

Minutes of the **SPECIAL MEETING** of Pitt Meadows City Council held on **Saturday, March 27, 2010** at 9:00 a.m. at the Meadow Gardens Golf Club, 19675 Meadow Gardens Way, Pitt Meadows, British Columbia.

PRESENT:

Elected Officials: Mayor D.F. MacLean
Councillor J. Becker
Councillor B. Bell
Councillor D. Bing
Councillor T. Miyashita
Councillor G. O'Connell
Councillor D. Walters

Staff: J. Rudolph, Chief Administrative Officer
D. Rear, Director of Finance
K. Grout, Director of Operations & Development Services
L. Darcus, Director of Corporate Services
L. Jones, Director of HR and Communications
D. Jolley, Fire Chief
K. Zanon, Economic Development CEO
M. Murray, General Manager: Community Development,
Parks and Recreation Services
Superintendent D. Walsh, OIC, Ridge Meadows Detachment
K. Wilson, Administrative Assistant

Guests: Briana Tomkinson, Fjord Interactive
Rebecca Vaughan, Freelance Communications Contractor

The meeting was called to order at 8:57 a.m.

A. ADOPTION OF AGENDA

Moved by Councillor Walters, Seconded by Councillor Miyashita THAT the agenda for the March 27, 2010 Special Meeting of Council be adopted.

CARRIED.

B. REPORTS

1. Council Strategic Planning Workshop.

Mr. Rudolph provided an outline for the workshop that would focus on 2010 – 2014 Strategic Plan initiatives, departmental business plans and Council's top priorities. Reference material was provided which included a status sheet of 2009 projects related to Council top 5 priorities, 2010 strategic priorities, new Council top 5 priorities, arts and culture and social media background information.

COUNCIL PRIORITIES

Council was presented with a list of 2009/2010 priorities by strategic category, project timelines and responsibility. The staff person responsible for the initiative provided a status update. Following is a list of strategic areas that require follow up and have been noted below.

Green Community Strategy

Action: Hybrid Vehicle replacement - It was suggested that staff contact Danny Kok, owner/operator of Driving Unlimited to request information related to driver training that changes driving behavior to reduce gas consumption by up to 30 percent.

Arts and Culture Priorities

Arts Council - there is a desire to have an Arts Committee in Pitt Meadows.

Community Image

Councillor Becker inquired about the North Lougheed Corridor Development plans, roll out, timelines and budget. Ms. Grout reported that research and traffic counts are underway for Highway 7 and that the Highway 7 widening plans are not yet finalized.

Action: It was suggested that staff contact the Chamber of Commerce to provide information regarding a potential conference/events centre.

Airport Governance

Action: Airport Development Agreement – Mayor MacLean has agreed to bring the development agreement forward to the next Airport Board Meeting for adoption.

Action: Economic Development Initiatives – it was suggested that the City's Economic Development Office could consider entering into an agreement to implement and support a business retention and recruitment strategy for the airport.

Fiscal Sustainability – Council was asked to define fiscal sustainability; Council's goal is to establish a strategic long term financial plan (15 Years) and as a City Council ensure that the information is communicated to residents.

STRATEGIC FOCUS AREA

Transportation

Action: Recommendation was to schedule a special workshop on transportation planning and North Lougheed sound attenuation and the Lougheed/Harris Road intersection; Kim to provide background information.

Action: Kim will draft a letter to the Ministry of Transportation for the Mayor's signature regarding sound attenuation requirements along the south side of Lougheed Highway.

Development

Action: Civic Centre – Recommendation was to schedule a workshop regarding future facilities space planning.

COMMUNITY SERVICES

Parks & Recreation Planning

General Manager - Maple Ridge is leading the replacement of the Parks and Leisure Services General Manager recruitment; Mr. Rudolph will be involved in the process.

Pitt Meadows "Go-to Person" – The CAO will be consulted in the recruitment process for the Pitt Meadows Area Manager.

Relationships /Partnerships

Economic Development Corporation – Ms. Zanon, Economic Development CEO announced that the Economic Development Office is open and operating out of the Tourism Visitor Information Centre. She also noted that the Pitt Meadows Economic Development Board appointments would be announced after the Council Meeting on April 6, 2010.

Fiscal Sustainability

Action: Additional workshops are to be scheduled on fiscal sustainability.

Superintendent D. Walsh left the meeting at 12:00 noon.

ARTS & CULTURE

Public Art

Background information related to arts and culture policy and planning, public art, Pitt Meadows residents participation in the arts as well as museum and festival /arts related events was included in the background information package. Mr. Murray provided specific questions for each area to determine if the Parks Master Plan covers Councils' vision for future art projects. Council was given the opportunity to provide their interpretation of community art. Comments included:

Councillor Bell preferred a themed option that fits with tourism.

Councillor Walters would like to see different types of art; promote art in all public buildings; encourage developers to contribute; perhaps develop/implement a Policy.

Councillor O'Connell identified the museum and heritage hall and perhaps there could be benches and tables installed so people can gather and socialize; encourage public properties to display art forms; also suggested that a heritage story board be installed at Sawyers Landing.

Councillor Becker would like to see a variety of art forms reflective of farming, Katzie First Nation, natural environment, heritage and other Pitt Meadows features. Criteria could include visual arts, performing arts; would also like to see a Pitt Meadows Public Arts Committee formed.

Councillor Bing would encourage public art that enhances the community image; desires a thoughtful planned process.

Councillor Miyashita desires art that is reflective of Pitt Meadows and would like to see more of an art presence; preferred not charging a percentage fee to developers for additional funding for art.

In conclusion, Council's vision is to see the continuous enhancement of various forms of art opportunities in the community, including the eventual creation and development of a performing arts studio.

Action: Council directed staff to draft a Public Art Steering Committee Bylaw. Councillor Miyashita will be appointed to the Committee. It was noted that the formation of a Public Art Committee would require additional resourcing and funding to move forward with the initiatives.

ADDITIONAL ITEMS

Workshop Schedules

Action: It was noted that workshops would be valuable to hold on a more regular basis. Ms. Darcus will bring forward a list of workshops items to the next Council in Committee meeting.

Social Issues/Council Leadership

Action: That Council recognized the need to become leaders in advocating for services for their constituents.

COMMUNICATIONS

Social Media

Braina Tomkinson, is a marketing and social media strategist at Fjord Interactive. She guided Council through a brainstorming session and provided information on the benefits and disadvantages/risks of using social media in a local government environment. Council is committed to using a variety of communication tools to engage its citizens on current issues. Ms. Tomkinson's Power Point presentation is included as Attachment 1 and forms part of these minutes.

Ms. Zanon left the meeting at 3:40

Action: It was suggested that a communication workshop would be useful.

Mr. Rudolph thanked everyone for attending. He reported that the 2010 priority project status and strategic focus areas charts will be updated and presented to Council on a regular basis.

C. ADJOURNMENT

Moved by Councillor Miyashita, Seconded by Gwen O'Connell, THAT this meeting be adjourned at 4:23 p.m.

CARRIED.

Signed:

Certified Correct:

Mayor


Corporate Officer

ATTACHMENT 1:



civic engagement &
social media

Briana Tomkinson
TenthToTheFraser.ca



overview

- What is Social Media anyway?
- What are other cities doing?
- What are your citizens doing?
- What about you?



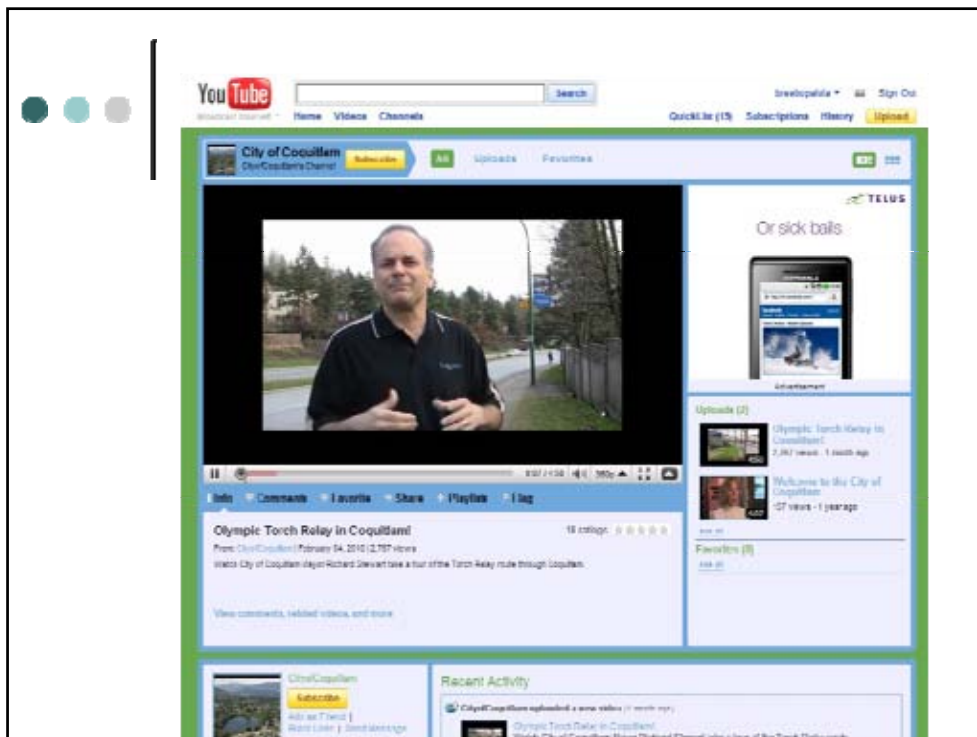
pitt meadows

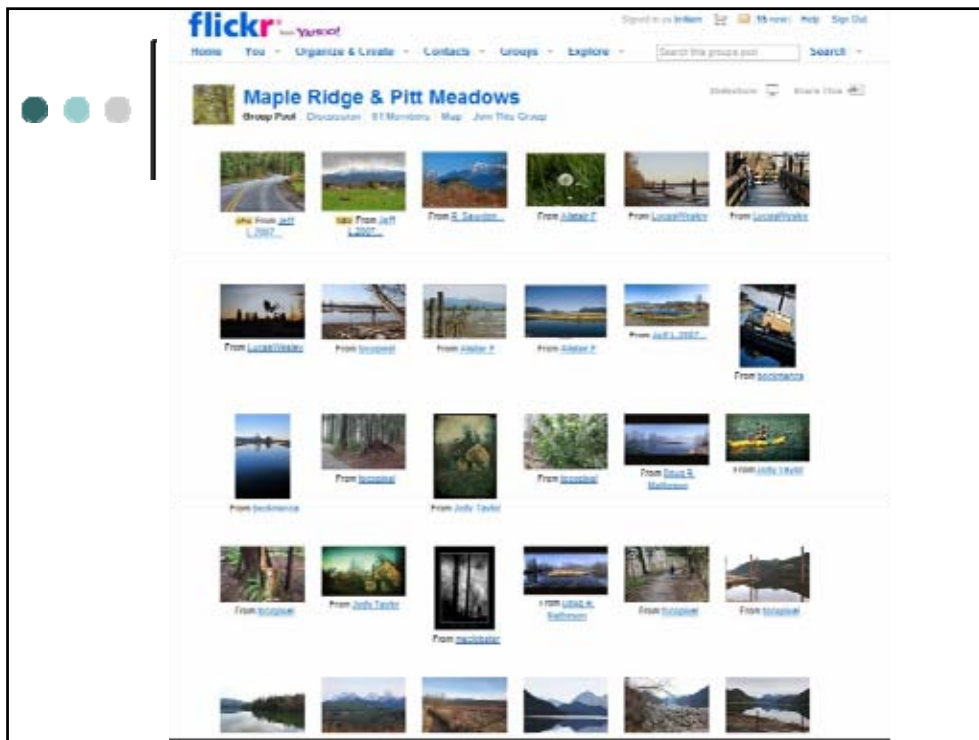
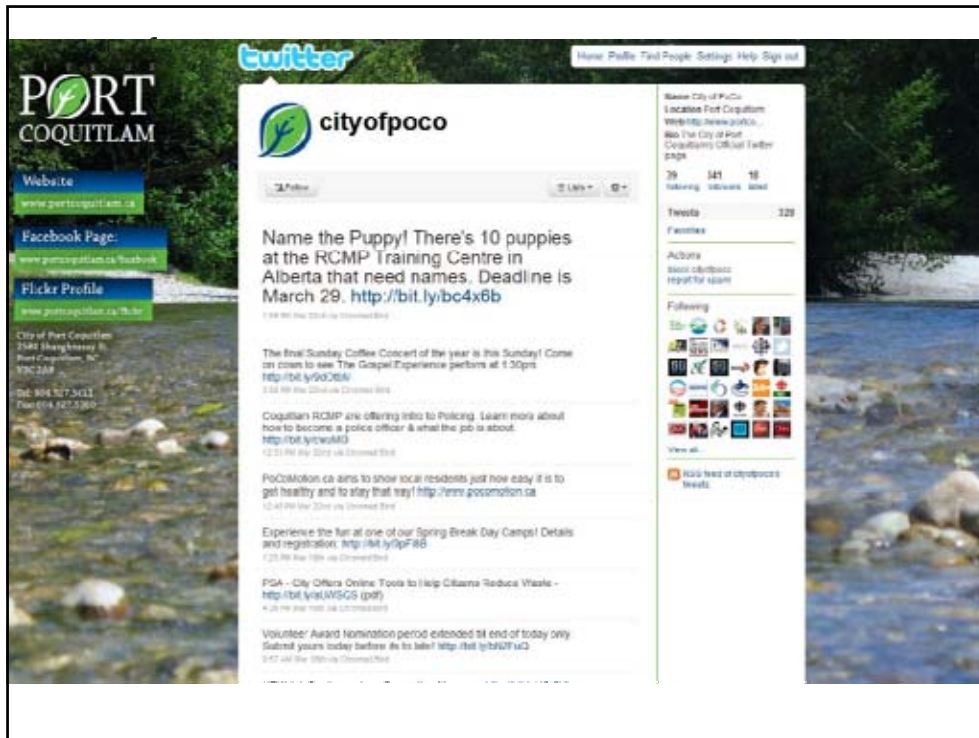


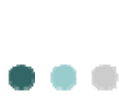
- 29.2% of citizens aged 25-44
- Median age: 38.3

social media & the city

- Connect with citizens
- Reduce dependence on intermediaries
- Drive traffic to website
- Official presence preserves brand
- Establishes infrastructure for instant updates (i.e. in emergency situations)







people create conversations


- Know your goals
- Prioritize time & resources accordingly
- Invest time, not money




getting started

- Identify your purpose
- Know what makes you unique
- Make a plan
- Choose your tools
- Get started
- Revise as needed

thinking (without overthinking)



A Venn diagram consisting of two overlapping circles. The left circle is light blue and labeled 'plan'. The right circle is light green and labeled 'improvise'. The intersection of the two circles is shaded. A small black dot is placed in the intersection, with a vertical line pointing down to the text 'we are here.' below it.



conclusion

- Begin with your passions
- Focus your efforts: create a plan
- Think connection, not only expression
- Start small & build on success
- Expect it to take time to find your 'voice'



that's it!

- Thanks for listening
- You can find me:
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 - twitter.com/breebop
 - briana@tenthtothefraser.ca

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