

THE CORPORATION OF THE CITY OF PORT COQUITLAM

ECONOMIC DEVELOPMENT COMMITTEE

A regular meeting of the Economic Development Committee was held in the 2nd Floor Meeting Room on: Thursday, March 21, 1991 at 5:00 p.m.

In attendance were:

Alderman R. Talbot, Chairman  
Alderman M. Thompson, Co-Chairman

Also in attendance were:

Mr. C. Felip, Director of Community Planning  
Donna Vyse, Junior Planner  
Bev Irvine, Parks and Recreation Department  
Elma Stewart

Sub-Committees:

Entertainment - Ann Pynenburg  
Opening Ceremonies - Valerie Harvey  
Master of Ceremonies - Ike Deboer

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CONFIRMATION OF MINUTES:

Recommended:

That the minutes of the meeting of the Economic Development Committee held on Tuesday, March 12, 1991 be taken as read and adopted.

Carried.

1. Home and Trade Fair

Sub-Committees:

Opening Ceremonies:

Valerie Harvey will be coordinating the Opening Ceremonies and will keep us up to date on her progress.

Entertainment:

Ann Pynenburg is coordinating the entertainment. Presently Ann is working on the schedule, finalizing arrangements for the different entertainment.

Tea Garden:

Marlene Schmor will be coordinating this for us and she will be reporting on the next meeting to be held.

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MAR 21 1991

The Lobby Entrance:

The set-up will be coordinated by the Heritage Society and Elma Stewart.

Master of Ceremonies:

Ike Deboer will be the Master of Ceremonies.

Discussion was held on renting a stage sound system. Ike will be looking into this. Spotlighting was also discussed for the entrance of the Arena and for the stage areas. Bev Irvine will be working with the entertainment coordinator and the Master of Ceremonies on the requirements for the staging area.

2. Registrations

To date we have 74 booth registrations. Enquiries are coming in daily on new people that have seen the Home and Trade Fair advertising.

3. Arena

Booth Tenders:

Booth Tenders have been sent out and the closing date for the booth tender is March 25, 1991. Following the assigning of the company for the booth set-up we will be doing an additional mail out for information to our exhibitors.

Security:

Larry Wheeler will be preparing a tender to go out to Security Companies for the security required for the Home and Trade Fair.

4. Signage

Carlos prepared a report on signage which will be studied further. There were points of signage discussed as well as getting permission to use reader boards and manual boards on the north and south side of Port Coquitlam.

Discussion was held on the use of placemats in restaurants. Bev Irvine will be looking into this.

5. Other Business

Discussion was held on using Antique cars in a parade to draw participants and the Public into the Trade Fair and/or to use in the lobby area with a spot or two in the arena as a display.

The Arena ceiling in the food service area - a discussion was held on the set up of the ceiling and Bev Irvine will be looking into this.

The Committee concurred that a policy should be developed for signage for City run functions ie. Trade Fair, May Day, Multi-cultural day. Carlos will look into this.

#### Advertising and Marketing

Various ways were discussed of advertising and marketing the Home and Trade Fair. The use of lamp post banners at a cost of \$2500.00 which would break down into \$25.00 each for a hundred banners, but there would also \$200.00 to \$300.00 labour to put the banners up and the same amount to take the banners down, plus \$500.00 - \$700.00 to design the banner so this was considered not to be feasible at this time.

#### City Light Poles:

Carlos will look into the feasibility and cost of using the City light poles to put a banner across Wilson Avenue with an arrow directing you to the Port Coquitlam Recreation Area.

Another idea that was discussed was having a sign sponsored by Coca-Cola and Bev Irvine was going to get a contact person for this. Bev also advised that Coca-Cola may be interested in being an exhibitor.


Discussion was held on the use of 3' X 8' paper signs to be located at two service stations on the north side to bring people over to the Poco Recreation Area.

Discussion was held on the use of a computer printout on Recreation receipts.

Carlos will contact Bob Johnson of Cable Four - Rogers Fraser Cablevision regarding an interview with Alderman Talbot and Alderman Thompson on the Home and Trade Fair.


#### ADJOURNMENT:

At 6:15 p.m. the meeting adjourned.

  
Alderman Ron Talbot  
Chairman

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