



CLOVERDALE BIA

Minutes

BIA Board Meeting held on Tuesday Jan. 9, 2018 @ 6pm - BIA office

Present

Kent Archibald	Alex Charles	Michelle Moore
Dean Moore	Freda Mattern	Frank Redekop
Rob Paterson	Terry Stewart	Steve Bednash
Paul Orazietti ED		



Absent

None

Guest

Kiran Kooner - City of Surrey

Recording secretary: Paul Orazietti Call to order 6:15 pm

Adoption of Agenda : Moved by Steve Bednash, 2nd by Freda Mattern, all in favor, motion carried.

Adoption of the December 12, 2017 Board meeting Minutes: Moved by Rob Paterson, seconded by Frank Redekop, all in favor, motion carried.

1. NEW BUSINESS

a. Treasurer's report: Treasurer Dean Moore reported that Total Income for the month of December was \$1,167.06 and that total expenses were \$18,766.51 Bank balance as of Dec. 31st was \$193,932.64. Dean will prepare the books for the annual audit and will submit to the auditors in early January.

b. Annual General Meeting: The board agreed that the Annual General Meeting would be scheduled for Monday, Feb. 26, 2018, at the Cloverdale Legion Auditorium, 7pm - 9pm. Frank Redekop will confirm the booking. Kiran Kooner will approach Councillor Bruce Haynes and the Mayor Linda Hepner to see if they would be available as guest speakers. The BIA will showcase new developments occurring in the Cloverdale Town Centre and will also discuss the City's new Business Relations Website: investsurrey.ca

For Director nominations for 2018/2019 the current board asked all directors in attendance if they officially would stand for re-election and all Directors in attendance agreed to stay on for another 1 year term. (names of directors listed in meeting attendance).

2. OLD BUSINESS:

a. 2018 BIA Project/Program Priorities: A draft budget was presented to the board for review. Kiran Kooner from the City of Surrey made a suggestion that the BIA only declare sponsorship revenue that has been confirmed in writing since there was a projection of \$50,000. The BIA noted the upward change in 2017 income which was \$54,000 and the majority was attributed to the 2017 Santa Parade which generated in excess of \$28,000 of sponsorship. The BIA agreed that the Surrey Santa Parade for 2018 would only move ahead if it reached a minimum level of sponsorship (estimate to be determined upon meeting with the City of Surrey FEST committee) At present sponsorship for the parade would be from the Cloverdale BIA for \$2,000 and the City of Surrey's 2018 Community event grant for \$2,000. The Board then discussed on whether to move ahead with the Country Festival/BC Hot Rod Show N Shine based on a contribution of \$10,000. The board discussed this in great detail and felt that this event required far greater financial support if it was to go ahead. Some directors felt that we should increase funding for existing events to ensure their success. There was also a lot of discussion on beautification projects such as a new Community Gateway Sign on Highway #10 and 180 St. plus City of Surrey Parking lot enhancements which gave all year round value to the business community versus a special event. The board agreed that additional meetings would be necessary to determine what partnerships the BIA could undertake with the City of Surrey before the board made its final decision on the 2018 Budget. The Board also wanted to advise the BC Hot Rod Assn that they would be welcome to come to the community but funding support from the BIA would not be guaranteed.

b. Cloverdale Placemaking/Idea Fair 2018. The BIA board reconfirmed the importance of bringing in some new beautification initiatives for the Town Centre and that we should discuss partnering with the City of Surrey and possibly the Cloverdale District Chamber of Commerce.

3. BIA Committees:

a. Beautification: The ED will work with the temporary city beautification officer (Yalda Asadian) as soon as possible to coordinate on a design and cost estimate for adding a "Welcome to Cloverdale" sign on the landscape bed by Stampede Tack on Highway #10.

b. Communications : The BIA will update its websites to reflect 2018 information and dates.

c. Business Development : The BIA Executive Director has been working with several new business owners on how to help them find locations for their businesses.

d. Special Events : The BIA is trying to wrap up its costs for the Surrey Santa Parade and is still awaiting an invoice from the City of Surrey/Surrey RCMP for policing. New forms would be completed shortly for existing annual events such as the 2018 Bed Races, the Chili Cook-off and

the Rodeo Parade. The BIA President and ED are scheduled to meet on Jan. 16th with the organizers of Cloverdale Market Days to discuss their plans for 2018.

e. Safety & Security : Crime reports were relatively low with the exception of few reports of credit card fraud and some shop lifting in Dec. and early January 2018. Reports of homeless people in the business area was very low. Graffiti did appear in small amounts and had the appearance of drug dealer tags.

4. OTHER BUSINESS: Organizers of the Coldest Night of the Year had made request for event sponsorship of \$500. Event to be held in the Cloverdale Town Centre on Feb. 24, 2018
Upon on a Motion moved by Freda Mattern and seconded by Steve Bednash that the BIA would be an Event Sponsor. Motion Carried

Next BIA meeting scheduled for Tuesday, Feb. 13th, 2018 at 6pm.

Adjourned : 8:18 pm