



CLOVERDALE BIA

Minutes

BIA Board Meeting held on Tuesday Sept. 12, 2017 @ 6pm - BIA office

Present

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



Absent

Kent Archibald Alex Charles Steve Bednash
Dean Moore

Guest

Kiran Kooner - City of Surrey

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

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

Adoption of the July 11th Board meeting Minutes: Moved by Frank Redekop, seconded by Freda Matern, all in favor, motion carried.

1. NEW BUSINESS

a. Final Report of BIA Business/Public Safety Survey - Paul updated the board on the next steps of the research analysis that the City is undertaking in comparing the 4 BIA's in Surrey. There were some similarities with all areas ranking the desire for infrastructure spending on public transit #1 and #2 the need for more public washrooms in commercial areas. The BIA's are trying to work together with the City to work on enhancing existing programs such as graffiti removal, needle clean up and public dumping. The groups are working on building improved communications between the merchants and the RCMP to track all of the criminal incidents.

b. Treasurer's report: Treasurer Dean Moore regrets that he was unable to attend but did provide the board with reports for July and August. In the month of July Total Income was \$17,031.69 and that expenses were \$20,051.67. For the month of August, Total Income was

\$181,500.00 (which included the yearly BIA levy of \$180,000 from the City of Surrey). Total expenses were \$23,008.77 Bank balance as of August 31st was \$245,588.51.

c. Crime Wave Meeting: In response to numerous complaints from merchants regarding a recent uptick in vandalism, nuisance behaviour, shop lifting and B&E's, a meeting was hosted by the RCMP and the BIA at the Rustic Rooster on Aug. 31st. A discussion ensued on the importance of sharing information between each of the merchants and reporting any incidents to the RCMP. The business community was made aware of some higher level problems regarding some shootings in the residential area that was drawing a lot of RCMP resources. The BIA will meet with the RCMP to set up a future meeting that will have speakers addressing various subjects such as dealing with people high on drugs (refusing service) and credit card fraud.

d. 2018 BIA Project/Program Priorities: The BIA board needs to draft a list of projects and programs to be considered for the 2018 BIA Budget. There was some discussion that ensued on whether the BIA should back away from funding large scale community events like the Cloverdale Country Festival and concentrate on more placemaking projects like a new Gateway sign at the flower bed on Hwy #10 and 180 St. There were also some thoughts of other beautification initiatives throughout the area. The BIA needs to determine if the City of Surrey is in a position to spearhead a new Signature community event in the Cloverdale Town Centre. There was also a brief discussion on working with the Cloverdale Chamber and the City of Surrey to host a Cloverdale Placemaking Idea forum in the spring of 2018.

2. OLD BUSINESS:

a. Gateway Signage: The Board was presented a cost estimate of \$40,979 (taxes extra) to complete the primary Cloverdale Community Gateway sign from MOSAIC, that would be built near the corner of the By-pass and 58 Ave. The BIA had made a proposal to MOSAIC to pay for 50% of the project contingent upon MOSAIC being the presenting sponsor of the Surrey Santa parade for \$10,000. MOSAIC has agreed to the proposal.

MOTION: Moved by Freda Matern and seconded by Michelle Moore that the BIA agrees to honour the agreement and will partner with MOSAIC at the 50% level for the community gateway sign construction costs. CARRIED UNANIMOUSLY

3. BIA Committees:

a. Beautification: The BIA was advised that Shira Stanfield the City's beautification officer is moving to Vancouver and that her position will be filled in the Fall. The BIA will set up a meeting with the new staff person as soon as they settle in to the new position to discuss a new gateway sign and other beautification opportunities.

b. Communications : The BIA is working on adding an Amenities listing and map of facilities, parks and civic amenities in and near the Cloverdale Town Centre to the website. We also added exterior photographs of businesses in the Directory section.

c. Business Development : Kiran Kooner reported on the City's asset mapping project of Cloverdale to identify high value commercial businesses and where their customers come from to shop in the Town Centre. There was also a brief report confirming that the City's new web based program would list properties for sale/rent/lease in Cloverdale. The new "SparkBiz" software will also be able to provide more current demographics for the Cloverdale District.

d. Special Events : The ED reported on the new Cloverdale Country Festival/BCHRA Show N Shine had gone over budget by at least \$1500. The City of Surrey is treating this as a large scale event and additional costs for Traffic control were much higher than anticipated. The ED discussed that if this event was to go forward in 2018 it would need greater financial support and involve a larger part of the Town Centre businesses ie Clover Square & Brick Yard. There was also discussion of moving the event from a Sunday to a Saturday to get better merchant participation. Paul has already started working on the 2017 Santa Parade and has advised the board that a new parade route is necessary to avoid block the intersection of the casino. The BIA is proposing to run the parade down 176A St. to Hwy #10 turning right at 176 St and heading north to 58 Ave. It is proposed that parade entries would then exit on 58 Ave and leave on the Cloverdale By-pass. The new proposed route will be sent to the FEST committee for review. Once there is agreement on the new route a new cost estimate for the event will be created.

e. Safety & Security : The RCMP have reported the eviction of numerous tenants on 177B St between 57 Ave and 58 Ave which have been well known to police. The City of Surrey By-law office has also requested that the Henry Public House move a number of shipping containers that have been occupying their parking lot during construction.

4. OTHER BUSINESS: Office renovations - The ED reported that the Chamber was prepared to move ahead on construction of a new office for Raminder. The BIA's total cost of renovations for the office will be \$2,500.

Upon a Motion moved by Michelle Moore and seconded by Terry Stewart that BIA accept the construction budget proposed by the Cloverdale Chamber.

Next BIA meeting scheduled for Tuesday, Nov. 14th, 2017 at 6pm.

Adjourned : 8:00 pm