



CLOVERDALE BIA

Minutes

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

Present

Dean Moore	Freda Mattern	Frank Redekop
Rob Paterson	Terry Stewart	Steve Bednash
Paul Orazietti ED		



Absent

Kent Archibald	Alex Charles	Michelle Moore
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Recording secretary: Paul Orazietti Call to order 6:13 pm

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

Adoption of the November 21st Board meeting Minutes: Moved by Rob Paterson, seconded by Terry Stewart, all in favor, motion carried.

Note: Nov. 14 Board Meeting minutes distributed at Dec. meeting should have read Nov. 21st since the Nov. meeting was moved a week later due to a lack of quorum.

1. NEW BUSINESS

a. Treasurer's report: Treasurer Dean Moore reported that Total Income for the month of November was \$14,921.89 and that total expenses were \$29,211.72 Bank balance as of Nov. 30th was \$209,800.83. Dean will prepare the books for the annual audit which must be brought to the BIA accounting firm in the New Year. The BIA is tentatively working on having an AGM in late Feb. at the Legion depending on room availability.

b. Filming report: Paul reported on the two day shoot of the TV show Supernatural that occurred on Dec. 11th and 12th. The filming for the most part made parking a premium in the area and there were a few complaints that the office received prior and during the shooting. It is difficult to gauge the business disruption and the BIA will try to discuss with the merchants that had filming near them. The BIA has not had any direct requests from merchants to deal with any issues that happened during the filming.

2. OLD BUSINESS:

a. Parking Report: Paul reported that Dave Harkness from the City of Surrey would like to see if the BIA would support the movement of an electric car recharging station from the Surrey Museum parking lot to the city lot on 176A St behind the Crossridge Church (Aka Clova Cinema). There will be no costs to the BIA associated with proposed move and all directors felt that the addition of the charging station would be a positive move.

Motion moved by Rob Paterson and seconded by to support Terry Stewart that the BIA support the addition on an electric car charging station on the City of Surrey parking lot just north of the Bank of Montreal on 176A St. Motion Approved.

b. 2018 BIA Project/Program Priorities: The BIA board reconfirmed 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 beautification partnerships with the City of Surrey and is anxious to meet with the new staff member filling in for Shira.

c. Cloverdale Placemaking/Idea Fair 2018. The ED has had numerous discussions with different organizations like the Cloverdale Rodeo who is interested in having a statue created for the late Will Senger. There have also been meetings with members of the Surrey Historical Society, the Surrey Heritage Society and others who have expressed interest in attending a combined meeting to share ideas & plans for the future. Date to be confirmed in the New Year.

3. BIA Committees:

a. Beautification: The ED will work with the new city beautification officer as soon as possible to coordinate on a design and cost estimate for adding a "Welcome to Cloverdale" sign on the landscape bed by Stampede Tack on Highway #10.

b. Communications : The ED reviewed the 7,248 visits of the new Surreysantaparade website. The new website was well used and will act as year round tool to promote the 2018 event and to acquire Sponsorship. The website was designed by Umbrella² Design which is a local design firm. Research showed that the majority of people visiting the website were using mobile devices ie smartphones.

c. Business Development : The Cloverdale Town centre continues to grow in popularity and there is a variety of outside interest in acquiring properties and some local businesses that have come up for sale. The ED will try to make an effort to create more information to track specific business enquiries and new proposed developments.

d. Special Events : The Surrey Santa Parade held on Dec. 3rd was one of the largest parades ever held in Cloverdale. The new parade route was filled all throughout the Town Centre. The parade budget of \$31,000 is still under spent however the office is waiting to confirm one major

bill to come from the City of Surrey for policing. Based on the size of the parade and its record number of entries, there will be a requirement for additional resources such as bleachers and more traffic control people for the staging area. A new Santa Parade committee will be formed in the New Year to help control the growing event. A larger debriefing document will be created with help from the Surrey RCMP and the City of Surrey FEST Committee to ensure that the parade can be controlled comfortably.

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 have now moved to the meeting area with work being done on the interior walls. The ED is looking into an estimate for new and cost efficient lighting throughout the office. The fluorescent tube fixtures are quite outdated and starting to break down which could become a safety concern.

Next BIA meeting scheduled for Tuesday, Jan. 9th, 2018 at 6pm.

Adjourned : 7:50 pm