



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.

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