



Minutes

BIA Board Meeting held on Tuesday Jan. 12, 2016, at the BIA office-6pm

DIRECTORS PRESENT:

Solomon Akoroje, Kent Archibald, Norma Brown, Steve Bednash, Tricia Ellingsen, Yvonne Hogenes, Freda Mattern and Rob Paterson. Plus ED Paul Oraziatti

DIRECTORS ABSENT:

Janet Howell, Jim Mason, Dean Moore and Frank Redekop

1. Meeting called to order at 6:02pm
2. **Agenda Adoption:** Moved by Steve Bednash, 2nd by Norma Brown Carried unanimously
3. **Minutes Adoption of Dec. 8, 2015:** Moved by Norma Brown, 2nd by Freda Mattern Carried unanimously
4. **New Business**
 - a. **City BIA By-law amendments** The Board of Directors reviewed the recently passed BIA by-laws and were looking for a greater explanation from the City of Surrey in writing with respect to who could represent a property owner. The Exec. Director had been advised verbally that a senior member of a property management firm or a second in command could represent an owner. The ED was also advised that a property owner must be registered on the land title to be entitled to a vote and that any business member also had to have a City of Surrey business license to be entitled to a vote. The BIA directors were extremely disappointed that a long serving member of the board who had a business (business was recently sold) in the BIA for years was being singled out and would not be able to act on behalf on a property owner even with the owners consent. The Executive Director was asked to contact the City to see if this matter could be reviewed.
 - b. **TownLine Home proposal:** The Board discussed the TownLine proposal in greater detail and wanted to ensure that the City planner working on the file was made aware of the BIA's desire to retain the previous proposed commercial component of the development at ground level. Of greater concern was that the Board was vehemently opposed to deeply

subsidized rental housing. The board had been advised that TownLine stated that they were only providing market housing. One of the directors also expressed concerned about TownLine's uncertainty of whether or not they were going to continue ownership of "The Bristol" and manage the building after it had been constructed. The ED was to contact the Developer about this matter, in addition the BIA will go on record that it is opposed to deeply subsidized rental housing.

Motion made that TownLine keeps its commitment to provide a retail component of approx. 20,000 sq.ft. at ground level at "The Bristol".

Moved by Tricia Ellingsen and seconded by Freta Mattern. Motion carried.

c. **2016 BIA AGM:** The Exec. Director reported that the traditional venue of the Cloverdale Legion was unavailable due to previous commitments and that a new location at the Surrey Museum had been proposed for the AGM. A facility rental charge of \$350 has been identified by the Museum and the ED was looking for approval on the financial expenditure. Director Solomon Akoroje from CIBC indicated that the bank would cover the rental cost as an event sponsor. The board graciously accepted the offer and the ED was to enquire if there was any additional wriggle room to lower the rental cost. The ED has been working with the City of Surrey on an "Authorization to Represent a Member" form and the components of the AGM notice to members mail out that would be sent to the businesses and property owners. The City advised that the BIA would be responsible for mailing out all business AGM notices. The BIA would also provide stuffed envelopes with postage to that the City of Surrey, who would add property owner labels to complete the mail out requirement. In addition, the BIA will provide the City of Surrey with an updated database of the business members for their records.

A motion was made that the BIA hold its 2016 AGM at the Surrey Museum and to approve CIBC sponsorship of the Event.

Motion moved by Tricia Ellingsen and seconded by Freda Mattern Carried Unanimously

Since the Secretary of the BIA has been away ill, the Executive Director is temporarily assisting with director nominations. The following board members have agreed to let their name stand for re-election at the 2016 AGM: Solomon Akoroje, Kent Archibald, Norma Brown, Steve Bednash, Tricia Ellingsen, Yvonne Hogenes, Freda Mattern and Rob Paterson. The ED will contact the other BIA directors that were not at the meeting to confirm whether or not they would like their names to stand.

d. **Treasurers Report:** Treasurer Dean Moore announced that the Cloverdale BIA had a bank balance of \$114,701 that would have to last until the end of August 2016.

The Board discussed in detail the BIA's fixed financial commitment for the first half of the year and agreed to reduce the BIA contingency from \$5,000 to \$3,000 until the BIA levy was paid in late August of 2016. The Board was advised that there were fixed commitments covering rent, salary, copier lease, insurance, hydro, phone/internet that would total

\$70,000. There was also discussion on making financial commitments of \$2,000 each to the following events: Brick Yard Days, Cloverdale Bed Races, Chili Cook off and Cloverdale Market Days. There was also a commitment made of \$1,000 for the Cloverdale Rodeo parade. The board also agreed to a \$4,000 commitment for the 176 Street hanging baskets that were done in partnership with the City of Surrey. \$5,000 was allocated to the website to cover new content including videos and social media. There was also agreement to carry over the \$10,000 provincial money along with \$12,000 from the BIA to fund the new community gateway sign.

The ED reported that the City of Surrey had paid for 50% of policing costs for the 2015 Santa Parade however on the Parks, Recreation and Culture statement on Jan. 7th, 2016 there was an outstanding balance of \$3,087.00 for 2014 policing costs. The statement had been addressed to Ben Wevers at the Cloverdale BIA. The former Exec. Director of the Cloverdale Chamber was under the impression that the City of Surrey was going to absorb the 2014 costs since he had verbally spoken with the Mayor and another councilor who agreed to cover the costs in the fall of 2014. Ben was questioned on this matter and agreed to contact the Mayor's office to resolve this outstanding bill asap. Since the BIA board had not been advised of the 2014 policing costs for the Santa parade and that they were outstanding, the board felt that it should tentatively budget for this outstanding bill until the matter is settled. The board of directors at the next BIA board meeting will finalize the 2016 BIA budget so that it can be presented to the membership at the AGM in Feb.

A motion was made that the BIA board approve the first half of the year budget for 2016 and they will make any final amendments at the next board meeting pending the outcome of the 2014 Santa Parade policing costs.

Motion moved by Steve Bednash and seconded by Tricia Ellingsen Carried Unanimously

5. Old Business

a. **Gateway Signage:** The Board is awaiting a revised draft of the sign along with a rough estimate of how long it would take to construct. Once there is agreement on the design, the City of Surrey will provide a detailed cost estimate and a concrete time line to finish the project. After discussions with the City Manager, we were advised that the BIA will need to send a delegation to visit City Hall at a council meeting to look for financial support for the sign from the Council Initiative fund. Date to be set shortly.

b. **5 Year Strategic Plan:** The Board tabled the Plan and agreed that work would continue on it for presentation at the BIA AGM.

c. **SCDC Report:** There has been a report that SCDC is close to negotiating with MOSAIC and that an announcement could be made in March of 2016 regarding the sale of the northern portion of the Cloverdale West Village.

6. **BIA Committees**

a. **Beautification:** Several directors discussed how well 176 Street looked with white lights in the trees at night. The board wanted to advise the City that they would like the lights to remain on as long as possible.

A motion was made that the ED advise the City on the board's desire to keep the lights in trees on 176 St up as long as possible.

Moved by Tricia Ellingsen and seconded by Norma Brown. Motion carried.

b. **Communications:** The ED is working with the webmaster on a number of improvements to the website including a social media hub. Paul is working with his Lord Tweedsmuir student to update the database so that the website directory can also be updated shortly.

c. **Economic Development:** The board was made aware of two developer websites for Strathcona and Mt. Pleasant that should be considered as good ways to market an area due to those areas being the oldest residential part of Vancouver just as Cloverdale is the oldest residential area in Surrey. The BIA was made aware of the websites from MOSAIC and they felt we should be trying to promote the variety of unique and eclectic businesses in the Town Centre. The BIA is scheduled to meet with the Cloverdale Chamber on Jan. 27th to discuss a joint brand for promoting the entire Cloverdale District. Goals and objectives for the joint business alliance would be drafted and brought back to each board for discussion.

d. **Special Events:** A general member meeting for Special Events to discuss 2016 events is scheduled for Jan. 13th at 6pm at the BIA office.

The board had been advised by a letter that some merchants on 176 Street have created the Cloverdale Arts and Entertainment Association with the intent of running the 2016 Cloverdale Market Days on their own. The new group was looking for continued financial support but did not make a specific request for funds. The new Association will also advise the BIA shortly if they want to continue to organize the 176 Street Ladies Night Out in December 2016.

e. **Safety, Security and Crime Prevention:** A new committee is to be formed at the next scheduled meeting on Jan. 19th at 6pm. The BIA will look to work with Chamber members and will create a program to revamp the Heads Up email program and look into creating a Facebook page reporting on suspicious and criminal activity in the business areas of the Cloverdale District.

7. **Other Business:** None brought forward.

8. **Date of Next BIA Meeting:** Tuesday, February 9, 2016 at 6pm

9. **Meeting Adjourned:** Moved by Steve Bednash