



**CLOVERDALE**  
Business Improvement Assoe.

# Minutes

Tuesday, February 10, 2015, 6:00 pm

Cloverdale Business Improvement Office

President: Rob Paterson - Recorder: Janet E Howell, Secretary

Present: Rob Paterson Tricia Ellingsen Dean Moore  
Steve Bednash Yvonne Hogenes Paul Orazietti  
Norma Brown Janet Howell Frank Redekop  
Cynthia Dunsmore Jim Mason

Absent: Marty Dumas Derek Tremblay  
Helena Lloyd

Guests: Dan Gibbons - RCMP  
Kiran Kooner – City of Surrey

## Call to order @ 6.10pm

**Adopt the minutes of Tuesday January 13, 2015** *Changes:* Spelling of three directors names needed correction, so noted, Norm to Norma, Trisha to Tricia and Dunsmoore to Dunsmore,

**Motion:** put forth by Norma Brown to accept the minutes with noted changes, seconded by Frank Redekop: All for unanimous, none against, **Motion Carried**

## New Business:

### **BIA 2014 Financial Reports:**

The reports have been completed by the accountants. This information is for the board of directors only and not for general distribution the reports are Private and Confidential.

The reports as they are now are not to be shared with membership at large, as per the Society Act, we can when we receive the Audited Financial Reports share them with membership at large, and this should be done at the AGM. If any Director of the Board needs to review the accountant's report they can, it needs to remain in the office and viewed with Paul Orazietti, Executive and one other board member present.

Paul discussed the financials and that overall we are down on advertising expenditures. He continued to discuss that we need to come back as a board to create a 2015 Budget that will be sent to the City of Surrey. The board needed to come to consensus on spending priorities and that we need to start to earmark some monies into other areas like beautification initiatives for Highway #10 and elsewhere through the Town Centre. In addition, more resources were to be allocated for crime prevention and safety/security and business recruitment. The director indicated that there would be a need to move monies out of the existing Special Events, and still try to consider funding for a new event being brought forward by the Special Event committee. The Board needs to come to an agreement as to what events will be either cancelled or trimmed. The Santa Claus parade was in jeopardy in 2014 of being cancelled or down sided considerably, but when the Association reached out to the Community they came forward to support it. Another area that was being considered to be trimmed is monies that we provide for the Rodeo parade and promotion of Rodeo Days.

The executive committee is proposing that the board consider earmarking at least \$5000.00 for a new Gateway Sign at the corner of Hwy #10 and Hwy #15 that welcomes people to Cloverdale. There is also a need to create a transparent budget that shows balanced investment throughout the BIA area. An example would be a new landscaping features on Hwy 10 that would have at least a similar budget to the hanging basket contribution for 176 St.

The Executive committee also proposed that additional dollars be provided for the web site to allow it to be used for business recruitment and to add a new component called "SpaceList" that would have a complete inventory of properties or space for rent/lease/purchase.

There is a very strong need to get consensus with the merchants and building owners to create a plan that works for all of the membership. There is also a strong need to address misinformation among merchants regarding the BIA's mandate and past expenditures. Currently the Blueberry Festival is the BIA's largest event yet there are no statistical measures to determine its value and benefit to the membership even though there has been a number of positive verbal responses. President Rob Paterson addressed a lot comments from members along Highway #10 that would appreciate gateway signage and landscaping. Norma addressed that importance of safety and security concerns, and that the committee was actively speaking to a number of members on the value of added security patrols (possibly with K9) and portable HD cameras installed in hot spot areas.

**Action:** Paul to contact the mayor prior to next board meeting regarding gateway signage.

Kiran from the City of Surrey, Economic Development addressed our strategy as needing to benefit the whole area, not just certain malls or streets. The BIA needs a solid plan to deal with Safety and Crime Prevention. Bike Patrols were suggested as an example and the we should consider speaking to the Newton BIA and the Surrey Crime Prevention Society which is implementing Bike Patrols. Outside of 176 St, other areas have felt ignored, and they also would like to see an increase in activities/attractions that would draw more visitors to their area. Concentration of resources/activities appear to all be on one street. This message came through to the City of Surrey clearly during the renewal process when business questioned why they should support renewal.

Rob suggested we need some wins, through Safety and Security, good media, and we need to implement now. Suggested we speak with the Surrey Crime Prevention Society to see what they are doing and how we might be able to utilize their services.

We need to update the data base and we need a newsletter for the membership. We need to slow down and tell the story, so others are seeing what the BIA is doing. Need to survey the membership on a number of matters more frequently.

**Executive Directors Report:**

Paul advised that he has started to document his unpleasant interactions with a BIA member named Niamh Kavangh, he was not going into detail, report is attached for us to read.

**BIA Spending priorities:**

Spending priorities have been addressed above in Financial Report, there is a need to have an additional Executive Meeting to create a direction for the budget that can be discussed by the board for approval at next meeting.

**Old Business:**

**Cloverdale West Village-Surrey Development Corp.**

Frank Redekop spoke to this as he was involved in a meeting. The Surrey Development Corporation is close to signing a deal with a developer for Phase 2, 3 and 4. TownLine has purchased the Phase 1 property and will have a sales center on location in the spring. The situation looks promising, for the development of a residential area. Frank advised that no developers at present are interested to have the Cloverdale Legion to be a part of their proposals.

**Action:** A special subcommittee will be set up to continue discussions with the Surrey Development Corporation.

**Motion:** put forth by Steve Bednash that the Cloverdale BIA to strike a subcommittee to continue with Clover West Village to make sure we are in the loop. Seconded by Frank Redekop All for unanimous, none against **Motion Carried**

New committee members: Frank Redekop, Norma Brown, Steve Bednash Dean Moore  
Transportation Referendum:

**TransLink Referendum:**

Kiran Kooner from the City of Surrey, advised that it is not called the *Translink Referendum*. We need to revise and call the project: the **Mayors Council Regional Transportation**, so noted for next Agenda.

Kiran Kooner advised the Board of the City of Surrey's support for the Referendum and was looking for support from the Cloverdale BIA's. Paul advised Kiran that as a board we had not yet discussed a position on this matter. He advised that both Janet Howell and Norma Brown had been attending meetings and gathering information. Janet asked if she could speak on this matter and update the board.

Janet advised that we have some concerns as to how we can support the yes side. She advised that economically it makes the most sense to go with a 1/2 percent PST tax increase as this creates a fair distribution of gaining the funds needed to improve the transportation system. The

burden does not just fall on property owners or people who have vehicles. Her concerns as a resident of Cloverdale and as a business owner is the fact that every major city centre in Surrey has a major bus route except Cloverdale and the fact that we have been left total out of any improvements to make Cloverdale more accessible.

Kiran asked if we would like to have a meeting with the Secretariat for the Mayor to speak to our concerns. We felt this was not necessary as we had already had a meeting with members of the team, where we have expressed a concern that nothing is being done to include Cloverdale. We were advised that our demographics do not warrant anything other than what we have. Janet questioned this as City of Langley has a smaller population than we do except that they have added the entire population of the Township of Langley. We felt that until we had more information we could not make a decision either way.

**Committees:**

1) **Beautification:**

Paul advised that Sherrold Haddad is working on a Statue of Bill Reid to be installed at a location on the corner of Hwy 10 and Hwy 15. The statue was going to be considered as a component of the proposed primary gateway sign for Cloverdale.

We discussed the hanging baskets for 176 Street and confirmed that the basket size would remain the same as previous years that Beier Nurseries had provided. The baskets did suffer from the very hot summer and the changes in the weather. Last year's cost of the baskets to the Cloverdale BIA is \$ 3,100.00. This amount has crept up every year by a few hundred dollars.

The City of Surrey planning department was factoring in to do some improvements for 176A Street, with the continuation of new street lights and other elements.

**Action:** Paul to try and find out what the city is planning for upgrades to 176 A Street.

2) **Communication:**

Website review: The board agreed that a New Logo and branding was to be considered for the future. The management committee met with the web designer to review costs to date on the project and he did advise that majority of the budget was spent doing the directory. Paul did do a number of corrections to the directory and was adding special event information for Rodeo Days. A number of things have been corrected, markers have been moved, and we added missing members. Still to be done, is to break down the service section, as it has too many listings that are from different categories that are all lumped together. We have already spent the 2015 budget of \$5,000.00 to get us where we are now. We still need some new sections such as news releases, a business section, opportunities for business, need to add a free service like MSL, space to lease, rent, own, we need more pictures, special events, projects. Now to do the updates we need additional dollars. It is proposed that we will need at least \$3,000.00. This needs to be brought back to the committee for discussion and decisions on how to continue.

Social Media, is not money just time. Suggest more group efforts on FaceBook, Instagram, Twitter, need to get ship in order so that Paul can have time with them. Important to recognize where we are and then take to the next level, and work collaborative. More work required a motion is premature, to go forward with the cost to us is writing the codes.

3) **Economic Development**

The BIA needs new Demographic info to use on its website and for prospective businesses looking to locate here and there may be a need to pay a nominal fee to acquire it. There is also a need add concept drawings from developers who are planning to build in the area as a drawing card. The management committee was recommending that we budget at least \$ 3,000.00 to economic development committee.

Action: Paul to contact Surrey Development Corp. to follow up on why we were left out of update? What else is happening with other empty lot.

Action: Jim looked into building at the end of 5700 block of 176 St. and could not get a connection. Maybe through the city of Surrey, Jim to follow up.

#### 4) **Safety, Security & Crime Prevention:**

Dan spoke on the Crime Prevention Meeting held on February 5, 2015 meeting at one of the elementary schools in Clayton. Over 100 people came to meeting they had five (5) speakers which included a Q & A time. Message everyone has to take ownership of the problems.

A survey was done on the parked cars in area and the results were astonishing of the ones viewed 105 failed, visibly in the cars were cell phone, garage door opens, tools, keys, purses, wallets, lap tops and back packs.

Recommended that things not be left in vehicles also to use an anti theft device as they seemed to work. Stolen cars are not taken for a ride to the museum, they are being used from one crack house to crime and the to next crack house.

Surrey Crime Prevention Society is doing tours, they will provide extra coverage, will give reports, high peak hours will not be able to cover.

A new recovery house opening in Cloverdale, cannot tell you where it is, working on that, not all recovery houses are bad working with bylaws, the police are engaged with it.

Stolen property is supply in demand, where is that stuff going, someone is consuming the stolen products which creates a cycle. Someone is going around with a truck trying to sell tools, sold to some business. Message we have to get out and be observant, make sure no valuables in cars, lock sheds, garages.

Action: Paul/Norma Dan has suggested a monthly breakfast meeting, follow up meeting with Hwy 10 and larger business.

#### 5) **Special Events:**

Noted: Yvonne spoke about the Market Days during the Financial portion of the meeting. She had nothing further to add.

With the Santa Parade, the City gave us and again has committed for 2015 \$6000.00. The City was looking into taking care of part of the policing bill. The BIA will need to go out to look for sponsors to keep this event. There are certain things we can do to cut the costs, if we cannot pay for the trucks from the Island then we will not have them. We will get on the drum and try to then get more local support, we will cut if we have to, this event has to be self sustaining.

Move forward to get more sponsorship across board, and yes we can go out ahead of time, trim the fat, then give them choices of sponsorships, components with risk reduced, next biggest cost is advertising. We would not expose us to costs.

Escalated demands from city, policing, road closures, we are looking at change, we are looking for more support from the city, covering more costs, coming to table to help us.

A motion was suggested to cut events, question do we keep Halloween? Feedback, drop Halloween, do we get sponsorship, cut the parade, all vendors \$ 100.00?

Motion did not proceed any further. A suggestion was to put together a letter with all the events and the costs, to reach out for sponsorship, pick your event.

**Other Business:**

Paul advised that we had some memberships up for renewal and we need the board to vote on these renewals.

- 1) Memberships Renewal: Art Council: Cost \$ 60.00

**Motion:** put forth by Steve Bednash that we renew our membership with the Art Council. Seconded by Norma Brown. All for unanimous, none against **Motion Carried**

- 2) Membership Renewal: Surrey Board of Trade: Cost \$ 395.00

Discussion: What do we benefit from being a member of the Surrey Board of Trade? Paul addressed that it provides political good will, is a lobby group.

**Action:** Paul is to look into the possibility of a better rate, and more clarification on what the benefits are to being a member.

- 3) Membership Renewal: Business Improvement Association of British Columbia: Cost \$ 325.00

Motion: put forth by Frank Redekop that we renew our membership with the Business Improvement Association of British Columbia. Seconded Tricia Ellingsen, All for unanimous, none against **Motion Carried**

Janet Howell, handed out the first draft of the proposed New Constitution and By-laws of the Cloverdale Business Improvement Association. She advised that these are Private and Confidential and not to be shared. She requested that the board members review the draft, if you have any comments, or changes you wish addressed to please have those back to either her or Paul no later than February 24, 2015. This will give them time to review and implement for 2nd Draft to be presented and approved in principle so we can move onto an extraordinary General Meeting.

Meeting adjourned @ 8:32pm

Next meeting: Tuesday, March 10, 2015 at 6:00pm