



CLOVERDALE BIA

Minutes

BIA Board Meeting held on Tuesday Feb. 13, 2018 @ 6pm - BIA office

Present

Kent Archibald	Steve Bednash	Freda Mattern
Dean Moore	Frank Redekop	Terry Stewart
Paul Orazietti ED		

Absent

Alex Charles	Rob Paterson	Michelle Moore
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Recording secretary: Paul Orazietti Call to order 6:10 pm

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

Adoption of the January 9, 2018 Board meeting Minutes: Moved by Freda Mattern, seconded by Terry Stewart, all in favor, motion carried.

1. NEW BUSINESS

a. Treasurer's report: Treasurer Dean Moore that the Bank balance as of Jan. 31st, 2018 was \$174,293.26. Dean has been working with the Auditors for the preparation of the BIA Annual Financial Statements for the Year Ended on Dec. 31, 2017. An Income/Expense report was not available for the Feb. board meeting.

b. Annual General Meeting: The board discussed the addition of one new Director Mike Garisto from Kearney's Funeral Services. The office was advised that Mayor Linda Hepner would gladly attend the AGM and give a presentation on development in the Cloverdale District and the Town Centre. The meeting will be held at the Cloverdale Legion on Monday night starting at 7pm on Feb. 26th. The ED reported that a mail out had been sent to the property owners & businesses along with an ad in the Cloverdale Reporter and the Shop Cloverdale Magazine. Social media (Facebook & Twitter) was also used to promote the meeting.

2. OLD BUSINESS:

a. 2018 BIA Budget: A revised budget was presented to the board of directors that redirected money based on the comments from the previous board meeting. One key special event that

the board felt should be postponed would be the Country Festival/BC Hot Rod Show N Shine. It was discussed that this event really required more funding to do it area wide like the Blueberry Festival. In addition, since the BIA would be coming up for renewal shortly it made sense to work on projects that gave value to the Town Centre on a year round basis. On that note, the top BIA projects for 2018 would be the City parking lot enhancements (especially the lot at 176A St & 57A Ave), the Community Gateway signs (2), additional financial support for existing annual BIA events with the Parades (Rodeo/Santa) remaining the same as last year and increasing the sponsorship of the Cloverdale Market Days. The BIA directors were advised that there will be surplus funds that have been unspent from 2017 along with carry over funds for projects that were not completed last year. One example of a carryover was \$2000 allocated for a special event at the Brick Yard Station mall. It was agreed that the Brick Yard should get a \$2000 allocation for 2018 and also the use of the \$2000 earmarked in 2017. There is not an exact figure for the surplus but the BIA and the Auditors will work on determining what the amount will be. Director Steve Bednash brought forward the suggestion of earmarking the surplus funds for a beautification project in the area by the intersection of Hwy #10 and the Cloverdale By-pass. There was some discussion on this point and the board members felt that it would be prudent to have a project in the proposed area especially in light of the BIA's renewal in 2020. The new project will require a partnership with the City of Surrey and more discussion will ensue as some concepts are developed. It was also noted that the BIA could note add an estimated amount of money for the Santa Parade until it is confirmed. Which means the event will need a minimum amount of funding that will cover increased traffic control which must be determined at a future date. The Board was advised that City of Surrey did provide a \$2000 grant for the Santa Parade.

Upon on a Motion moved by Freda Mattern and seconded by Steve Bednash that the 2018 BIA Budget be approved as presented along with an amendment to include funding (TBD) for a future beautification project on Hwy #10 by the Cloverdale By-pass (175 St).

Motion Carried Unanimously

b. FOI Request - General Ledger for 2014. The City of Surrey has reacted to a FOI request for copies of the audited BIA financial statements starting from the BIA's inception in Feb. of 1995. The City has forwarded a copy of those statements to a reporter who made the request. There was also a request for a copy of the BIA General Ledger for 2014 from the same person. Paul has discussed this request with the City of Surrey and the provincial office of BIABC and there is no legal requirement to disclose the general ledger to the members nor the City of Surrey. The BIA executive discussed the ramifications of setting precedent for releasing the information and determined that it would be unwarranted, costly and it would disclose private third party information.

Upon on a Motion moved by Freda Mattern and seconded by Terry Stewart that the BIA will not release the 2014 BIA General Ledger. Motion Carried

3. Cloverdale Market Days Funding Request: The Cloverdale Arts and Entertainment Association sent a letter to the BIA board announcing that they will be holding 5 markets in 2018 and that they were looking for \$25,000 of financial support from the BIA. The executive of the BIA had reviewed the matter prior to the Board meeting and recommended an amount of \$5000 so that this sponsorship would not draw funds from other areas. The collective amount paid into the levy for all of the business on 176 St between 56A and 58Ave (which is where Market Days is held) is \$21,315 as provided by the City of Surrey. If you break down the contribution to BIA overhead which is 57.4% (\$12,234.81) and the hanging basket contribution of \$2,000 this leaves \$7,080.19. The BIA will also fund the annual Ladies Night Out which is also organized by the Cloverdale Arts and Entertainment Assoc.

4. Will Senger Statue: The ED reported on a meeting held with members of the Cloverdale Rodeo and Exhibition on a proposal to create a statue honoring the late Will Senger. The committee was looking to locate the statue in the downtown area possibly Hawthorne Square since it would get more viewers than having it located by the Stetson bowl which is not used very often. Paul discussed this project as potentially being a building block for a future redevelopment of Hawthorne Square which could include more elements that showcased the Cloverdale Rodeo ie A list of winners, an eco sculpture like a stainless steel cowboy boot that would have seasonal plants.

BIA Committees:

a. Beautification: The ED will advise in writing to the temporary city beautification officer (Yalda Asadian) of the BIA's desire to work on several beautification initiatives as outlined in the 2018 BIA Budget. The BIA will identify additional sources of funding to help lower costs/

b. Communications : The BIA is now updating its website to have more current information on all of the annual Special Events. ie Bed Races, Chili Cook-off, Rodeo Parade and Santa Parade.

c. Business Development : The BIA Executive Director has fielded a number of inquiries from existing businesses that are looking to expand locally and from new businesses wanting to set up in the Town Centre. At present there is an extreme shortage of space in the historic downtown and more expensive space available in the new developments.

d. Special Events : The BIA is working on its 2018 inventory of events and will meet with the City of Surrey to discuss altering the Rodeo Parade route to allow for more traffic into the

Elements Casino parking lot. The BIA will update its Surrey Santa Parade website and will start fundraising immediately.

e. Safety & Security : A local store did capture some video frames of a couple of people who were behind a credit card scam in the area. After circulating the photos a number of businesses came forward to the RCMP to advise that they had been approached by the scam artists. The BIA presented the results of last year's Public Safety survey done with 3 other BIA's. In Cloverdale the following were cited as problems in the area in order of importance: Fraud, Graffiti, Shoplifting, Theft and Theft from Auto, Assault and Vandalism. The UFV report recommended the following suggestions:

- Address the trend of underreporting of victimisation to police
- Assertively market the use of CCTV technology to business
- Do more research on the range and type of crime prevention techniques used by businesses to design program supports
- Consider community forums to consider specifics regarding top improvements desired in the communities (transit, entertainment venues, beautification)
- Increase activity to limit drug dealing, litter/trash, loitering and other street level nuisance in business areas

4. OTHER BUSINESS: The City of Surrey inquired about a request from the Surrey Fire Department to replace the siding which has a mural painted on it. The BIA was advised that there was not sufficient funds to replace or save the existing mural and that the building needed to be upgraded. The BIA board were sorry to see the mural go, but recognized that the building needed to be updated.

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

Adjourned : 8:35 pm