



CLOVERDALE

Business Improvement Association

A good place to grow, since 1870

Minutes

BIA Board Meeting held on Tuesday Sept 13, 2021 @ 6pm - BIA office

Present

Anita Parker	Rob Paterson	Frank Redekop	Terry Stewart
Scott Wheatley	Coreen Windbiel	Paul Oraziotti ED	Edward Tain - COS

Absent

Steve Bednash	Mike Garisto	Troy Michaud	Dean Moore
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Acting Recording secretary: Paul Oraziotti Call to order 6:10 pm

Adoption of Agenda: Moved by Terry Stewart, 2nd by Scott Wheatley, all in favor, Motion carried.

Adoption of July 13th, 2021 Minutes: Moved by Coreen Windbiel, 2nd by Terry Stewart, Carried, all in favor.

1. NEW BUSINESS

a. New Director Nomination: Anita Parker CFO for Delta Controls previously expressed an interest in joining the Cloverdale BIA board of directors.

Upon a motion moved by Scott Wheatley and seconded by Terry Stewart to appoint Anita Parker as a BIA director. Motion carried unanimously

a. Treasurer's report: Financial report for July and August of 2021 was presented for review by the BIA board meeting. JULY P&L Total Income: \$11,050.00 Total Expenses: \$12,971.89 Bank Balance as of July 31st, 2021 \$144,439.13
AUGUST P&L Total Income: \$8,550.00 Total Expenses: \$17,958.57 Bank Balance as of \$139,813.98

b. HAWTHORNE SQUARE – CITYHIVE Report

The BIA is awaiting results from the Canada Healthy Communities Initiative Round 2 submission which will be advised by Sept. 27th, 2021. The City of Surrey beautification planner has started discussions on creating a plan for future public art installations in the Cloverdale Town Centre especially the historic main street area. The City of Surrey engaged a young group of planning students to prepare a report on Hawthorne Square. The group reviewed the history of the Square and submitted some recommendations based on a limited of budget. The recommendations included new signage to identify the name of the square. Secondly, the

addition of more landscaping and more permanent sitting areas. Lastly, the group felt that some form of public art such as the popular 3D chalk drawings on the cement base of the square should be considered.

c. Highway 10 & 177B St Intersection The BIA ED reported that Ministry of Transportation had started discussions with the City of Surrey on this intersection. The BIA continues to wait for some feedback on the intersection review process.

d. Sidewalk Repair The Cloverdale BIA has approached the City on a number of sidewalk panels that have lifted because of street trees root growth. Numerous businesses have reported people tripping as they walk on 176 St. There are numerous locations throughout the Town Centre where the sidewalks are uneven. The City will review the situation and will come back with a repair proposal.

2. OLD BUSINESS:

a. Heritage Storyboards

The Storyboards are close to be completed design wise and will be reviewed before completing the installation at Hawthorne Square.

b. 58A Ave/176A St Parking Lot

The City of Surrey will install EV chargers in 2022. Insufficient monies had been budgeted for 2021 which has prompted the later install date. The City has also held off on striping the lot and will get back to the BIA on a new date.

3. Committees

a. Beautification – City of Surrey will look at developing a plan for future Public Art installations including murals. Discussion with a variety of stakeholders will be undertaken to get better control of the creative direction of future installations. Many property owners and businesses especially along 176 St prefer a more heritage look.

b. Communications – The BIA continues to do regular advertising with the Cloverdale Reporter and the Shop Cloverdale Magazine that is safe and open for business. Social media activity continues to focus on positive stories about the Town Centre. The BIA is also supporting the Cloverdale Arts and Entertainment music series in town with print advertising and social media. The BIA also hired two summer students from the Cloverdale Chamber to review and upgrade the BIA directory.

c. Business Development: One developer has asked for permission to use video that the BIA created in the spring of 2021 to promote pre-sales of units in a new 5 story development on

the corner of 177B St and 56A Ave. The BIA has also provided several photos of events and highlights to be used in collateral material.

d. Special Events: The Board discussed the Santa Parade and because of a short window with a lot of uncertainty it will not be feasible to hold the event. There was discussion on the desire to create a smaller scale event in the Town Centre and the special events committee will reform to discuss options.

e. Safety & Security: Once again stats for crime in the area remain relatively low but there continues to be a presence of nuisance behavior with respect to graffiti and garbage dumping in the Town Centre. The Cloverdale BIA has been invited to a Surrey Police Service focus group to discuss the city's desire to create a new police force.

f. Other Business: No other items were raised

4. Next BIA meeting:

Meeting Adjourned: 7:17 pm

The next meeting is scheduled for Tues. Oct. 12th at 6pm