



MINUTES of the Economic Resiliency Task Force Meeting held on Thursday, May 21, 2020 at 3:30 p.m. via video conferencing.

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 *
- Staff:
- T. Barr, Deputy Corporate Officer
 - J. Lemire, Marketing Coordinator
- Guests:
- H. Coughlan, High School Representative, SD43
- Secretary:
- T. McCaw, Committee Clerk II

1. CALL TO ORDER

The meeting was called to order at 3:30 p.m.

2. LATE ITEMS

None.

3. APPROVAL OF AGENDA

It was **MOVED** and **SECONDED** THAT the agenda for the May 21, 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 May 13, 2020 be adopted.

CARRIED.

5. NEW BUSINESS

(1) Screen Capture of ERTF Meeting Participants

T. Barr, Deputy Corporate Officer, requested that the Task Force participate in a Screen Capture for promotional use by the City.

- The Task Force was given the opportunity to turn their video off if they did not wish to participate and have their photo taken.

(2) Community Dinner Virtual Cooking Lesson

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

- Intent is to engage community through a virtual dinner;
- Virtually, a local chef would volunteer and select a recipe to teach viewers/participants how to cook;
- Connection with local food distributors who could put together the list of ingredients for curbside pickup; and
- Online registration would require administrative work.

The Task Force continued discussions with the following points being raised:

- Will the money raised from this event be donated to a local charity?
- Engagement of a local celebrity chef would add value and support for this event;
- City does not have the administrative capacity to support the work that would be required for such an event; and
- Idea is to help support local food distributors.

(3) **New Bridge Loans**

C. Sawant discussed new program offered by the federal government to assist large businesses amid COVID-19.

(4) **Social Media Post**

J. Lemire, Marketing Coordinator, provided a verbal overview of the Press Release of the CERB expansion. Highlights included:

- The details on the CERB expansion were shared the City Social Media pages;
- BCIB has finalized the image for the digital board which should be circulating in the coming weeks on the digital board outside of City Hall.

(5) **Re-Opening of Businesses in Pitt Meadows**

M. Roberts, CAO, provided an overview and expectations for re-opening of local businesses. Highlights included:

- The new “normal” of 60% capacity will occur for the next 12-18 months;
- Province has formed Sector Tables, which are tasked with providing operational protocols that align with the Public Health Officers guidelines; the Province will not approve but rather provide assistance and feedback to each Sector Table;
- Must work with Work Safe BC and ensure they are adhering to safe workplace practices;
- Province taking a phased approach to reopening from May 19, 2020 onward;
- Beginning in June through to September, the next phase of sectors will begin to reopen;
- Beyond September the third phase of the sectors will begin to reopen;
- Operational protocol must be filled and submitted to the Province prior to the business opening; and
- The City Bylaws Department will not be playing an authoritative role to issue fines to businesses not in compliance; however, they do have a reporting mechanism to provide information to the Province.

*C. Hamm left the meeting 4:02 p.m.

(6) **High School Graduating Class of 2020**

H. Coughlan, local high school student, provided an overview of a recent request to municipalities and local businesses to help acknowledge and celebrate the Graduating Class of 2020. Highlights included:

- Looking for community support to help celebrate the graduating class of 2020;
- Mayor West, City of Port Coquitlam, has proclaimed June 15 as Grad Week; and
- Dedicated cheer for graduating class to be set on June 20, at 20:20 hrs.

The Task Force continued discussions with the following points being raised:

- Creating of a printable poster that local businesses can post on their windows;
- Must work in conjunction with parents and student bodies in Pitt Meadows;
- Connect local business community with graduating students who are looking for work; and
- Add question “Is your business looking for employees/workers” to the local survey.

(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:

- Local businesses are reaching out to J. Lemire and are looking to be added to the Resource Guide for reference;
- Questionnaire has been finalized;
- Local services need to be supported as well, not just goods;
- ERTF webpage to house local job opportunities;
- T. Pigott and M. Salonga to connect and work together on questionnaire for local businesses and send to the ERTF; and
- Call to Action post, if a business is interested in being featured under the Support Local Campaign, please reach out to J. Lemire.

(8) **Good News Stories**

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

- Highlight a local business directly affected by the COVID-19 pandemic and promote on City's Social Media; and
- J. Sidhu to email T. McCaw good news story to be shared with the group.

(9) **Update on Action Items**

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

** J. Sidhu left meeting at 5:01 p.m.*

(10) **Set Next Meeting Date/Time**

The next ERTF Meeting is set for May 28, 2020 at 3:30 p.m.

6. ROUND TABLE

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

- J. Sidhu to present on a community engagement opportunity at the next ERTF meeting;
- Exploration of way to build local support for businesses in our community who are looking for workers.

7. SUMMARY OF TODAY'S ACTION ITEMS

The following items were added as Action Items:

- **Community Dinner Virtual Cooking Lesson -**
M. Roberts to facilitate introduction of R. Chisholm to D. Chamberlain & J. Foss to facilitate next steps and determine probability.
- Following discussion with D. Chamberlain, P. Robinson to approach Chef Currie and discuss potential promotional opportunity.

- **New Bridge Loans** – C. Sawant to provide link to M. Roberts to forward to KPMG for inclusion in their presentation scheduled June 2nd, 2020.
- **Grad Class 2020** – Mayor & M. Roberts to participate in a discussion with SD 42 relating to: Encouraging businesses recognize local grads June 20th and an announcement/Proclamation at an upcoming Council Meeting placing a congratulatory message on the electronic billboard.
- Update **ERTF Webpage** to include work opportunities with links.
- **Highlighting business** – T. Pigott & M. Salonga to work together to distribute / send the questionnaire to local businesses.
- **Good News Story** - P. Robinson to connect with J. Lemire regarding recent communication around Instagram post and promotion of local business.
- **Patio & Outdoor Space Expansion** - M. Roberts to request staff prepare a Staff Report for Council consideration on approach to expand patio and outdoor space in support of local businesses.
- **Park Beer/Wine/Food Events** - M. Roberts to request D. Chamberlain attend Task Force meeting following research of beer and wine events in other municipalities.

8. ADJOURNMENT

It was **MOVED** and **SECONDED** THAT the meeting be adjourned at 5:08 p.m.

CARRIED.

The next meeting for the Economic Resiliency Task Force is set for May 28th, 2020 at 3:30 p.m. via video conferencing.