

*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

April 4, 2024, 2:00 PM

Meadows Room

12007 Harris Road, Pitt Meadows, BC V3Y 2B5

Voting Members:	C. Ameli R. Baldiconza K. Bathurst R. D'Souza P. Gordon L. Pahl S. Robinson*
Council Liaisons:	Councillor A. Evans Councillor B. Meachen (Alternate)*
Regrets:	C. Hamm L. Hall A. Jaschke
Staff:	C. O'Byrne, Manager of Planning (Chair)
Recording Clerk:	T. McCaw, Committee Clerk II

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### 1. **CALL TO ORDER**

C. O'Byrne, Manager of Planning, acknowledged that the meeting was held on the traditional territory of the ɔ́icə́y̓ (Katzie) First Nation.

The meeting was called to order at 2:02 PM.

### 2. **LATE ITEMS**

None.

### 3. **APPROVAL OF AGENDA**

There was general consent amongst the Committee to approve the April 4, 2024 Economic Development Advisory Committee agenda as circulated.

### 4. **ADOPTION OF MINUTES**

There was general consent amongst the Committee to approve the minutes from the November 30, 2023 Economic Development Advisory Committee as circulated.

### 5. **NEW BUSINESS**

#### 5.1 **Roundtable of Introductions**

The committee participated in a roundtable of introductions.

*\*Cllr. Meachen joined the meeting at 2:08 PM*

#### 5.2 **Roles & Responsibilities of a Committee Member**

T. McCaw, Committee Clerk II, provided a brief summary of the duties and responsibilities of a City committee member, including a PowerPoint presentation which forms part of the original minutes as **Attachment 1**.

Some of the highlights included:

- The review of expectations for members such as preparing for meetings, participating in voting and engaging with fellow members in an honest and respectful manner; and
- Staff recommended everyone reads and reviews the Committee Training manual in preparation for their role on the EDAC.

#### 5.3 **Tourism Marketing**

C. O'Byrne, Manager of Planning, provided an overview of two tourism marketing collectives looking to gather input from the Committee whether there was a recommendation for the City joining the [BC Scenic Route 7](#) or [The Fraser Valley Circle Farm Tour](#).

The Committee participated in a roundtable discussion around BC Scenic Route 7 which included the following main themes:

- Questions were raised around who the target market was, the annual costs associated and whether joining would prove to be more advantageous than increasing Facebook marketing initiatives would be

more beneficial (Staff confirmed that the target market is visitors of the Fraser Valley, the cost would range from \$4-\$6k annually);

- There was general support for the City joining the platform;
- City budget was discussed and whether there were any other websites that should be reviewed that could provide a similar benefit to the community; and
- The question was raised around maintenance responsibilities and whether it would be an additional task for City staff.

The Committee participated in a roundtable discussion around The Fraser Valley Circle Farm Tour, which included the following main themes:

- Cost for membership were discussed which identified The Fraser Valley group as being more costly; however, services include a brochure and maps for the community which includes space to advertise 8-10 local businesses/venues seasonal events and attractions;
- The question was raised around whether there currently was sufficient support or interest from local farmers;
- Website appeared to cater to a smaller subsection of business sectors than provided by BC Scenic Route 7;
- Questions were raised around statistics on site traffic; and
- The committee suggested staff gather more feedback and circle back at a future meeting.

*\*S. Robinson joined the meeting at 2:50 PM*

#### **5.4 Collaborations with Maple Ridge Pitt Meadows Chamber of Commerce**

C. O'Byrne, Manager of Planning, provided an overview on a variety of initiatives that have been actioned from the recently completed City of Pitt Meadows Economic Development Strategic Plan, including 2024 business initiatives with the Ridge Meadows Chamber of Commerce.

Some of the highlights included:

- An online business directory;
- A new business information package; and

- A hiring fair, which took place March 14, 2024 at the Heritage Hall.

*There were no further discussions of comments made by the Committee on this topic.*

#### **5.5 EDAC Action Item Tracker**

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

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

- Positive feedback was shared regarding the recent hiring fair; and
- A recommendation was made to encourage more hiring fairs, including other specific sectors such as aviation and/or health care.

#### **5.6 EDAC Application Tracker**

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

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

- Cannabis retail sales in the community.

### **6. ROUNDTABLE**

The Committee participated in a roundtable discussion; there were no formal motions or recommendations put forward.

### **7. ADJOURNMENT**

The meeting was adjourned at 3:39 PM.

*The next **Economic Development Advisory Committee** meeting is scheduled for **June 20, 2024 at 2:00 PM.***

**Certified as correct:**

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Tatiana McCaw, Committee Clerk II