



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.ridgemeadowschamber.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 30th, 2020 at 3:30 p.m. via video conferencing.*