

MULTICULTURALISM ADVISORY COMMITTEE

DATE: Wednesday, July 18, 2018

TIME: 7:00 p.m. to 8:45 p.m.

PLACE: Council Committee Room, Main Floor, Coquitlam City Hall, 3000 Guildford Way

CALL TO ORDER

ADOPTION OF MINUTES

1. **Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, June 20, 2018**

BUSINESS ARISING FROM MINUTES

NEW BUSINESS

2. **City Centre Area Plan Update - Presentation**
Steve Gauley, Planner 3, and Dear Bhokanandh, Planner 2; 7:05–7:35 p.m. (35 min.)
3. **2016 Census Presentation**
Miryana Heath, Planning Data Analyst; 7:35–8:00 p.m. (35 min.)
4. **Canada Day 2018 Recap**
Paul Penner, Social Planner; 8:00–8:10 p.m. (10 min.)
5. **Welcome to Coquitlam Update**
Paul Penner, Social Planner; 8:10–8:30 p.m. (20 min.)
6. **Cultural Communities and Emerging Issues Updates (Standing Agenda Item)**
Committee Members; 8:30–8:45 p.m. (15 min.)

OTHER BUSINESS

NEXT MEETING DATE – Wednesday, September 19, 2018

ADJOURNMENT



MULTICULTURALISM ADVISORY COMMITTEE
Wednesday, June 20, 2018

A Regular Meeting of the Multiculturalism Advisory Committee convened on Wednesday, June 20, 2018 at 7:05 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

COMMITTEE MEMBERS: Councillor Brent Asmundson, Chair
Councillor Terry O’Neill, Vice Chair
Paul Choi (arrived at 7:19 p.m.)
Kim Darcey
Behnaz Fazli-Fard
Honore Gbedze
Ewa Karczewska
Trish Mandewo (arrived at 7:16 p.m.)
Gurjinder Manhas
Mandy Siu
Leo Wong

REGRETS: Effie Garcia
Mania Nematifar
Iris Sun

ABSENT: Steven Kwon

STAFF: Eric Kalnins, Tourism Manager
Paul Penner, Social Planner
Cathy van Poorten, Social Planner
Jeri Hohn, Committee Clerk

CALL TO ORDER

ADOPTION OF MINUTES

- 1. Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, May 16, 2018**

The Minutes of the Multiculturalism Advisory Committee Meeting held on Wednesday, May 16, 2018, were approved.

BUSINESS ARISING FROM MINUTES

NEW BUSINESS

2. Tourism Branding and Guide – Presentation

The Chair welcomed the Tourism Manager to the meeting. The Tourism Manager introduced himself, described the purpose of his presentation, and spoke to the feedback he hoped to receive from the Committee regarding engaging local multicultural communities through the City's Tourism outlets.

He provided an on-screen presentation, utilizing slides titled as follows:

- Multiculturalism Advisory Committee – Tourism Coquitlam – June 20, 2018
- Outline
- 2015-2020 Coquitlam Tourism Strategy
- Logo and Tagline
- @VisitCoquitlam
- Facebook
- Fun Is In Our Nature
- Instagram
- Marketing
- Tourism Week May 27 – June 20, 2018
- Westcoastfood.ca
- Scenic 7
- 2018 Travel Guide
- Next Steps
- Upcoming Summer Events
- Discussion

During his presentation, he provided copies of a document titled “City of Coquitlam 2018 Travel and Experience Guide” on-table.

Discussion ensued relative to the following:

- The rationale for use of the Twitter handle @visitcoquitlam, the official website for Tourism Coquitlam “visitcoquitlam.ca”, and the photo tag #explorecocquitlam
- The metrics of local multicultural communities relative to the Tourism outlets referenced in the presentation
- The purpose of the outlets to reach various demographics, including multi-day visitors, day-trippers, and foodies
- The desire to increase outreach into local multicultural communities
- The availability of metrics that measure the return on investment relative to the City's promotion of tourism in Coquitlam
- Possible multicultural outreach sources including The African News Network website, The Pilipino Star magazine, Korean newspapers and blogs (VanChoSun, JoongAng Ilbo,

- and Naver.net), and the Punjabi Omni News Station and RedFM
- Whether Coquitlam's highlights are featured via its advertising outlets
 - Whether the Tourism Division partners with hotels for events that occur in the City
 - Examples of the types of businesses that contribute to Coquitlam's industrial base
 - Whether the City could consider promoting its festivals and events at other cities' large festivals and events
 - The belief that the City could target the people who enjoy attending other festivals and events via its outreach
 - The suggestion that City staff appear as guests on local radio stations (Fairchild, RedFM, CBC community, co-ops) in order to expand outreach
 - The suggestion that Coquitlam hotels be approached to see whether they would be amenable to running Tourism Division promotions on their in-room televisions

The Tourism Manager encouraged the Committee members to forward any additional ideas regarding outreach expansion to staff following the meeting.

3. Canada Day Planning Update

The Social Planner introduced himself and noted that he had recently begun working for the City and looked forward to interacting with the Committee.

He provided a verbal update regarding the Committee's Canada Day 2018 event participation and planning, and noted staff's desire to ensure that the Committee received the most current information regarding the event.

He spoke to the layout and logistics of the event site and provided details relative to the finalized MAC booth materials and planned activities that would be extended to booth visitors. He solicited volunteers for booth shifts on-the-day, and circulated a sign-up sheet and samples of the Canada Day booth panels titled "Multiculturalism Advisory Committee" on-table.

Discussion ensued relative to the following:

- The desire that resource materials provided in the booth be highlighted/displayed on a table
- Whether there was an event dress code for volunteers

The Committee agreed that volunteers and staff would wear red and white clothing during the event. The Committee also agreed that Community Planning staff could contact them directly via email to facilitate event planning and shift logistics, and provided their written permission on the booth sign-up sheet.

4. Welcome to Coquitlam Planning

The Social Planner introduced the agenda item and noted that the Welcome to Coquitlam (W2C) event would be held on Wednesday, October 3rd.

She provided an on-screen presentation, utilizing slides titled as follows:

- Multiculturalism Advisory Committee – Welcome to Coquitlam 2018
- Get Ready!
- October 3, 2018
- 2017 Event Guide
- 2017 Event Layout
- 2017 Event Schedule
- 2017 City Staff Tables
- 2017 Community Agencies
- MAC Ambassadors
- Multiculturalism
- Place a Pin on Your Favorite Spot in the City
- What Makes You Feel Welcome?
- Mascots!
- Thank You

The Social Planner invited input from the Committee regarding the planning and activities proposed for the 2018 event.

Discussion ensued relative to the following:

- The desire for the ballot to have a perforation so that event attendees could tear-away a section to take home as a keepsake
- The possibility of arranging a guided tour of the City Hall precinct, including the promotion of the interconnections between City Hall and the RCMP (via Buchanan Square) and City Hall and Glen Pine Pavilion
- The suggestion that signage promoting the 2nd Floor displays be provided on the Main Floor and that 2nd Floor displays be made more inviting
- The suggestion that event attendees be provided with a journey of sorts, i.e. “follow the red dots”

The Chair thanked the Committee for its input, and noted that a further discussion would be held during a future meeting.

5. Multicultural Communities and Emerging Issues Updates (Standing Agenda Item)

The Chair noted that the agenda item afforded an opportunity for Committee members to share details regarding upcoming events or emerging issues in their communities. He opened the floor and the following information was shared:

- That the Women’s Collaborative Hub Society event, “My Story, My Power”, would be held on Thursday, July 12th at Douglas College Theatre from 6:00 – 8:00 p.m., and members of the community interested in attending and/or sharing their personal stories could visit womenscollaborativehub.com for further information.
- That ISS of BC had been named the 2018 Top Settlement Agency in Canada by RBC (Royal Bank) and the Canadian Immigrant Magazine.
- That the City’s 2018 Volunteer Recognition Event would be held on Thursday, September 20th and Committee members were encouraged to save-the-date.
- That two Committee members had recently resigned from the Committee due to educational commitments.
- Copies of a Library Link for Newcomers (NewToBC) document titled “Immigrant Demographics Coquitlam, BC – 2018”, was circulated on-table for information.

OTHER BUSINESS

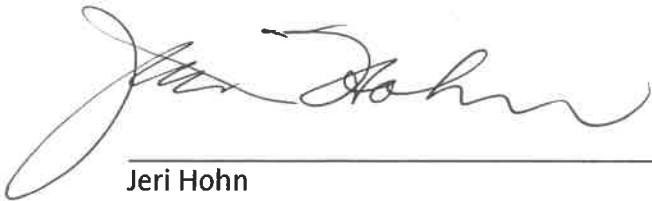
NEXT MEETING – Wednesday, July 18, 2018

ADJOURNMENT

The meeting adjourned at 8:15 p.m.

MINUTES CERTIFIED CORRECT

CHAIR



Jeri Hohn
Committee Clerk