of discussions. Highlights included:

- Task Force will adapt as times change in order to add more value and benefits to the community;
- Need to consider what happens when the wage subsidy ends;
- Connect community to resources and keep the TOR in mind; we are not the resource but rather the connector.

7. SUMMARY OF TODAY'S ACTION ITEMS

1. J. Lemire to share links to future social media posts with ERTF members for sharing purposes.
2. J. Lemire to send details of Shop Local Canada Day initiative to members of Council.

3. ERTF members to encourage local businesses to email J. Foss at jfoss@pittmeadows.ca if they'd like to take part in the Shop Local Canada Day initiative.
4. J. Lemire to highlight local businesses mentioned by Mary Robson at the June 23, 2020 presentation to Council on the Friends in Need Foodbank.
5. Provide a list at the next ERTF meeting of businesses requesting expanded patio space; include these businesses in Shop Local promotions.
6. Review poster template created by CFIB for possible distribution; post to ERTF webpage.
7. K. Dykeman to draft a response letter to CFIB to highlight the work of the Task Force.
8. Task Force to look into @TakeOutWednesday initiative and how the City could promote.
9. Task Force as a whole to consider initiatives for implementation in the Fall and how to support local businesses should there be a second wave of COVID-19.
10. Send email to the AAC to seek their feedback on ways that ERTF can support them at this time.

8. ADJOURNMENT

It was **MOVED** and **SECONDED** THAT the meeting be adjourned at 4:32 p.m.

CARRIED.

The next meeting for the Economic Resiliency Task Force is set for July 9, 2020 at 3:30 p.m. via video conferencing.



625 Howe Street, Suite 1430
Vancouver, British Columbia V6C 2T6

June 19, 2020

Subject: Showing your support for small business recovery by promoting #SmallBusinessEveryDay

Dear Mayor and Council,

On behalf of small and medium-sized businesses across Canada including those in British Columbia, the Canadian Federation of Independent Business (CFIB) is asking all politicians to show their support for small businesses by promoting our new *Small Business Every Day* campaign.

This campaign encourages shopping local as businesses look to recover from COVID-19 closures and adapt to new social distancing requirements. It also amplifies other great campaigns and initiatives to support small businesses from other businesses and movements by profiling them all on one spot making them easy to access for both businesses and consumers. We want to encourage a big parade of initiatives that support Main Street throughout the year and strengthen economic recovery.

A parade of campaigns to promote local shopping is desperately needed and, our survey results show a shop local campaign is highly supported by small businesses as seven out of ten worry their customers won't come back.

How can you help?

- Starting June 25 please use your social media to encourage and challenge your followers to shop local.
- Post pictures and recommend your favourite local businesses on Twitter, Facebook and Instagram using the hashtag #SmallBusinessEveryDay, and encourage everyone you know to do the same. (a bonus would be to also tag @CFIBBuzz on Twitter and @cfib_fcei on Instagram).
- Print, display and help distribute our thank you posters (see below)

To support your local businesses even more, we encourage you to print, display and distribute copies of our posters to your local businesses, which thank customers for shopping local. You can download the posters at <http://www.smallbusinesseveryday.ca/business/#poster>. It would be great if you could put one up in your constituency office.

The campaign will run until the end of December and we look forward to providing more updates as we promote different aspects of the campaign throughout the summer and fall. Our goal is to have every politician in Canada show their support and help us amplify the importance of small businesses to our local communities.