



MINUTES of the Economic Resiliency Task Force Meeting held on Thursday, June 11, 2020 at 3:30 p.m. via video conference.

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
B. Wingrove

Staff:

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

Secretary:

T. McCaw, Committee Clerk II

1. CALL TO ORDER

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

2. LATE ITEMS

5.9 - Municipal Innovation Award

5.10 - Shop Local for Canada Day In Pitt Meadows a

3. APPROVAL OF AGENDA

It was **MOVED** and **SECONDED** THAT the agenda for the June 11, 2020 Economic Resiliency Task Force Meeting be approved as amended.

CARRIED.

4. ADOPTION OF MINUTES

It was **MOVED** and **SECONDED** THAT the Minutes of the Economic Resiliency Task Force Meeting held on May 28, 2020 be adopted.

CARRIED.

5. NEW BUSINESS

(1) **Training Session**

K. Barchard, Manager of Administrative Services presented a brief training session to the Task Force.

(2) **Update on Action Items**

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

* J. Lemire joined the meeting at 3:45

(3) **Community Fundraiser**

J. Sidhu presented to the Task Force details on a community fundraiser that is being held locally. Highlights included:

- Community raffle which will include 50/50;
- Local businesses to offer donations;
- Requested the City to add the fundraiser link to the ERTF webpage and promote through Social Media channels;
- The decision was made that the ERTF will not be engaging in this community fundraiser at this time; and
- J. Sidhu will provide updates in the coming weeks.

(4) **Building Notice**

City of Pitt Meadows Building Department provided the Task Force with a bulletin for local business owners detailing information surrounding the installation of shields and patricians; for information purposes only.

(5) **Virtual Cooking Lesson (came in after Action Item)**

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

- City is unable to handle online registration;
- City's involvement would be minimal;
- ERTF would need to reach out and connect with local restaurants and propose the concept;

- Goal is for the ERTF to help support local restaurants; finalize a menu and resource food suppliers;
- Possible promotion of a recipe from a local restaurant;
- City would share this recipe online through Social Media platforms;
- Restaurant to handle registration; and
- City involvement would be sharing and promoting the event through Social Media.

Following the presentation the Task Force engaged in a roundtable discussion with the following points being raised:

- How many restaurants could be involved?
- The promotion of local restaurant recipes would allow for multiple restaurants to become involved;
- How would restaurants benefit;
- Restaurant would have the opportunity to capitalize on the purchasing of a ticket for the virtual cooking lesson;
- Offer of involvement must go out to many restaurants;
- If we are looking for restaurants then we could blast out easier
- Recipe option could allow for more restaurants to participate;
- Recipe option would be simpler to facilitate;
- Possibility of promoting take out in your driveway or a local park? and
- Item has been shelved until after Canada Day.

(6) **Board of Trade Items**

C. Sawant spoke to the Task Force regarding the Greater Vancouver Board of Trade. Highlights included:

- C. Sawant will be attending a networking event via Zoom; and
- Looking to gain individual membership and will funnel worthwhile information to the ERTF.

(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:

- Discussions around the questionnaire and letter that was mailed out to local businesses;
- Strategy and structure discussions regarding the Shop Local campaign;
- Businesses are receiving the questionnaire in the mail and are sending completed questionnaires to City Staff;

- Many local businesses reaching out to the City for participation in the Shop Local promotions; and
- Government of British Columbia has done an official callout for agricultural workers; the City has shared this on all Social Media platforms.

(8) **Good News Stories**

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

- Fit 4 Less received a great deal of applicants based on the “Work Local” campaign promotion through the City and the ERTF.

(9) **Municipal Innovation Award**

J. Lemire, Marketing Coordinator was contacted about an opportunity for an award based on the good work/deeds the ERTF has done during COVID and its relief efforts. Highlights Included:

- National award for Municipal Innovation;
- Moving forward with the application process; and
- Awards are set for December 2020 and there will be an interview process.

(10) **Shop Local for Canada Day in Pitt Meadows**

J. Lemire, Marketing Coordinator, provided the ERTF with an update on the Pitt Meadows Canada Day Shop Local celebration. Highlights Included:

- Event Coordinator is working on Canada Day Celebrations for Pitt Meadows; and
- Social Media promotion and campaign for Shop Local for Canada Day.

6. ROUND TABLE

The Task Force did not participate in a roundtable of discussions.

7. SUMMARY OF TODAY’S ACTION ITEMS

The following Action Items were captured:

- Pause on Community Dinner concept for a few weeks; J. Lemire and R. Chisholm to consider the concept of a community wide take out

night.

- K. Barchard to send out list of businesses that received the ERTF letter and questionnaire.
- K. Barchard to share letter and questionnaire with B. Wingrove.

8. ADJOURNMENT

The meeting was adjourned at 4:34 p.m.

CARRIED.

The next meeting for the Economic Resiliency Task Force is set for June 25th, 2020 at 3:30 p.m. via video conferencing.