



Economic Resiliency Task Force Meeting to be held on  
Thursday, July 9, 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 July 9, 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 25, 2020 be adopted. (Page 1)

### 5. NEW BUSINESS

- (1) **Update on Action Items (Page 5)**  
Task Force members to provide a brief update on all Action Items.
- (2) **Launch of Canadian Federation of Independent Business #SmallBusinessEveryDay Campaign (Page 7)**  
Letter addressed to L. Jones and S. Howard, Canadian Federation of Independent Business, dated June 30, 2020, regarding partnership and support of CFIB's launch of the #SmallBusinessEveryDay campaign.
- (3) **Highlighting Local Businesses/Other Local Initiatives**
- (4) **Good News Stories**
- (5) **Summary of Today's Action Items**  
K. Barchard, Manager of Administrative Services, to summarize new Action Items identified.

(6) Set Next Meeting Date/Time

6. ROUND TABLE

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7. ADJOURNMENT

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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 1<sup>st</sup> 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**

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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**

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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](mailto: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.*

## Economic Resiliency Task Force – Action Items

<u>MEETING DATE:</u>	<u>ACTION ITEM:</u>	<u>STATUS:</u>	<u>ASSIGNED TO:</u>
June 25, 2020	1. J.Lemire to share links to future social media posts with ERTF members for sharing purposes.	Completed. Will do going forward for all posts.	J. Lemire
	2. J. Lemire to send details of Shop Local Canada Day initiative to members of Council	Completed.	J. Lemire
	3. Members to encourage local businesses to email J. Foss <a href="mailto:jfoss@pittmeadows.ca">jfoss@pittmeadows.ca</a> if they'd like to take part in the Shop Local Canada Day initiative.	Ongoing.	ERTF
	4. J. Lemire to highlight local businesses mentioned by Mary Robson at the June 23, 2020 presentation to Council on the Friends in Need Food Bank.	Completed. Posted on June 27, 2020.	J. Lemire
	5. Provide a list at next ERTF meeting of businesses requesting expanded patio space; include these businesses in Shop Local promotions.	Ongoing.	A. Berry
	6. Review poster template created by CFIB for possible distribution; post to ERTF webpage;	J. Lemire tried to access CFIB's website a number of times and it isn't active.	ERTF & J. Lemire
	7. K. Dykeman to draft response letter to CFIB to highlight the work of the ERTF. J. Lemire to send email to K. Barchard with key points.	Completed. J. Lemire has sent email to K. Barchard.	J. Lemire, K. Dykeman, K. Barchard
	8. Look into @TakeOutWednesday initiative and how the City could promote.		D. Chamberlain

## Economic Resiliency Task Force – Action Items

	9. ERTF 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.		ERTF
	10. Send email to the AAC to seek their feedback on ways that ERTF can support them at this time.	Completed.	T. McCaw
June 25, 2020	1. Cross check of links on ERTF page vs Tri-Cities Website Resources. <i>(May 28, 2020)</i>	Completed.	T. Pigott
	2. Following discussion with D. Chamberlain, P. Robinson to approach Chef Currie and discuss potential promotional opportunity. <i>(May 21, 2020)</i>	On going.	P. Robinson
	3. Coupon Book <i>(April 30, 2020)</i>	Completed.	Sub Committee- J. Sidhu, C. Sawant, & T. Pigott





*City of Pitt Meadows*  
OFFICE OF THE MAYOR

June 30, 2020

File: 01-0360-20/20

Laura Jones and Samantha Howard  
Canadian Federation of Independent Business  
625 Howe Street, Suite 1430  
Vancouver, British Columbia V6C 2T6  
Sent via email: [Muriel.Protzer@cfib.ca](mailto:Muriel.Protzer@cfib.ca)

Dear Ms. Jones and Ms. Howard:

**Re: Small Business Every Day Campaign**

On behalf of the Pitt Meadows Economic Resiliency Task Force, I'd like to thank you for your correspondence dated June 19, 2020 regarding CFIB's launch of the #SmallBusinessEveryDay campaign. We are pleased to partner with you in supporting local business by sharing your resources through our website and promoting shopping local through our social media channels.

On March 24, 2020, Pitt Meadows City Council launched the Economic Resiliency Task Force (ERTF) to connect local businesses to resources during COVID19 and to attract customers to their businesses. Small businesses are the heart of our community and we recognize the importance of not only shopping local, but ensuring that businesses are connected to local, provincial and federal resources in order to stay operational. The ERTF web page and linked resources, including links to CFIB resources, can be viewed at [www.pittmeadows.ca/ertf](http://www.pittmeadows.ca/ertf).

A key initiative of the ERTF has been a Shop Local campaign, including the following initiatives:

- We published a business and services directory to help build consumer confidence by confirming which businesses were open to the public, listing any

- modifications to their standard services, and describing innovative ways that the businesses were addressing safety concerns in light of COVID.
- We launched a social media 'Shop Local' campaign where residents could send in their shopping experiences with a photo, and the Task Force would share it on the City's various social media outlets ([facebook.com/pittmeadows/](https://facebook.com/pittmeadows/), [twitter.com/citypittmeadows](https://twitter.com/citypittmeadows), and [instagram.com/citypittmeadows](https://instagram.com/citypittmeadows)).
  - The Task Force created a PDF info sheet of all open restaurants, printed it, and delivered it to restaurants for inclusion in their take out bags. A link to the listing was also added to the City's main website landing page so residents could print it and post it on their fridge for easy reference.
  - A letter was sent out to local business owners inviting them to partake in the Shop Local campaign by letting us know if they'd like to be featured in an upcoming social media post.
  - A sister initiative was launched called Work Local - supporting re-opening businesses that were having difficulties acquiring employees. Partnerships for this included Work BC, BC Agriculture, and BC Infrastructure Benefit Inc. This benefits not only businesses seeking staff, but our community members who may be unemployed seeking a job.
  - We continue to align 'Shop Local' with as many initiatives as possible, creating further exposure for local businesses. For Canada Day in Pitt Meadows, we created a passport for the month of July where residents are encouraged to gather stamps from a list of businesses, then take a photo of their completed 'passport' to be entered into a draw for gift basket prizes.

While we are not out of the crisis yet, and with the knowledge that we cannot fully reduce the impact on these businesses, we are proud to know that we have made a concerted effort to bolster the resiliency of our local businesses through the Task Force's initiatives. As our City's tagline states, and as is embedded in the Shop Local logo – we are Pitt Meadows Proud™!

Sincerely,



Mayor Bill Dingwall  
 Chair, Economic Resiliency Task Force  
*BGS, LL.B., CPHR*

cc: ERTF Members