



Economic Resiliency Task Force Meeting to be held on
Thursday, July 23, 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 23, 2020 Economic Resiliency Task Force Meeting be approved.

4. ADOPTION OF MINUTES

THAT the Minutes of the Economic Resiliency Task Force Meeting held on July 09, 2020 be adopted. (Page 1)

5. NEW BUSINESS

- (1) Update on Action Items (Page 4)
Task Force members to provide a brief update on all Action Items.
- (2) COVID-19 & Fall 2020
Task Force to discuss initiatives for implementation in the fall and how to support local businesses should there be a second wave of COVID-19.
- (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

7. ADJOURNMENT



MINUTES of the Economic Resiliency Task Force Meeting held on Thursday, July 9, 2020 at 3:30 p.m. via video conference.

PRESENT:

Voting Members: R. Chisholm
Councillor MacDonald (Chair)
Councillor Meachen
E. Mollema
T. Pigott
M. Roberts, CAO
C. Sawant
J. Sidhu
B. Wingrove

Staff: K. Barchard, Manager of Administrative Services
A. Berry, Director of Planning and Development
J. Lemire, Marketing Coordinator

Regrets Mayor Dingwall
C. Hamm
P. Robinson
M. Salonga

Secretary: T. McCaw, Committee Clerk II

1. CALL TO ORDER

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

2. LATE ITEMS

None.

3. APPROVAL OF AGENDA

It was **MOVED** and **SECONDED** THAT the agenda for the July 9, 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 25, 2020 be adopted.

CARRIED.

5. NEW BUSINESS

(1) **Update on Action Items**

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

- Communications strategy on the newly approved Temporary Patio & Outdoor retail Space Expansion;
- Potential to highlight all businesses who have been approved for the temporary expansion; and
- Brainstormed ideas around how to reach out to businesses who have yet to hear about this new opportunity.

(2) **Launch of Canadian Federation of Independent Business #SmallBusinessEveryDay Campaign**

The Chair gave an overview of the response letter that Mayor Dingwall sent to 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**

Task Force members discussed businesses for consideration of support and promotion by the City and the ERTF. Highlights included:

- WorkSafe BC has recognized Pitt Meadows Wellness as doing an exceptional job implementing new reopening protocols.

(4) **Good News Stories**

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

- City to continue to support the Shop Local campaign through Social Media; and
- Any businesses that are looking for employees are asked to reach out to ertf@pittmeadows.ca who will post on the ERTF webpage.

6. ROUND TABLE

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

- Thanks was given from J. Lemire to the ERTF as this was his last meeting noting he has enjoyed his time on the TF and has learned a lot from all of its members.
- Thanks was given to J. Lemire for the great work produced while sitting on the ERTF.

7. SUMMARY OF TODAY'S ACTION ITEMS

1. Communications through Social Media to showcase businesses who have applied and been granted the opportunity to expand their patios.
2. T. Pigott, B. Wingrove, R. Chisholm and C. Sawant to discuss strategy for spreading the word about the expanded patio and retail space program.
3. J. Lemire to pass along details regarding active projects to C. Baldrige as she takes over communication support for ERTF.
4. Get C. Baldrige access to the ertf@pittmeadows.ca inbox; use this address for any future correspondence or requests for information to be submitted.

8. ADJOURNMENT

The meeting was adjourned at 4:02 p.m.

The next meeting for the Economic Resiliency Task Force is set for July 23, 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>
July 9, 2020	1. Communications through Social Media to showcase businesses who have applied and been granted the opportunity to expand their patios.	Completed.	J. Lemire/C. Baldrige
	2. T. Pigott, B. Wingrove, R. Chisholm and C. Sawant to discuss strategy for spreading the word about the expanded patio and retail space program.	In progress.	T. Pigott, C. Sawant, R. Chisholm, & B. Wingrove
	3. J. Lemire to pass along details regarding active projects to C. Baldrige as she takes over communication support for ERTF.	Completed.	J. Lemire
	4. Get C. Baldrige access to the ertf@pittmeadows.ca inbox; use this address for any future correspondence or requests for information to be submitted.	Completed.	J. Lemire
	5. Look into @TakeOutWednesday initiative and how the City could promote. An outdoor activity. August/September timeline.		D. Chamberlain, C. Baldrige, R. Chisholm & J. Foss
	6. Following discussion with D. Chamberlain, P. Robinson to approach Chef Currie and discuss potential promotional opportunity.)	On going.	P. Robinson
June 25, 2020	1. J. Lemire to share links to future social media posts with ERTF members for sharing purposes.	Completed.	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 jfoss@pittmeadows.ca 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.	J. Lemire
	5. Provide a list at next ERTF meeting of businesses requesting expanded patio space; include these businesses in Shop Local promotions.	Two expansions have been granted so far.	A. Berry

Economic Resiliency Task Force – Action Items

	6. Review poster template created by CFIB for possible distribution; post to ERTF webpage;	Completed.	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, K. Dykeman, K. Barchard
	8. Look into @TakeOutWednesday initiative and how the City could promote.		D. Chamberlain, C. Baldrige, J. Foss
	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.	On Agenda for July 23, 2020 meeting.	ERTF
	10. Send email to the AAC to seek their feedback on ways that ERTF can support them at this time.	Completed.	T. McCaw