



Minutes

BIA Board Meeting held on Tuesday Dec. 8, 2015, at the BIA office-6pm

DIRECTORS PRESENT:

Kent Archibald, Norma Brown, Steve Bednash, Tricia Ellingsen, Yvonne Hogenes, Freda Mattern, Dean Moore, Rob Paterson, and Frank Redekop. Plus ED Paul Orazietti

DIRECTORS ABSENT:

Solomon Akoroje, Janet Howell, Jim Mason

GUESTS PRESENT:

Kiran Kooner – City of Surrey

1. Meeting called to order at 6:05pm
2. **Agenda Adoption:** Moved by Frank Redekop, 2nd by Norma Brown Carried unanimously
3. **Minutes Adoption of Nov. 18, 2015:** Moved by Norma Brown, 2nd by Yvonne Hogenes Carried unanimously
4. **New Business**
 - a. **City BIA By-law amendments** presented to the Board. Kiran reported that the City of Surrey has made By-law amendments that would be applicable to all of the City's BIAs. There were several important provisions that would allow the City access to view all financial records of the BIA. There was a clear description on the definition of Authorized representative for both businesses and property owners. There will be no proxy voting and the City has asked that the BIA create a new Authorized Representative form for scrutiny prior to it being released for the upcoming BIA AGM. All signed Authorization Forms for BIA businesses wanting their representative to be a Director will be vetted by the BIA office and then forwarded to the City of Surrey no less than 5 days prior to the Annual General Meeting. The AGM mail out package must be sent out 3 weeks prior to the date set. The City of Surrey agreed to provide mail out services to send the AGM package to the property owners and that BIA office would provide prepaid stuffed envelopes and postage that would

only require labels to be attached. The new By-law will be attached to the Dec. 2015 Board minutes for the Director's review.

Kiran has recently been reviewing the finances of the other 2 BIA's in preparation for plans for the creation of a new BIA on Scott Road. In a financial review of the Cloverdale BIA's insurance costs, it was felt by the City of Surrey that BIA pays very high rates of insurance for special events and office insurance, and that there could be a recommendation made for another supplier to give them a more cost efficient policy.

b. TownLine Home proposal: ED Paul Oraziatti reported on a meeting between the developer and the executive committees of both the Cloverdale BIA and the Cloverdale Chamber of Commerce held on Dec. 2nd. The developer brought forward a mixed use design for their development to be entitled "The Bristol" on the corner of 57 Ave. and the Cloverdale By-pass. Based on current market conditions the developer is proposing to create rental residential units similar to a few past projects that they have worked on in downtown Victoria and more recently at the former Fantasy Garden site in Richmond. The units would be targeted to young working couples that might be considering to start a family. The developer felt that there would be great synergy with the MOSAIC development which would be a logical next step up for a growing young family. The developer discussed some change in direction that the City of Surrey would support which would ultimately diminish the retail foot print of the initially proposed 20,000 sq. ft. of retail at ground level. In other cities there had been changes made that would for example allow the residential fitness centre to be moved to ground level. The Board did review the concept drawings that had been forwarded to the office and felt somewhat disappointed by the design which in many respects appeared to look like building designs from the late 60's to early seventies. There was also some frustration amongst the board that a switch to rental only units was not the highest and best use of this key property in downtown Cloverdale. The BIA board felt that a meeting with a senior planner with the City of Surrey would help address this matter. The meeting was to be set in the New Year as soon as possible. The Board did continue to discuss the development of the SCDC property and many had felt that the MOSAIC approach to developing the site would be more appropriate.

c. 2016 BIA AGM: Discussion was raised by the City of Surrey representative on the timing of the tentative date set for the BIA Annual General Meeting of Monday, Feb. 29th, 2016 and she had asked that the Board consider moving it forward to allow for more time in getting important documents like the AGM minutes and the BIA 2016 operating budget sent to City Hall by Feb. 26 in the am to meet a deadline to get it presented to the next Council meeting for approval. In a show of hands the Board unanimously agreed to move the 2016 Annual General Meeting to Tuesday, February 23rd at 7pm.

The board also recommended that Secretary Janet Howell take on the role of the Chair of the BIA nomination committee.

d. **Treasurers Report:** Treasurer Dean Moore announced that the Cloverdale BIA had a bank balance of \$132,000 and that he was most pleased with how prudent the BIA Executive team had become in controlling the BIA finances in 2015. An interim draft of the 2015 BIA budget vs actual spending as of Nov. 15th had been presented for board review. It was agreed by the Board and the City representative that comments would be added to this document when it is presented at the next AGM to make it more self explanatory to members. This new document will explain to BIA members any deviations from the annual budget (overspent vs under spent) and an explanation on why it had occurred. At present the majority of the projects were being completed on budget however the BIA's biggest project the Primary Community Gateway sign was behind schedule and probably would be completed in the Spring of 2016. There were also a few budgeted items that had not been spent in the Safety and Security committee as there had been delays in working on a plan between the RCMP, the City of Surrey and the members.

Vice President Norma Brown has been working on cash flow predications for 2016 that will allow for some continuation of committee projects from 2015 to carry over to 2016 along with monies that could be planned for use prior to the BIA receiving its annual funding in mid to late August of 2016.

5. Old Business

a. **Gateway Signage:** The Board discussed at length the current proposed design and its deficiencies such as identifying that Cloverdale was part of the City of Surrey. The board felt fractured on what the BIA branding should be since our logo has promoted Historic Cloverdale in the past, the proposed Gateway sign did not fully look historic in design. The Board agreed that we need to take a strong position on branding for the community and that any positioning lines or themes could be potentially added to the Gateway sign at a later date. Norma Brown has been actively involved with the project since its inception and was fearful that we were placing too much importance on this gateway sign defining this community and that it would make the project difficult to complete.

A motion was made that we proceed with a slight modification to the Community Gateway Sign last presented with the idea of adding a Brand theme along with the City of Surrey logo to the base. The next step would be to present the new Design to Mayor and Council for financial support in completing the project.

Motion moved by Norma Brown and seconded by Tricia Ellingsen Carried Unanimously

b. **5 Year Strategic Plan:** The Board felt that significant work had been accomplished but due to a short month in December along with the upcoming Santa parade that this project be tabled until January of 2016.

c. **SCDC Report:** An email had been presented to the board that confirmed the recent installation of chain link fence around the Cloverdale West Village site and that Enviro screening and photos of the Town Centre would be added shortly to the fencing. SCDC has

increased its communication with the Association and the general public to give everyone a more up to date report on what is happening with the property.

6. BIA Committees

a. **Beautification:** Paul presented a Green Streets program from the TD bank to potentially fund a proposed tree planting project on Highway #10 initiated by the City of Surrey. Paul will report back on the progress of the application at the next board meeting.

b. **Communications:** Paul is working with a Lord Tweedsmuir student named Kurstyn Froud on updating the BIA's Facebook page, its Instagram account and opening a new Twitter account.

The committee met with the webmaster recently to discuss modifications to the website that would cover a number of areas.

c. **Economic Development:** The committee has met several times with the Cloverdale Chamber and is working on a branding theme for the District of Cloverdale that could be used in marketing materials to attract businesses and residents to the area. The committee will meet in the New Year to discuss more marketing ideas. One area that was brought up was the immediate need to aid existing developments and newly proposed ones in the area. The BIA and Chamber agreed to work with TownLine Homes and that they would try to help their development move along.

d. **Special Events:** Yvonne & Dean reported that the Ladies Night Out promotion was highly successful especially with various vendors setting up in the participating stores. There was some discussion that in the future the Entry Form for the draw should include permission to contact the entrant in the future. There was some discussion on the possibility of looking into an additional Ladies Night Out promotion possibly for Mothers Day.

A budget of \$20,980 had been presented for board review for the 2015 Surrey Santa Parade that was held on Dec. 6th at 5pm. The Parade stayed within budget and was based on the BIA providing a contribution of only \$2,000 and that all other funds had been secured through sponsorship including a \$5,000 grant from the City of Surrey plus 50% cost recovery of policing costs. Paul reported that the Vancouver Sun wrote an extensive article on the event in the Friday edition of the Driving Section on Dec. 4th. Paul went onto report that there were no incidents or injuries to report and that the crowd was the largest ever in attendance.

ED Paul Oraziatti reported that the City of Surrey did not provide the \$1,000 grant agreed to in 2014 for the proposed Blueberry Festival for 2015 since the event was cancelled. The BIA incurred expenses by the Car Show organizer who had been working on the event up until the decision to cancel the event due to insufficient sponsorship. This left a shortfall of \$680 due to SRO Promotions (The Car Show Organizer).

Motion made by Tricia Ellingsen and seconded by Dean Moore that the BIA pays the balance of the bill - \$680.00. Motion Carried. Two contrary votes.

Director Kent Archibald excuses himself from the meeting at 7:30pm

e. **Safety, Security and Crime Prevention:** Paul reported that officer Winston Shorey has replaced Staff Sergeant Dan Gibbons who retires at the end of 2015. The RCMP will post the position and look at hiring a full time officer in 2016. Paul went on record that Winston has worked his way into the community in very short notice and has been excellent in building relationships with a number of the business owners. There has been several window smashes from young males on the main street recently that were all caught on HD cameras. The BIA office will ensure that there is follow up on this nuisance but costly behaviour. The committee will hold a meeting in partnership with the RCMP in the New Year to start creating a database of businesses that do have high quality HD cameras that could be used in a future RCMP voluntary call list.

7. **Other Business:** Board members were reminded that they have been invited to attending the Grand Opening of the Elements Casino (formerly Fraser Downs) on Thursday, Dec. 7th at 6pm. No other business was discussed.

8. **Date of Next BIA Meeting:** Tuesday, January 12, 2016 at 6pm

9. **Meeting Adjourned:** Moved by Frank Redekop

