



MINUTES of the **Economic Resiliency Task Force** Meeting held on Thursday, April 16, 2020 at 3:00 p.m. via Video Conferencing.

PRESENT:

Voting Members:	Mayor Bill Dingwall Councillor Nicole MacDonald (Chair) Councillor Bob Meachen Eric Mollema Mark Roberts, CAO Philip Robinson
Guests:	Kate Barchard, Manager, Administrative Services Jeff Lemire, Marketing Coordinator
Regrets:	None
Secretary:	Tatiana McCaw

1. CALL TO ORDER

The meeting was called to order at 3:03 p.m.

2. LATE ITEMS

None.

3. APPROVAL OF AGENDA

It was **MOVED** and **SECONDED** THAT the agenda for the April 16, 2020 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 9, 2020 be adopted.

CARRIED

5. NEW BUSINESS

(1) New Member Introductions

The Task Force participated in a brief round table of introductions of all members.

M. Roberts, CAO, conducted a brief update on the status of reviewing all applications and welcomed feedback from the Task Force

(2) Update on Action Items (ATTACHMENT 1)

T. McCaw, Committee Clerk, provided an update on Action Items; including:

- J. Lemire has posted all government updates through the City's Social Media channels.
- T. McCaw completed training sessions with new Task Force members.

It was **MOVED** and **SECONDED** THAT the Task Force receive for information verbal updates on current action items.

CARRIED.

(3) Business Highlight/Highlighting Local Businesses

The Task Force discussed opportunities to highlight local businesses. Ideas and comments included:

- Seeing great things from local businesses that are going above and beyond.
- City social media post promoting the business including a thank you.
- Community to make nominations.
- Mark and the Mayor to approve media releases.
- Would like to see the campaign begin as soon as possible.
- Highlight and celebrate local businesses.
- Farming community is producing as normal and supplying restaurants.

- Task Force would like to see promotion and recognition of local pharmacies, grocery stores, food banks, farmers, and restaurants.

(4) **Brainstorming for Local Initiatives**

The Task Force brainstormed ideas around potential local initiatives that can be introduced. Ideas and comments included:

- Shop local campaign.
- Maple Ridge Central Businesses has drafted a list of all businesses that are still open.
- Resource table formatted into printable 1-pager that community members could put on their fridge.
- Flyer insert to go out with the food deliveries
- Digital reader boards on the dyke to possibly promote local businesses.

Action Items:

- T. McCaw– discuss reader board capabilities with Anne Berry.
- J. Lemire – arrange for ‘Shop Local’ button on the front of the City website.
- J. Lemire - social media post(s) re: ‘Shop Local’
- J. Lemire – discuss business nominations initiative with Carolyn
- K. Barchard – coordinate Restaurants 1-pager for website and to hand out to local businesses for inclusion in takeout bags.
- M. Roberts – approve press release on additional supports announced by the province for businesses and local governments.
- E. Mollema to request the Chamber to distribute/share the City’s link to the ERTF resource page.

(5) **Good News Stories**

The Task Force discussed local good news stories to promote and celebrate. Ideas and comments included:

- Provincial News Release – Relief for local businesses
- Discussions around migrant workers and the challenges the Farming Community is currently facing.

6. ROUND TABLE

The Task Force engaged in a round table. Additional comments included:

- Importance of sharing the City's social media posts on individual FB pages and other platforms.
- Creation of a one-page flyer that could be handed out at local businesses to identify who is still currently operating and at what capacity.
- How to make residents aware of where they can buy direct from farmer.

7. ADJOURNMENT

It was **MOVED** and **SECONDED** THAT the meeting be adjourned at 4:27 p.m.

CARRIED.

The next meeting for the Economic Resiliency Task Force is set for April 23 at 3:30 p.m. via video conferencing.