



# CLOVERDALE BIA

## Minutes

***BIA Board Meeting held on Tuesday May 8, 2017 @ 6pm - BIA office***

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**Present**

Steve Bednash                      Freda Matern                      Dean Moore

Rob Paterson                      Frank Redekop                      Terry Stewart  
Paul Orazietti ED

**Absent**

Kent Archibald                      Alex Charles                      Michelle Moore

**Guest**

Kiran Kooner - City of Surrey



Recording secretary: Paul Orazietti    Call to order 6:12 pm

Adoption of Agenda : Moved by Freda Matern, 2nd by Rob Paterson, all in favor, motion carried.

Adoption of the May 8th Board meeting Minutes: Moved by Freda Matern, seconded by Frank Redekop, all in favor, motion carried.

**1. NEW BUSINESS**

**a. Treasurer's report:** Treasurer Dean Moore apologized to the Board for not having the time to complete the monthly Treasurer's Report since he just opened a new business called Harry and Sons Barbershop on 176 St. Dean did report that the expenses for the month were normal with special event expenses for Rodeo Days being the primary expenses.

**b. Town Centre OCP:** The Board of Directors discussed the recent 2017 Cloverdale Town Centre OCP and a letter that was sent recently to the Museum supporting their parking variance and the BIA's desire to increase parking directly across the street from the Museum. The Board did want to approach the City on some timelines for the expanded parking proposed on 56A Ave just south of the old Card Lock and the Firehall on 57th Ave.

**c. Filming Report:** The BIA has planned a meeting for Wed. May 10th at the Rustic Rooster to discuss a strategy for dealing with film companies who are interested in filming on the

5600/5700 block of 176 St. At the meeting merchants from the 5600/5700 block of 176 St. will discuss with the city and province on the way they compensate for business disruption and on how to let them use your location for filming. The City of Surrey Film Liaison officer along with the Community Affairs Manager of Creative BC (formerly the BC Film Commission) will be on hand to discuss this matter in greater detail. There will also be a location manager on hand to discuss what they are looking for when shooting in an area.

## **2. OLD BUSINESS:**

**a. Gateway Signage:** The ED met with the manager of development for MOSIAC Homes and they did express a desire to be the general contractor for the Community Gateway Sign. There will be a meeting set up just after the completion of Rodeo Days to discuss finalizing the design before presenting it to Mayor and Council. The ED was also working on getting some additional sponsorship to ensure that the BIA was bringing at least 50% of the money needed to complete the project.

**b. Parking Task Force:** The committee will meet shortly with the City of Surrey to discuss creating a paper trail for moving forward with land acquisitions and a plan to enhance the parking lot behind the BIA office. There were discussions of adding garbage enclosures and reorienting the lot with striping upon removal of the containers from the Henry Parking Lot.

## **3. BIA Committees:**

**a. Beautification:** The new heritage road signs were just being installed prior to the BIA board meeting and should be complete within a couple of days. In addition, Parks & Recreation confirmed that the 176 Street Hanging Baskets would be installed during the week prior to the Rodeo parade. The City also has plans to do landscaping and general up keep in the area to prepare the Town Centre for the Parade.

**b. Communications :** The BIA has been working on a number of social media campaigns & website updates as it prepares for events planned for Rodeo Days which includes the Bed Races, the Chili Cook-off and the Rodeo Parade.

**c. Business Development :** City of Surrey Representative Kiran Kooner has returned after a maternity leave to provide economic development services on behalf of the City of Surrey. Kiran was very complimentary to the Board for all of the activities and programs that the BIA implemented in her absence and vowed to be more helpful in acquiring more sponsorships and working together with the City's new plans to promote business in Surrey. Kiran explained that the City will be working together with the BIA to do more statistical analysis and research of the business community. The City is working on a new web based program for the fall that will any developer or business to feed in some key information to find statistical information along with properties and businesses for sale throughout the City. The new program will give people precise demographics for each of the communities in Surrey.

**d. Special Events :** The BIA is working on the new special event requirements for the Rodeo parade and has submitted a more comprehensive Operations Manual that includes bottle/can recycling diversion, increased clean up services at the end of the parade, a parking and security plan plus increased residents notifications to address No Parking along the parade route and the staging lanes effective Midnight May 19th.

The BIA will meet with the FEST committee in early June to discuss Security plans and traffic control for the upcoming Show N Shine and Cloverdale Country Festival.

**e. Safety & Security :** The BIA is preparing to work on a new BIA Business Survey that will be completed by the new BIA summer student and to be compiled and analyzed by the City of Surrey. The Survey will address some primary business questions and will focus on Public Safety in the Town Centre. At present the Cloverdale District remains one of the safest parts of Surrey with nuisance behaviour, drug related activities, theft from vehicles and shop lifting.

**4. OTHER BUSINESS:** The Board of directors remained in the meeting without the ED to discuss a Salary Review and they will advise shortly on their decision.

Next BIA meeting scheduled for Tuesday, June 13th, 2017 at 6pm.

Adjourned : 7:50 pm