



Minutes

BIA Board Meeting held on Tuesday Nov. 22, 2016 @ 6pm - BIA office

Present

Kent Archibald	Yvonne Hogenes	Michelle Moore	Paul Orazietti
Jim Mason	Dean Moore	Rob Paterson	Steve Bednash

Absent

Frank Redekop	Freda Matern	Alex Charles
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Recording secretary: Paul Orazietti Call to order 6:05pm

Adoption of Agenda : Moved by Rob Paterson , 2nd by Yvonne Hogenes, all in favor, carried

Adoption of Sept. 13th Board meeting Minutes: Moved by Rob Paterson, seconded by Jim Mason, all in favor motion carried

1 City of Surrey Public Safety Strategy: The Cloverdale Chamber, the Cloverdale BIA and the Cloverdale Community Association hosted a joint breakfast meeting for Dr Terry Waterhouse and the City of Surrey on the morning of Nov. 22nd to present their new Public Safety Strategy at Elements Casino. The meeting covered numerous points about the success of existing programs and a variety of new ones that will be launched. Dr Waterhouse stressed the importance of creating measureable data that the City and its partners could track and monitor the effectiveness of different programs.

Paul reported that the BIA had met City representatives on numerous occasions to discuss the possibility of a Cloverdale/Clayton Community Safety Patrol and to perform a Public Safety Audit for the summer of 2017. The City will also meet with the BIA on a number of different initiatives such as "Clean Sweeps" of the community that would pick up needles and keep track of where they were found and how many. Another important program identified was IRIS which is a voluntary registry of private (business) HD cameras that the City would use with the RCMP when an incident report is generated that the RCMP will contact business owners for video information that may be of use for a criminal file.

2. Treasurer's report: The Bank balance at the end of October 2016 is \$196,000.00

Dean reported that the BIA had revenue income for the month of October of \$2,500.00 and expenses totaling \$11,808.41

NEW BUSINESS

3. 2017 BIA AGM

a. Date of AGM: To comply with the City of Surrey By-law requirement, the Cloverdale BIA plans to hold the AGM at the Cloverdale Legion on either Monday, Feb. 27th or Tuesday, Feb. 28th, 2017.

b. 2017 BIA Budget: The board discussed the direction of the BIA Budget for 2017 and that there would be several changes from the past that potentially would include a part time staff person and a new Special Event called the Cloverdale Country Festival that would incorporate a new Show N Shine that is moving from Langley and would be organized by the BC Hot Rod Assoc. A preliminary budget of \$10,000 had been discussed for the new event that would be held on Sunday, July 16, 2017.

c. Nomination committee: The board discussed the need for a new Nomination committee chair that work on confirming existing and new directors for the 2017 slate.

4. Office Rent: Taurus management who represents the City of Surrey has advised us of a monthly rent increase of \$200 + GST for 2017. The cost would be shared with the Cloverdale Chamber of Commerce. The BIA is in discussions with the City of Surrey to get permission to have an office constructed for the Executive Director of the Chamber. The BIA will get estimates for the construction and will bring it for consideration of both the BIA and Chamber boards.

5. New Director appointment: The Board of Directors have formally accepted the resignation of Solomon Aikoroje, a CIBC manager who has moved to manage a larger branch in Maple Ridge. The board voted to accept his replacement Mahseed Murad Wahid, the new CIBC manager.

Motion made by Steve Bednash and seconded by Freda Matern that Masheed Murad Wahid be appointed as a replacement until the 2017 elections at the next AGM. Motion Carried

OLD BUSINESS

6. Cloverdale Market Days: Dean and Paul recently attended a meeting with the Cloverdale Arts and Entertainment Association to discuss their plans for 2017. The group advised that they are looking at holding 3 Cloverdale Market Days (tentatively last Saturday in May, June and September: 10am - 4pm) in 2017 and that they would work with the BIA and local merchants to address any concerns. The Board of Directors discussed the overall positive value that the market has for the community and will send an email to the City of Surrey showing its support for the 2017 Cloverdale Market Days. The BIA will meet again with the organizers of the Market to see what help can be offered.

Motion made by Yvonne Hogenes and seconded by Dean Moore that the Cloverdale BIA support the 2017 Cloverdale Market Days. Motion carried unanimously

7. Gateway Signage: The City of Surrey has asked that the BIA work together with MOSAIC Homes on a gateway sign that they are going to build near the corner of 58 Avenue and the Bypass. The City believes that there could be some cost efficiencies using one sign manufacturer to build both Community Gateway signs. The BIA will need to get a cost estimate and bring it before Mayor and Council to be considered for additional funding through the Council Initiative Fund.

8. Parking Task Force : Paul reported that the BIA is still in discussions with the owners of the Henry Public House about their plans for 5 shipping containers that are located in their own parking lot. The new manager indicated that containers are there to accommodate renovations that are occurring in the building. When a decision is forthcoming the BIA will discuss with the owners and the City on putting some new parking stall lines that will allow both the City lots and the Henry lot to be used more efficiently. At present there are no lines in the Henry lot and people using the parking lot tend to park in the middle of the lot which reduces the use of parking by at least 50%.

The City has also confirmed the receipt of a letter from the BIA to strongly consider purchasing more land for future parking use west of 176 Street.

The City has also recently planted several Japanese maple trees of the edge of the parking lot on 176A Street and 58A Ave.

9. BIA Committees:

a. Beautification: Paul reported that the City of Surrey was almost finished putting up seasonal decorations for the Town Centre that included wreaths, night lighting and various pole mounted decorations. The BIA will confirm its desire to remain with the existing hanging basket supplier and that order is placed in a timely manner for installation in the spring of 2017.

b. Communications : The current BIA webmaster has proposed a budget of \$5000 to complete a new video to promote the Cloverdale Town Centre and the BIA. The proposed video would include a 30 second intro that can stand alone as a montage of the area. This would be followed by a series of intercut interviews with local independent business people and attractions in the area. The revised website has been launched and the BIA will work with the webmaster on adding new content and informational newsletters/blogs. The BIA will also step up its presence in new Social Media programs with activity currently on Facebook and Twitter.

c. Business Development : The BIA reviewed a City letter that talked about the Preliminary Notice of a Proposed Development at 5940 176A St with the possibility of Row Housing. The

Board reviewed the Notice and deferred making a judgment until more information was brought forward by the developer.

The BIA was also informed by Townline that they were seeking to amend their development proposal for 50% of the retail component at the Bristol. Townline would send information at a later date for Board review that would detail their idea of converting 50% of the retail space into live/work units.

The board also asked the ED look into the long term plans for the Esso Card lock located on 57 Ave across from the Cloverdale Legion.

d. Special Events : The BIA is currently working on the expanded Surrey Santa Parade and will require some additional funding to cover costs due to a shortfall in sponsorships. The BIA earlier in the month has made a plea to Mayor and Council for additional financial support to help cover the costs of increased traffic control, policing costs and fare money to get some of the Island Equipment Owners Association Big Rigs over to attend the event. The event is getting a strong number of parade entrants and the committee is finalizing work for volunteers.

ED Paul had gone on record to recommend that the new Cloverdale Country Festival receive an initial budget of \$10,000 and that it will need additional sponsorship.

e. Safety & Security : The BIA has held off holding any meetings with this committee until it has fully synchronized with the plans of the City of Surrey - Public Safety dept.

10. OTHER BUSINESS: Director Michelle Moore had announced that the Rustic Rooster had been shortlisted on the BC Small Business Awards and that she would appreciate voter support from the membership.

Next Board meeting scheduled for Tuesday, Dec. 13th, 2016

Adjourned : 8:30 pm