

## MEETING NOTES

### Port Community Liaison Committee - Delta

<b>Meeting:</b>	<b>#52</b>
<b>Date:</b>	Friday February 7, 2020
<b>Time:</b>	Breakfast: 7:30 am (buffet) Meeting: 8:00 am – 10:00 am
<b>Location:</b>	Port of Vancouver Delta Community Office (5223 Ladner Trunk Road)
<b>Facilitator/Chair:</b>	Michelle LeBaron
<b>Coordinator:</b>	Alexandra Hearn
<b>Attendees:</b>	<p><b>Members:</b></p> <p><b>Community representatives</b>            Mark Gordienko, Tsawwassen            Dennis McJunkin, North Delta            Greg Wirch, Tsawwassen            Michelle Sharma, Ladner            Heather Lapper, Tsawwassen</p> <p><b>Organizations</b>            Tom Corsie, Vancouver Fraser Port Authority            Marko Dekovic, Global Container Terminals            Bernita Iversen, City of Delta            Garry Shearer, Delta Chamber of Commerce            Greg Andrew, Westshore Terminals            Noel Roddick, Delta Farmers' Institute</p> <p><b>Guests</b>            Robyn Crisanti, Vancouver Fraser Port Authority            Emily Hamer, Vancouver Fraser Port Authority</p> <p><b>Vancouver Fraser Port Authority</b>            Tanya Hawke, Vancouver Fraser Port Authority            Alexandra Hearn, Vancouver Fraser Port Authority</p>
<b>Regrets:</b>	Oliver Busby, Environmental Representative, Ladner Astor Drego, North Delta Steven Stark, Tsawwassen First Nation Simran Walia, Ladner Gord Westlake, B.C. Rail Company

#	Agenda item
<b>1. Introductions</b>	
1.1	Robyn Crisanti, director, communications, Vancouver Fraser Port Authority
<b>2. Presentation</b>	
<b>Presentation and Q+A: Vancouver Fraser Port Authority – Communications</b>	
2.1	<p><b>Q&amp;A Highlights</b></p> <ul style="list-style-type: none"> <li>Bernita asked about the communications focus of differentiating <i>Port of Vancouver</i> and <i>Vancouver Fraser Port Authority</i>. She asked how realistic is it that the community will recognize the difference between the two with what the port authority is currently doing. Robyn noted that the focus of the communications team is to create consistency in our messaging. Robyn noted that in years prior there was a lack of clarity in the public around</li> </ul>

	<p>the structure and mandate of the Vancouver Fraser Port Authority.</p> <ul style="list-style-type: none"> <li>• Dennis noted that he believes community members don't care if an issue is port authority or terminal operator related. He would like to know how committee members can be a conduit for the community.</li> <li>• Greg Wirch noted it is important to differentiate between the port authority and Port of Vancouver, otherwise misinformation could spread. Robyn noted the communications team has a visual communications piece showing the difference between the port authority and the Port of Vancouver.</li> </ul> <p><i>Action: follow up with communications team to get visual noted above to share with committee.</i></p> <ul style="list-style-type: none"> <li>• Noel asked what other ports are doing in terms of advertising and how other ports are branding themselves on the west coast. Robyn noted that Port of Prince Rupert recently rebranded to Prince Rupert Port Authority. Tom noted that U.S. ports belong to the American Association of Port Authorities and Canadian ports belong to Association of Canadian Port Authorities. These associations provide support and publish trade publications.</li> <li>• Garry asked if marketing focus is local or international and what is being done with regards to marketing the port authority versus port operators. Robyn noted the communications team focuses on local while the trade development team focuses on international. The port authority trade development team visits Europe and Asia once per year to meet with shippers and customers. The main focus for that group of stakeholders is cost and reliability, so we talk about projects and how gateway efficiency is being improved.</li> <li>• Garry asked when talking to shippers, how do you align projects? Robyn noted, trade development listens to concerns from customers and tries to communicate the overall framework of the Port of Vancouver and what is being planned in the long term to meet demands. Tom noted that the majority of customers are ocean carriers and that these customers are concerned with cost and supply chain interruptions such as labour stability. We communicate what we know about labour stability or congestion not related to any particular terminal but the port in general. We must remain competitive with other ports on the west coast to ensure these ocean carriers choose the Port of Vancouver over other ports.</li> <li>• Robyn noted that the object of the advertising is to lay solid ground work for growth. The main focus is to be proactive and lay a good foundation of understanding. Tom noted context that due to demand, the Port of Vancouver has grown [in tonnage handled] the size of the Port of Montreal on average every six years.</li> <li>• Marko commented to the discussion about differentiating the port authority from the Port of Vancouver and added the minister of transport launched the Ports Modernization Review. He encouraged members to educate themselves on this topic.</li> </ul> <p><i>Meeting follow-up: Ports Modernization Review consultation period closed Dec. 3, 2018. More information available here: <a href="https://letstalktransportation.ca/ports-modernization-review">https://letstalktransportation.ca/ports-modernization-review</a></i></p>
<b>3. General Business</b>	
3.1	<p>Watch: Fraser Grain Terminal construction video.</p> <p><b><u>Highlights</u></b></p> <ul style="list-style-type: none"> <li>• Noel asked when the facility would be open for operations. Tom noted the operators wanted to capture the 2019 crop year.</li> </ul>
3.2	<p>Confirm date and available members for behind the scenes tour of GCT Deltaport – Date options April 4, 18 or 25, 2020.</p> <p><b><u>Highlights</u></b></p> <ul style="list-style-type: none"> <li>• Confirmed April 4, 2020</li> </ul>

3.3	<p><i>Action: Alex to send invitation and details to committee members</i></p> <p>Confirm attendees for presentation: History of Port Development at Roberts Bank Thursday Feb. 13, 7:00 p.m.</p>
<b>4. Reports</b>	
4.1	<p>Port update</p> <ul style="list-style-type: none"> <li>• See port update document</li> </ul>
4.2	<p>Committee member enquiries</p> <ul style="list-style-type: none"> <li>• See port update document</li> </ul> <p>Highlights</p> <ul style="list-style-type: none"> <li>• Marko noted this is on GCT's risk registrar and updated as situation changes. GCT has activated safety protocols. Seeing less ships coming in from Asia. Not severe at this time but expectations are that it will continue over the next couple weeks.</li> <li>• Greg A. noted there are no restrictions of crew movement on terminal but a decrease in business currently.</li> </ul>
4.3	Delta Community Office
<b>5. New Business</b>	
5.1	<p>Discuss ways for members to utilize communications to gain feedback.</p> <p><b>Highlights</b></p> <ul style="list-style-type: none"> <li>• Heather asked about community outreach and school programs. Robyn noted we have an education program in schools and facilitate field trips at Canada Place. We engage with 16 municipal governments and have a community investment program where groups can apply for funding.</li> </ul> <p><i>Post meeting follow up: For more information about education programs visit <a href="https://www.portvancouver.com/community/school-program/">https://www.portvancouver.com/community/school-program/</a></i></p> <p><i>For more information about community investment program visit: <a href="https://www.portvancouver.com/community/community-investment/">https://www.portvancouver.com/community/community-investment/</a></i></p> <ul style="list-style-type: none"> <li>• Heather asked in terms of sharing content on social media, can committee member tweet or re-tweet? Robyn noted yes, as a member of the public you can tweet or reshare our content. Feel free to use #myportcity if you'd like.</li> <li>• Greg W. asked what some simple communications tactics the community members could use to communicate to the public. Robyn noted that not everyone at the table would be comfortable using social media and that the greatest opportunities for committee members is to have conversations with people.</li> <li>• Michelle noted that previous iterations of the committee created articles for the Optimist and opened the conversation of who the committee wants to reach and through what tactics. Robyn noted that the articles written were great and were a more personal commitment that isn't a requirement of committee members.</li> <li>• Mark G. noted that communication from the port authority is much better than in the past. He emphasized that it's important we have great conversations at PCLC meetings. The community members task should be getting the information shared at the committee out in to the community.</li> <li>• Robyn asked if the committee posts minutes on Facebook. It would be very easy to target</li> </ul>

5.2	<p>specific communities when we post meeting notes.</p> <ul style="list-style-type: none"> <li>Michelle Sharma asked for more information/ support on the social media side of things. Noted the committee members are engaged so could use a deck of tips on how to communicate out.</li> </ul> <p><i>Action: Alex to discuss with communications team the possibility of providing tips or tool kit.</i></p> <ul style="list-style-type: none"> <li>Robyn suggested we [port authority staff] can take that request and make our existing content more available to committee members. We could share content from our website or share content on social for resharing.</li> <li>Bernita noted as a long-term member that the committee would want to be seen as a voice-piece or only sharing positive information for the port. Robyn noted that is not the expectation for committee members.</li> <li>Greg W. noted his enquiry regarding the coronavirus and noted when things like this come up it would be a great opportunity to share information. Mentioned previous discussion of a communications sub committee or workshop.</li> </ul> <p><i>Action: Alex to identify interest level for a communications workshop</i></p> <p>Discussion of 2019 year end review</p> <p><b>Highlights</b></p> <ul style="list-style-type: none"> <li>Michelle L. noted the topics of discussion from year end review:             <ul style="list-style-type: none"> <li>Economic projections</li> <li>Business aspects of port operations</li> <li>Environmental impacts</li> <li>Communications</li> <li>PCLC structure and function</li> </ul> </li> </ul>
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Meeting	Agenda Ref #	Action Item	Responsible	Due Date
52	5.1	Identify interest level and capacity for a communications workshop	Alex	In progress
52	5.1	Work with port authority communications team on communications tips or tool kit.	Alex	In Progress
52	3.2	Send invitation and details of GCT Deltaport tour to committee members.	Alex	Complete
52	2.1	Connect with port authority communications team re: visual noted in 2.1 to share with committee.	Alex	In progress
51	5.1	Add communications strategies as an action item/ topic for February 2020 meeting.	Alex	Complete
51	5.1	Coordinate GCT Deltaport tour for committee members in 2020.	Alex	2020
51	4.1	Presentation request: container volume projections regarding container capacity reached by mid 2020's.	Alex	2020
51	3.2	Add specific wording outlining environmental committee member position.	Alex	Complete
50	5.1	Inquire about PCLC getting together with other liaison committees	Alex	2021
50	5.1	Presentation from HEP Team: Habitat Enhancement Program regarding Delta sites	Alex	April 8, 2020
35	2.2	Provide formal presentation on salinity study and next steps.	Noel	Future meeting

