



CLOVERDALE BIA

Minutes

BIA Board Meeting held on Tuesday Oct. 10, 2017 @ 6pm - BIA office

Present

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



Absent

Kent Archibald	Alex Charles	Michelle Moore
----------------	--------------	----------------

Recording secretary: Paul Orazietti Call to order 6:20 pm

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

Adoption of the September 12th Board meeting Minutes: Moved by Freda Matern, seconded by Terry Stewart, all in favor, motion carried.

1. NEW BUSINESS

a. Parking Report - Paul and Director Freda Matern met with Dave Harkness of the City of Surrey (Mgr Parking Services) to discuss a follow up on various parking matters in the Cloverdale Town Centre. The BIA wants to create a paper trail with the City so that a number of parking projects can be initiated and timelines for completion identified. The first parking priority was the purchase of property on 56A Ave adjacent to the city owned lot behind the Fire Hall. This acquisition had been identified in the new Official Community Town Centre Plan and Dave agreed to follow up with the Realty division to see what the next steps would be required. The second property acquisition was for a new parking lot on 56A Ave across from the soon to be expanded Museum of Surrey. It was agreed in the meeting that the BIA would send a new letter to Mayor and Council seeking support for this request for two primary reasons. The first is to address a large shortfall of parking that the Museum has asked for in a parking variance to accommodate the onsite expansion. The second reason, is that BIA board feels strongly about modifying the direction of the new OCP parking plan for the Town Centre which plans to shift more future parking to be added on 176A St north of 58 Ave in the event that the existing parking lot is redeveloped. The Board feels that an additional parking lot across from the museum would allow for tour/school bus parking and more parking closer to the retail/service

business centre. There was also discussion on additional directional parking signs posted on roads that are just off of Hwy #10 and Hwy #15 to direct motorists to the City lots. Last but not least, was making the 176A St lot at 57A Ave more efficient with a reorientation of parking and some additional placemaking upgrades which would include more landscaping, decorative fencing, directory signs and possibly a mini parklet that might have a bench. This concept will be further examined as part of the BIA 2018 Placemaking meeting. There was some discussion about potentially adding some heritage story boards alongside the parking lots.

b. Treasurer's report: Treasurer Dean Moore reported that Total Income for the month of September was \$7,077.48 and that total expenses were \$10,460.16 Bank balance as of Sept. 31st was \$241,731.00

c. Cloverdale Placemaking/Idea Fair: ED Paul explained the concept of Placemaking and why the City of Surrey Economic Development office was promoting it. Paul was seeking support from the Board to undertake holding a Spring 2018 meeting in partnership with the Cloverdale Chamber and the City of Surrey. The idea was to get a variety of grass root organizations to come together to promote projects that each of them would like to undertake in the future. For example: The Surrey Historical Society was looking at adding more historical info/public art into the Cloverdale Town Centre possibly in a City owned green space like Hawthorne Square. The BIA would like to discuss more beautification projects like a new Gateway sign for Highway #10 and 180 St on the corner by Stampede Tack. Paul would continue with different groups to discuss the viability of this concept.

d. 2018 BIA Project/Program Priorities: The BIA board started to discuss potential new projects for 2018 and more importantly the difficulty in funding an annual large scale community event like the previous Blueberry Festival and Country Festival. The board felt that there was a need to get many more sponsors and a potential partnership with the City of Surrey for any future large scale events. It was felt that a member survey would be a good way to gauge what the BIA should do in the future based on more feedback. It was suggested that a new Survey be done with a printed form that would get mailed back to the office.

2. OLD BUSINESS:

a. Gateway Signage: Paul reported that he had negotiated with MOSAIC that the BIA would pay for 50% of the construction costs for a new gateway sign that would be built on the corner of 58 Ave and the By-pass. In addition, MOSAIC agreed to be the presenting sponsor for the upcoming Surrey Santa Parade at the \$10,000 level. Rob Elliot Project Manager did advise that the Gateway sign would be constructed at the completion of the Town Home complex in 2019 because it will be located by the Marketing signage for the project which comes down upon final sales of the units.

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 is working on a new stand alone website for the Surrey Santa parade that will be linked to the BIA website. The new url will be www.surreysantaparade.com & .ca.

c. Business Development : The BIA office continues to get calls for retail space especially for 176 Street. The BIA has confirmed that BCLC is planning to move to Clover Square Village and that a Craft Brewer is interested in the old BCLC location.

d. Special Events : The ED is working on getting sponsorship for the 2017 Surrey Santa Parade and the budget would be developed as more sponsors come on board. The BIA has interest from several larger businesses and has also received support from organizations like the Fleetwood BIA (\$1,000), Cloverdale Legion (\$1,000), Express Employment Professionals (\$500), the Cloverdale Rodeo (\$500) and Michauds (\$500). The BIA has committed \$2,000 to the Parade and will seek at least \$15,000 minimum to hold the event. At present with the MOSAIC commitment and existing sponsorships the event will move forward.

e. Safety & Security : The BIA office has had numerous complaints about illegal dumping, B&E's and shoplifting. The BIA has stepped up its work with the Surrey Association to deal with the huge increase in garbage and illegal dumping.

4. OTHER BUSINESS: Office renovations are to start in mid October and Chamber Director Shell Busey will oversee the contractors to complete the project.

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

Adjourned : 7:27 pm