



CLOVERDALE BIA

Minutes

BIA Board Meeting held on Tuesday Nov. 14, 2017 @ 6pm - BIA office

Present

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



Absent

Rob Paterson	Alex Charles	Michelle Moore
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Recording secretary: Paul Orazietti Call to order 6:15 pm

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

Adoption of the November 14th Board meeting Minutes: Moved by Terry Stewart, seconded by Freda Matern, all in favor, motion carried.

1. NEW BUSINESS

a. Treasurer's report: Treasurer Dean Moore reported that Total Income for the month of October was \$0 and that total expenses were \$13,426.70 Bank balance as of Oct. 31st was \$221,661.57

2. OLD BUSINESS:

a. Gateway Signage: Paul reported that the City of Surrey is waiting to replace Shira Stanfield, the former beautification officer. The board wanted to move forward on trying to install a second tier gateway sign on Highway #10 and 180 St where the BIA had partnered with the City to add a sidewalk and landscaping bed by Stampede Tack.

b. 2018 BIA Project/Program Priorities: The BIA board discussed the importance of bringing in some new beautification initiatives for the Town Centre plus trying to find more sponsorship funds for the Cloverdale Country Fest./BC Hot Rod Super Saturday and the two parades. The Board was keen to move forward on improving the City owned parking lots in the Town Centre and were interested in decorative split rail cedar fencing along with new garbage enclosures. The parking lot behind the BIA office has a bad dumping problem and there is unwanted garbage left outside the bins on almost a daily basis.

3. BIA Committees:

a. Beautification: The BIA is still waiting for a replacement at the City. Meetings will be held as soon as the new Beautification officer is hired.

b. Communications : The BIA has developed a new www.surreysantaparade.com website which is linked to the Cloverdale BIA website. The BIA has been using analytics on the account to determine that the majority of people visiting the Santa site are using their mobile phones.

c. Business Development : The BIA office continues to get calls for retail/commercial space in the town centre. The board did review a proposal for the redevelopment of 17697 and 17707 57 Ave to be combined into one lot with a 2 storey condo proposal. The unique 4 storey development included parking at grade with a rear alley entrance, a court yard on the second storey for the residents. The realtor for the development was hoping that the BIA board would be receptive to a new design which creates more density in the Town Centre with a smaller lot size.

Motion moved by Freda Matern and seconded by Steve Bednash to approve the design on a conditional basis for a 4 storey condo. But the development would require a final design approval by the City of Surrey that would be in keeping with the neighbouring condos.

Motion Approved.

d. Special Events : The BIA has secured approx. \$28,000 in sponsorship funds from several major sponsors including a half dozen smaller sponsors. The budget for the event will include a larger media plan and will also cover additional traffic management costs and event expenses like portable toilets.

e. Safety & Security : The BIA office has had numerous complaints about nuisance behaviour but generally the area remains relatively safe and secure.

4. OTHER BUSINESS: Office renovations are almost complete with the addition of a new office and at least half of the office space being painted.

Next BIA meeting scheduled for Tuesday, Dec. 12th, 2017 at 6pm.

Adjourned : 7:45 pm