



Minutes

BIA Board Meeting held on Tuesday Mar. 11, 2017 @ 6pm - BIA office

Present

Kent Archibald
Dean Moore

Alex Charles
Frank Redekop

Michelle Moore
Paul Orazietti ED

Absent

Steve Bednash

Terry Stewart

Freda Matern

Rob Paterson

Guest

Andreas Boehm - City of Surrey

Recording secretary: Paul Orazietti Call to order 6:10 pm

Adoption of Agenda : Moved by Frank Redekop, 2nd by Alex Charles, all in favor, carried

Adoption of Feb. 21st Board meeting Minutes: Moved by Alex Charles, seconded by Frank Redekop, all in favor motion carried.

1. NEW BUSINESS

a. Directors Election

Paul called for the election of the Directors to fill the positions of President, 1st Vice President, Treasurer and Secretary.

- i. Nomination for position of President. Nomination of Dean Moore for President. Moved by Alex Charles & seconded by Frank Redekop. Any other nominations from the floor, called three (3) times, no other nominations, All in favour, none against, **Carried Unanimously**

Dean Moore took the chair after being re-elected President

- ii. Nomination for position of Vice President . Nomination of Rob Paterson Moved by Alex Charles, seconded by Frank Redekop, Any other nominations from the floor, called three (3) times, no other nominations, All in favour, none against, **Carried Unanimously**
- iii. Nomination for position of Treasurer: Nomination of Dean Moore by Alex Charles, seconded by Kent Archibald. Discussion ensued on this nomination and the board

agreed that they would vote to hire someone on a contract basis to do accounting/book keeping of the organization to allow Dean to keep the Treasurers position.

Any other nominations from the floor, called three (3) times, no other nominations, All in favour, none against, **Carried Unanimously**

- iv. Nomination for position of Secretary: Nomination of Freda Matern by Alex Charles, seconded by Kent Archibald. Any other nominations from the floor, called three (3) times, no other nominations, All in favour, none against, **Carried Unanimously**

2. Treasurer's report: The Bank balance as of Mar. 14, 2017 is \$153,000

Dean reported that the BIA had revenue income for the month of February of \$199.13 and expenses totaling \$10,393.72

3. Letters of Support: The first request for a letter of support came from the City of Surrey who would like to have an electronic billboard installed on the Cloverdale Fairgrounds just east of Highway #15 between the Cloverdale Arena and the Cloverdale Curling Rink. The revenue for the sign will go directly to the City and there would be approx. 20% of advertising time available to the City of Surrey.

Upon a motion made by: Dean Moore and seconded by Michelle Moore that the BIA support the City's request to have an electronic bill board installed on the Cloverdale Fairgrounds.

Motion Carried. The BIA will write a letter of support and will ask that significant BIA events be considered for Public Service Announcements on the Billboard.

The second request for a letter of support came from Arnold Tobler who is a partner with a new company called "Farm Country Brewing" who would like to build a new Craft Brewery in Cloverdale.

Upon a motion made by: Alex Charles and seconded by Frank Redekop that the BIA support in principle the business communities desire to have a Craft Brewery locate in a yet to be identified location in the Cloverdale Town Centre. Motion Carried

4. CLOVIES AWARDS: The BIA board discussed the importance of supporting the Cloverdale District Chamber of Commerce CLOVIES Business Awards by purchasing 4 tickets to attend the April 27th event.

Upon a motion made by: Alex Charles and seconded by Frank Redekop that the BIA purchase 4 tickets. Motion Carried

The Board also discussed attending the Surrey Board of Trade luncheon featuring Mayor Linda Hepner's State of the City Address on Thursday, May 18th.

Upon a motion made by: Alex Charles seconded by Kent Archibald that the BIA purchase 3 tickets to attend. Motion carried

5. TOWN CENTRE OCP PRESENTATION: The Board discussed that the City planning department needed feedback on the presentation and the BIA's overall position on the new OCP. It was agreed that the board would review various elements of the plan and discuss them at the next board meeting. One area that immediately drew comments was the new parking strategy which saw some additional parking added to the City lot behind the Fire hall which the board supports. There was also some concerns that there should be some additional surface parking added to 56A Ave (just across the street from the museum) to address a parking shortfall with the new Museum expansion planned.

OLD BUSINESS

6. Gateway Signage: The ED has approached a construction firm that Mosaic Homes works with for the first cost estimate. Another firm called MD Signs has also been approached for a cost estimate. This is one of the companies that the City of Surrey uses for their signage needs. Upon receipt of the estimates, the BIA will arrange a meeting with Mayor and Council to approach them for financial support through the Council Initiative Fund.

7. Parking Task Force: The committee will meet shortly with the City to follow up on the next steps to ensure that the BIA makes its desires known to the planning dept., the City Manager and Mayor/Council on what we need to address current and future parking needs.

8. AGM Recap: The AGM meeting was very successful and there were a number of presentations from the City of Surrey about positive changes to the growth of the Cloverdale Town Centre. There has been a 9% growth in businesses as compared to a year ago and a number of residential developments getting prepared to break ground. Parking remains a key concern of the business community and the BIA has agreed to provide timely newsletters and communications that keep everyone updated on the progress of this task force. The BIA reiterated several top priorities for the Association to recruit new businesses especially retail and new residential developments within the Town Centre. Staff Sgt Winston Shorey reported that the RCMP quarterly statistics show the Cloverdale Town Centre and district as one of the safest communities in Surrey!

9. BIA Committees:

a. Beautification: No new information to pass on at this time.

b. Communications : The webmaster continues to work on updating the website and will work on upgrades of the Business section, 2017 Special Events and Directory updates.

c. Business Development : The BIA office has had a number of inquiries about the Town Centre Plan and development planned for the area. A number of new small businesses have been asking about vacancies and property owner contacts.

d. Special Events : The BIA has started working on all Rodeo Day events along with a new event called the Cloverdale Country Festival. City of Surrey Special Event applications have been sent in for all of the annual events including the Cloverdale Rodeo parade.

e. Safety & Security : The BIA has been invited to attend a number of Public Safety Meetings throughout the City of Surrey. The board felt that the BIA office is currently overloaded with pre Rodeo special events and has directed the ED to attend the Cloverdale meeting only on May 6th at the Cloverdale Recreation Centre.

8. OTHER BUSINESS: Nothing was brought forward

Next Board meeting scheduled for Tuesday, May 9th, 2017

Adjourned : 7:10 pm