



CLOVERDALE BIA

Minutes

BIA Board Meeting held on Tuesday June 13, 2017 @ 6pm - BIA office

Present

Freda Matern	Dean Moore	Frank Redekop
Rob Paterson	Terry Stewart	
Paul Orazietti ED		



Absent

Kent Archibald	Alex Charles	Michelle Moore
Steve Bednash		

Guest

Kiran Kooner - City of Surrey
Jaret Lang - Beedie (Director of Planning)

Recording secretary: Paul Orazietti Call to order 6:17 pm

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

Adoption of the May 8th Board meeting Minutes: Moved by Rob Paterson, seconded by Terry Stewart, all in favor, motion carried.

1. NEW BUSINESS

a. I Shop Cloverdale - Raminder Thomas presented a new Advertising and Marketing campaign that would be launched in the Fall of 2017 that would use print advtg, a monthly newsletter, web site with blog and social media to promote your business or service in Cloverdale. Raminder explained the program and that it is for use by Cloverdale Chamber members within the District of Cloverdale. In closing Raminder offered the BIA to be a part of a discounted rate of \$600 to join in the campaign.

b. 17277 Hwy #10: A prospective developer approached the BIA board to determine if they would support their efforts to purchase the Dilawri property and to use it for strata titled tilt up Warehouses (light Industrial). The additional caveat is they would like to get support from the BIA to have the City lift its requirement for a dog legged road that would go from 172 St and connect east bound on 57 Ave just north of the BrickYard Station. The well recognized

developer presented some examples of similar projects that they are doing in South Surrey. The developer was to provide the BIA board with a little more information on the proposed development before any decisions would be made and brought forward to the City. The board felt that this matter required more investigation before a decision could be made to support the project, especially in light of the City's long term plans to convert the property to a Commercial designation which is sorely needed.

c. Treasurer's report: Treasurer Dean Moore reported that the BIA bank balance as of May 31, 2017 was \$107,952.78 with a Total Income for the month of \$775.00 and Total Expenses of \$20,331.07. The BIA cash flow is in a better position than 2016. But it should be noted that funds from 2016 are being carried over and will be spent in 2017 on projects such as the Community Gateway sign.

d. Filming Report: The BIA held a meeting at the Rustic Rooster on May 10th to discuss filming on 176 Street and also give feedback on a Christmas movie that was shot in March of 2017. James Monk (COS film liaison officer) along with 3 individuals from CreativeBC who also do film liaison were in attendance. The meeting covered the shortfalls of the first 2017 film production which gave merchants short notice about the filming and also handled business disruption complaints poorly. Overall the 176 St merchants were very positive about the 2016 filming experience and wanted to make the process more efficient with each business being treated fairly and in a timely manner. The BIA will work with the City on trying to create some guidelines that are easy to review that address the sensitivities of disruption on busy days like Friday and Saturday. Other matters were in regards to the fragility of the hanging baskets and that have them moved for Christmas movies was not kind to their sustainability. The most important concerns about filming was for advance compensation when removing parking from 176 Street and road closures. These elements affect the livelihood of the businesses in the area. The BIA thanked the film industry for their members donating to the community in 2016 which resulted in new Street signs with the historic names added to the bottom on 176 St/176A St from Hwy #10 to 58A Ave.

2. OLD BUSINESS:

a. Gateway Signage: MOSAIC homes is setting up a meeting with the BIA to go over design revisions and to finalize costs before the BIA sets up a meeting with Mayor and Council for 50% financial support. MOSAIC did advise that the BIA that there would be a sister sign of the same dimensions on the east side of the Cloverdale By-pass near the corner of 58 Ave. Kiran Kooner of the City of Surrey made some suggestions of Public Institutions and private businesses that could be approached for financial support for the construction of the signs. The ED agreed to follow up on the suggestions.

3. BIA Committees:

a. Beautification: The new heritage road signs were well received and the board was most pleased with all of the media coverage of this project. The BIA ED is working on some clean up initiatives especially with the City of Surrey surface parking lots that had garbage bins located on them. Aside from the normal donations given by the residents, several of the bins remain open and the contents needless to say are spilling out. The ED will have a meeting with By-laws to discuss this matter.

b. Communications : With the new summer time Student about to be put in place, the new Business/Public Safety survey will have some additional requests for Social Media information from the members.

c. Business Development : City of Surrey Representative Kiran Kooner reported on the Business Development's office to create a web based portal that would provide rich demographic and quality of life information about all of the different town centres in Surrey. Kiran emphasized the importance of promoting the branding for Cloverdale and that the City would have links to BIA information to encourage people to set up a business in Cloverdale.

d. Special Events : The BIA is working on new special event requirements for the Cloverdale Country Festival which includes a more comprehensive traffic management plan along with a number of signs to ensure that the event is completely safe and to code. The ED will report on the additional costs that need to be made for a large scale special event. The Cloverdale Country Festival is in its infancy and will require additional funding and support to bring on additional activity centres similar to the past Cloverdale Blueberry Festival.

The BIA ED reported that the Rodeo Days events were generally very successful but the Cloverdale Chili Cook-off did need some additional support. Due to the stringent requirements of Fraser Health, business participation (Chili cook-off teams) dropped to an all time low. The ED is looking into inviting a couple of participants from the Surrey School system who are already competing with each other to be involved. The ED did indicate that the Bed Races costs are climbing because of the additional traffic management requirements that are required that were normally handled by volunteers. A Cost breakdown for the event was provided and the ED explained that the BIA needs more sponsors since the Cloverdale Chamber is no longer involved in sponsoring any public events that the BIA organizes plus climbing costs for traffic and crowd control.

e. Safety & Security : The BIA is ready to launch the new City/BIA Business/Public Safety Strategy. The board of directors was given a copy of the draft survey for review. Any recommendations should be brought forward to the ED for inclusion in the Survey. The BIA has planned to have the summer student perform as many in person surveys as possible. The survey completion date will be at the end of July. The BIA will also have the survey posted on

Survey Monkey and links sent to all members who prefer to complete it online. In addition, a hard copy along with prepaid postage on an envelope can mail back their survey at their earliest convenience.

4. OTHER BUSINESS: The Board of directors agreed to give the Executive Director a cost of living increase effective Jan. 1, 2017

Next BIA meeting scheduled for Tuesday, July 11th, 2017 at 6pm.

Adjourned : 7:50 pm