



# CLOVERDALE

Business Improvement Association

A good place to grow, since 1870

**Cloverdale BIA AGM Minutes: Monday, October 21, 2019**  
**Meeting held at the Cloverdale Legion Auditorium 7:07pm - 8:15pm**

Dean Moore, as President of the Cloverdale BIA acted as Chairman of the meeting and Paul Oraziotti as Secretary of the meeting. The president was advised that there was a quorum at the 2019 Cloverdale BIA Extraordinary General Meeting.

### **Meeting Called to order @ 7.07pm**

1. **Call to Order** by Dean Moore. The BIA president opened the meeting and welcomed Guests. Dean explained the need for the Extraordinary General Meeting which is to present the BIA 2020 budget before the new year starts and more importantly to review the BIA's plans for a 5 year renewal.

### **2. Adopt the Agenda**

**Motion:** To adopt the Agenda for the EGM meeting

Upon a motion duly made by: Rob Paterson Seconded by: Frank Redekop

**Motion Carried:** Approved by show of hands (none to the contrary)

### **3. 5 Year Plan & BIA Renewal**

The Exec. Director discussed the results of a recent survey of the BIA membership which was used in drafting the Association's 5 year plan. One of the top priorities for the membership is **parking**. The BIA plans to partner with the City on improving 3 surface parking lots in the town centre. The improvements will include new striping, landscaping, lighting and signage. The BIA reported on the status of the King Street parking lot which was partially upgraded in 2019 and what to look forward to for this project in 2020 which would include installing heritage storyboards, decorative night lighting and garbage enclosures.

Another find of the research is that businesses are victims of **illegal dumping**. They have **traffic issues** near their business, **poor street lighting** and some face **Break & Enters**. The BIA will continue to work with the RCMP and the businesses to work on these issues. More effort will be used to send out timely email blasts like the Heads Up notices.

The new plan will include the installation a new gateway sign on highway #10 and 180 St. The research showed that the business community would also like more beautification initiatives that include landscaping more areas of the town. The plan also spoke to a major landscaping/beautification upgrade to the intersection of Hwy #10 and the Cloverdale By-pass.

The 5 year plan also looks to sustain existing annual special events like the Bed Races, Chili Cook-off, Rodeo Parade, Santa Parade and sponsorships of other existing special events like the

Cloves, Market Days and Ladies Night Out. The 5 year plan would also look at place making initiatives for some public areas like Hawthorne Square. Upon approval of the BIA 5 year plan, the City of Surrey will do a mail out to the BIA property owners to confirm the renewal. The BIA will be advised in mid to late February as to the results of the mailing.

The BIA will also continue to work on business recruitment and will work with developers as they come to the Cloverdale Town Centre to build. The ED reported that the BIA will work on more promotional video content to promote events and lifestyle to attract more residents. The video will be added to the website and will be used in social media.

#### **4. BIA 2020 Budget**

The proposed BIA 2020 Budget was presented to the membership bearing in mind the direction that the Association is currently working on from the 5 year plan.

Slight increases have been made for each of the annual special events and sponsorships.

**Motion:** To adopt the proposed 2020 BIA budget moved by Cheri Morton Seconded by: Gloria Munro

**Motion Carried:** Approved by a show of hands (none to the contrary)

**Meeting Adjournment @ 8:15pm**