



# Minutes

***BIA Board Meeting held on Tuesday July 12, 2016 @ 6pm - BIA office***

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**Present**

Solomon Aikoroje	Kent Archibald	Rob Paterson	Trish Ellingsen
Steve Bednash	Frank Redekop	Freda Matern	Dean Moore
Erin Madsen	Paul Oraziatti		

**Absent**

Alex Charles	Michelle Moore	Jim Mason	Yvonne Hogenes
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Recording secretary: Paul Orazietti    Call to order 6:07pm

Adoption of Agenda : Moved by Rob Paterson , 2nd by Frank Redekop, all in favor, carried

Adoption of June 14th Board meeting Minutes: Moved by Freda Matern, seconded by Tricia Ellingsen, all in favor , carried

**1 City of Surrey Economic Dev. Report:** Andreas Boehm, Business Development Liaison attended the meeting on behalf of the City of Surrey. Andreas discussed the City's effort to acquire very detailed marketing information for Cloverdale that will eventually be passed on to the Cloverdale BIA. Andreas had sat in on a meeting between the Cloverdale BIA and Chamber which are trying to work together in business development in the Cloverdale District. The proposed partnership to date is unfunded but is putting together a proposal to brand and promote the Cloverdale District. Andreas indicated that the City is still working on getting a replacement for Kiran Kooner. Andreas did confirm that the Kwantlen is working on the potential development of its industrial lands for a future Clean Tech park and information is very limited.

**2 NEW BUSINESS**

**a. Treasurer Report :** Dean reviewed June 2016 profit and loss statement - total expenditures \$25,199.33, total income \$6,907.25 with bank balance of approx. \$47,000. Dean continued to report that the Cloverdale BIA would not have any cash flow issues prior to the annual contribution being made by the City of Surrey to the BIA.

**b. Parking Task Force :** The Task force reported on the status of the City parking lot behind the Dale Building. The upgrades made to the landscaping have been warmly received by the business community. The BIA office recently sent out a newsletter to the entire membership to showcase the efforts of the Parking Task Force. The task force has also requested that the City

of Surrey consider purchasing two additional residential lots that are located on 56A Ave just west of the City parking lot behind the Fire Hall.

The Task force then discussed plans for the City Parking lot that is located on the corner of 176A St. & 58A Ave. The City of Surrey recommended that we replace the overgrown hedges with new landscaping since they were too old to rehabilitate. Since there is a limited budget for landscaping, the City suggested that we remove only the hedging that faces 176A St and that we leave the hedging between the private residence and the parking lot. The City asked that the BIA send a letter of support along with one from the RCMP supporting the hedge removal.

Motion made by Tricia Ellingsen and seconded by Erin Madsen that the Cloverdale BIA support the removal of old hedging on the 176A St side of the parking lot and that it is replaced with new landscaping in a timely manner. Motion Carried unanimously.

The City of Surrey has also agreed to have angle parking introduced in front of the renovated Surrey Assoc. for Community Living building on 56A Ave across from the Public Library. Signs will be installed this summer and will allow for 6 more parking spaces in the D/T.

**c. Look Out Society - D/T Rental housing:** The BIA, the D/T merchants and the RCMP are closely monitoring the activities of the White Hotel and its tenants. There have been a number of interactions and at present the tenants have for the most part been respectful. The BIA will contact the Lookout to get a letter with Back ground information from the Lookout society and contact information that the merchants can use.

**d. Movie/TV filming:** The BIA has seen an unprecedented amount of filming in 2016 and has received a number of calls regarding this matter. The BIA has worked extensively with the City of Surrey to ensure that film companies provide more advance notice to all the merchants that would be affected by any filming. The BIA board has supported a feature film called, "Why We're Killing Gunther" to come in mid August and that it would work closely with the production company to ensure that businesses are treated fairly and that any disruptions would be kept to a minimum. The City of Surrey recognizes that there has been a lot of filming in the area and that it would turn away productions that want to film on 176 St. The board discussed the importance of having a meeting with the merchants in the affected area to come up with a plan of Do's and Don'ts when people want to film in Cloverdale. The City of Surrey agreed to provide some background information on other communities on how they handle filming. The City film office did successfully reduce the amount time that No Parking Special Event Filming signs go up in advance of the event from 3 days to 2 days. The City was also going to look at having large information signs posted at the end of each block that was being affected by an event.

### **3. OLD BUSINESS**

**a. Gateway Signage:** The ED held a meeting with the City of Surrey planners to find out what the holdup is for completing the design for the project. It was agreed jointly that Parks N Recreation should complete the design tweak and provide material specifications for the project so that the Cloverdale BIA can move ahead and get cost estimates to complete the project. Upon completion of the cost estimates, the BIA would bring a delegation forward to Mayor and Council to ask for financial support.

**b. Cloverdale Market Days:** The BIA office has received mixed feedback on the event and would like to work with the organizers to address issues brought forward by the merchants such as having competitive vendors directly outside of their business. The BIA was under the impression that the City of Surrey would survey the merchants to get some feedback on the event. At present merchants are directing comments about the event directly to the Special Event committee. The organizers have also sent out their own survey to the merchants but have not advised the BIA on the results yet.

#### **4. COMMITTEE REPORTS**

**Beautification :** The BIA is looking into a couple of small landscaping issues on 176A St in front of the Golden Medal Restaurant. The merchants have approached the BIA for either financial support or to have the organization to look at doing some landscaping on their behalf.

**Communications :** The board was advised that the webmaster is behind schedule on launching the new BIA website. The webmaster is looking at doing some working on modifying the brand and will launch the new site before the end of summer. The BIA office is sending new content for the website that will include newsletters and a blog.

**Business Development :** The BIA is still in discussions with the Cloverdale Chamber and the City of Surrey to create a proposal and raise funds for promoting business development in the District of Cloverdale.

**Special Events :** The BIA is working partnership with the merchants of the Brick Yard Station to launch a new event in the fall at the mall called the Cloverdale Children's Festival. The merchants are raising funds for the event and are approaching Anthem Properties for support. Details on the event will follow.

**Safety & Security :** The BIA is working closely with the RCMP district office on a recent spike in drug usage in the Town Centre. The BIA office has received several calls from concerned merchants who are noticing more hypodermic needles show up on premises and outside of their businesses. The RCMP are closing monitoring several drug houses in the area that appear to be part of the problem.

Next meeting : The Board agreed to skip having a meeting in August and will meet on Sept. 13th, 2016

Adjourned : 8:30 pm