



CLOVERDALE

Business Improvement Association

A good place to grow, since 1870

Minutes

BIA Board Meeting held on Tuesday Dec. 11, 2018 @ 6pm - BIA office

Present

Kent Archibald	Mike Garisto	Freda Mattern
Dean Moore	Rob Paterson	Steve Bednash
Paul Orazietti ED		

Absent

Alex Charles	Terry Stewart	Michelle Moore
James O'Neill	Frank Redekop	

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

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

Adoption of Nov. 13th Minutes: Moved by Freda Mattern, 2nd by Kent Archibald, Carried, all in favor.

1. NEW BUSINESS:

a. Treasurer's report: Treasurer Dean Moore presented the November 2018 Treasurer's report for discussion.

The November 2018 Report had a Total Income: \$0. Total expenses: \$22,827.28. Bank balance as of Nov. 30, 2018: \$247,651.74

b. BIA 2019 Budget

The BIA board discussed the strategic direction that the Association has planned and it was agreed by all in attendance to continue with a priority on beautification projects. Parking remains one of the BIA's top considerations and the improvement of the City parking lot on 176A St and 57A Ave remains a top priority. The BIA still has several beautification projects on the books, one of which is the completion of a primary Gateway Community Gateway sign that will be in the spring of 2019. The BIA is also working with the City of Surrey Beautification planner on another smaller gateway sign that would be installed on a city owned landscaping bed on the SW corner of 180 St and Highway #10. The BIA is also looking at beautification initiative for Highway #10 which would include landscaping treatment with a sign that

welcomes Visitors to Cloverdale at the intersection of Highway #10 and 175 St (The Cloverdale By-pass). The proposed work would also dovetail with landscaping plans that the Brick Yard Station has for their property by the Rexall Pharmacy on Hwy #10. The BIA also discussed future parking lot upgrades and more signage to create a historic business district for the old Downtown. Proposed signage would welcome visitors to “Historic Cloverdale” and would be located on 176 St. near Highway #10. The Board strongly supports funding existing special events like the Bed Race, the Chili Cook-off, a new special event at the Brick Yard TBD, more funding for the Santa parade and continuing funding for the Cloverdale Market and Ladies Night Out. The Board also was very impressed with a recent video of the Santa parade and felt that the BIA should be adding more video productions to its website that showcases all of its events and projects. The Board also felt that the BIA should continue to expand its social media efforts in 2019, especially in light of the Facebook reach for the Santa Parade which was seen by over 310,000 views!

2. OLD BUSINESS:

a. King Street Alley Project

The Cloverdale BIA is working with the COS Beautification officer on this project and cost estimates are being drafted for various components which can be done in different stages. The Henry Public House did meet with the City and have agreed to have their private lot striped and coordinated with the two other city parking lots on 176A St. The City and BIA are investigating different sources of funding especially grants to cover some of the costs for potentially adding heritage murals, decorative lighting and garbage enclosures.

3. BIA Committees:

a. Beautification: The Beautification officer continues to work on the King St Alley and Parking Lot project. The BIA has briefed David Sadler from COS on various BIA beautification initiatives and over the next 6 months will work on a Cloverdale Town Centre beautification plan that will guide the BIA for the next 5 years after renewal in Jan. 2020.

b. Communications: The website is being updated to include photos from the recent Santa parade and other reports on BIA projects that are underway.

c. Business Development: The BIA continues to meet with the new City of Surrey Economic Development officer to see how we can work more closely together.

d. Special Events: The 13th Annual Surrey Santa Parade was the largest parade ever held in Cloverdale with over 120 entries and over a kilometer in length. Crowd estimates are unavailable but the new parade route reached capacity and in future more viewing areas will be required. The Santa parade budget did go over estimate with several new requirements that

the City of Surrey asked for. As the parade grows additional costs and services are required to sustain the event.

e. Safety & Security: The Cloverdale Town Centre remains relatively low in any serious criminal activity. The BIA has done a number of cleanup projects and continues to remove nuisance graffiti as it pops up. The Board was made aware of the City's efforts to establish a city police force with very little details available at present.

4. Other Business: None discussed

5. Next BIA meeting: Next BIA meeting scheduled for Tuesday, Jan. 8th, 2018 at 6pm.

Adjourned : 7:21 pm