

Economic Development Advisory Committee Meeting
AGENDA

Thursday, February 6, 2025, 2:00 PM

Meadows Room

12007 Harris Road, Pitt Meadows, BC V3Y 2B5

We acknowledge with respect and gratitude that the City of Pitt Meadows is located on the traditional, unceded territory of ḱíçəý' (Katzie) First Nation who were stewards of this land since time immemorial.

Pages

1. CALL TO ORDER

2. LATE ITEMS

3. APPROVAL OF AGENDA

Approval of the February 6, 2025 Economic Development Advisory Committee agenda.

4. ADOPTION OF MINUTES

3

Approval of the October 3, 2024 Economic Development Advisory Committee meeting minutes.

5. NEW BUSINESS

5.1 Blueberry Festival

Economic Development Advisory Committee members and invited guests to discuss the level of interest in a Blueberry Festival and whether there are community members or organizations that would be interested in organizing and coordinating the event.

5.2 Engagement & Priorities Committee Meeting

C. O'Byrne, Manager of Planning, to present an overview of a potential Engagement and Priority Committee meeting topic regarding tourism in Pitt Meadows.

5.3 EDAC Action Item Tracker

7

C. O'Byrne, Manager of Planning, to provide an update on the Action Item Tracker.

5.4 EDAC Application Tracker

There are no new or pending applications at this time.

5.5 2025 Committee Recruitment & Membership Expiration

T. McCaw, Administrative Services Supervisor, to provide an update on the 2025 Committee Recruitment Campaign.

6. ROUNDTABLE

Committee members to participate in a roundtable discussion.

7. ADJOURNMENT

Disclaimer: These minutes were prepared as a reasonable summary of the essential content of this meeting, not as a transcription.



Minutes of the Economic Development Advisory Committee Meeting

October 3, 2024, 2:00 PM

Meadows Room

12007 Harris Road, Pitt Meadows, BC V3Y 2B5

Voting Members: K. Bathurst
R. D'Souza
P. Gordon
C. Hamm
A. Jaschke
K. Marion
L. Pahl

Regrets: R. Baldiconza
L. Hall
T. Hopcott
S. Robinson

Council Liaisons: Cllr. Evans
Clllr. Meachen (Alternate)

Staff: C. O'Byrne, Manager of Planning (Chair)
M. Baski, Project Manager – Agriculture & Environment

Recording Clerk: T. McCaw, Administrative Services Supervisor

1. CALL TO ORDER

C. O'Byrne, Manager of Planning, acknowledged with respect and gratitude that the City of Pitt Meadows is located on the traditional, unceded territory of ᑕᐱᐱᐱᐱ (Katzie) First Nation who were stewards of this land since time immemorial.

The meeting was called to order at 2:04 PM.

2. **LATE ITEMS**

5.2 - Tourism Marketing Update

3. **APPROVAL OF AGENDA**

There was general consent amongst the Committee to approve the October 3, 2024 Economic Development Advisory Committee agenda as amended.

4. **ADOPTION OF MINUTES**

There was general consent amongst the Committee to approve the minutes from the July 11, 2024 Economic Development Advisory Committee as circulated.

5. **NEW BUSINESS**

5.1 **New Business Information Package**

C. O'Byrne, Manager of Planning, provided an overview of the New Business Information Package.

The Committee participated in a discussion with the following main themes noted:

- Support was given for the new business information package;
- The question was raised around whether Maple Ridge had a similar pamphlet;
- The question was raised around where this resource would be available (*Staff confirmed it would be available online on the City's website and through the Ridge Meadows Chamber of Commerce*); and
- A suggestion was made to have a City map and list of local business support services added to the City's business resources webpage.

**K. Marion joined the meeting at 2:09 PM.*

5.2 **Tourism Marketing Update**

C. O'Byrne, Manager of Planning, provided a follow-up on the tourism marketing collectives forming a part of the minutes as **Attachment 1**.

The Committee participated in a discussion with the following main themes noted:

- Discussions were held around the pros and cons of both options that were presented;
- The question was raised around the various ways to mitigate fee increases year over year; and
- Questions were raised around cross promotions and the number of minimum posts made each month.

It was **MOVED** and **SECONDED** THAT the Economic Development Advisory Committee:

- Recommends the City of Pitt Meadows joins BC Scenic 7 in a partnership working towards promoting the community and local tourism.

CARRIED

5.3 EDAC Action Item Tracker

C. O'Byrne, Acting Director of Planning & Development, provided an update on the Action Item Tracker.

The Committee participated in a discussion with the following main themes noted:

- The recommendation was made to consider feasible ideas for local blueberry promotion towards the end of the blueberry season independent of Pitt Meadows Day;
- Further recommendations were made around promoting cranberries in the community;
- A suggestion was made to connect the Farmer's Market with the local blueberry producers;
- Discussions were held around the various ways the community could promote local farmers; and
- Ideas were discussed for building more energy for the Farmer's Market in the community.

5.4 EDAC Application Tracker

C. O'Byrne, Manager of Planning, provided a brief verbal update on the Application Tracker.

The Committee did not engage in any further comments or discussions on this agenda item.

5.5 2025 Committee Calendar

C. O'Byrne, Manager of Planning, shared the 2025 Committee Calendar.

6. ROUNDTABLE

Committee members participated in a roundtable discussion, no formal motions or recommendations were put forward.

7. ADJOURNMENT

The meeting was adjourned at 3:20 PM.

*The next **Economic Development Advisory Committee** meeting is scheduled for **December 5, 2024 at 2:00 PM.***

Certified as correct:

Tatiana McCaw,
Administrative Services Supervisor

Economic Development Advisory Committee - Action Item Tracker

<u>Meeting Date:</u>	<u>Action Item:</u>	<u>Status</u>	<u>Assigned to:</u>
3-Oct-24	Further explore opportunities for a Blueberry Festival	In progress	Colin O'Byrne
	Add New Business Information Package to City's website once amendments are complete	In progress	Colin O'Byrne
	Staff to review opportunities for e-scooters in the community	In progress	Colin O'Byrne
11-Jul-24	Staff to reach out to Manager of Emergency Programs about grant funding opportunities for signage for QR codes at trail heads to support local emergency services in the event of an emergency on the trail.	In progress	Colin O'Byrne
	Staff to connect w/ Recreation about the idea of a Blueberry Festival in collaboration with an existing city event.	Completed	Colin O'Byrne
	Staff to connect project leads for Complete Communities Study and Harris Road Complete Streets Project.	Completed	Colin O'Byrne
	Staff to connect w/ Communications to determine if the City owns rights to the visitpittmeadows.ca URL	Completed	Colin O'Byrne
4-Apr-24	Staff to connect with the City of Port Coquitlam & the City of Port Moody re: Toursim Marketing & BC Scenic Route 7	Completed	Colin O'Byrne
	Staff to connect with BC Scenic Route 7 and Circle Farm Tour re: questions around website updates and analytics.	Completed	Colin O'Byrne
	Staff to connect with City of Maple Ridge re: The Fraser Valley and reasons for no longer participating.	Completed	Colin O'Byrne