



# CLOVERDALE

Business Improvement Association

A good place to grow, since 1870

## Minutes

***BIA Board Meeting held on Tuesday Sept. 15, 2020 @ 6pm - BIA office***

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### **Present**

Kent Archibald	Mike Garisto	Dean Moore	Rob Paterson
Frank Redekop	Terry Stewart	Corren Windbiel (Z)	
Edward Tain - City of Surrey (Z)		Paul Orazietti ED	

### **Absent**

Steve Bednash      Troy Michaud

Acting Recording secretary: Paul Orazietti      Call to order 6:09 pm

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

Adoption of July 14<sup>th</sup> Minutes: Moved by Rob Paterson, 2<sup>nd</sup> by Frank Redekop, Carried, all in favor.

### **1. NEW BUSINESS**

#### **a. DIRECTOR APPOINTMENT**

The BIA board appointed Scott Wheatley from the Cloverdale District Chamber of Commerce to be a Director until the next upcoming AGM scheduled for Feb. 2021. The BIA was also advised of two directors Freda Mattern and Michelle Moore have both amicably resigned from the board.

**b. Treasurer's report:** Financial reports for April, May, June, and July were presented for review by the BIA board meeting. The April Total Expenses: \$21,731.16 No Income; May Total Expenses: \$9,115.23 No Income; June Total Expenses \$25,512.60 Total Income: \$4,410.00; July Total Expenses: \$11,477.63 Total Income: \$9,116.03

#### **c. 2020 BIA LEVY**

The City of Surrey sent the BIA office the 2020/2021 Levy at the end of August 2020 and has been deposited.

#### **d. Surrey Economic Recovery Coalition**

The Coalition has taken some time off during the summer and will start meeting again in the Fall.

#### **d. Highway 10 & 177B St Intersection**

The BIA is working in partnership with the Cloverdale Chamber to lobby for safety upgrades for this important intersection. The City of Surrey will meet with the MOT in mid-October and will get back to the BIA on the status of a number of initiatives to make the intersection safer and more attractive as an important gateway to connecting Clover Square Village with the Town Centre. The BIA is also in separate discussions with Cobra Electric and streetlight manufacturer on possible equipment upgrades. MLA Stephanie Cadieux also provided the office with a letter of support regarding the need for safety upgrades at this intersection.

#### **e. Decorative Lighting 176 Street & Hawthorne Square**

The directors reviewed an updated cost estimate that included upgrades that the City of Surrey requested. An initial estimate of \$40,000 had been approved by calling each of the directors who unanimously approved the initial estimate. The new upgrades have moved the project to now cost \$50,000. There was some discussion on whether the project should be done in smaller steps to gauge the reaction. The board felt that the project impact would be comprised if it was too small in scale. The Lighting system will run on a time and will start at dusk and will turn off at midnight. The BIA will advise the City if there are to be any changes to the agreed upon timing.

Upon a motion moved by Frank Redekop and seconded by Kent Archibald to approve a new budget of \$50,000 for the Light canopy that will be installed this fall on 4 blocks of 176 St and will also include lights for Hawthorne Square. Motion carried unanimously.

#### **f. "Xmas" Movie**

The BIA has supported a two day filming schedule for the 5700 block of 176 St for a Hallmark movie entitled, "Time for Us to Come Home For Christmas" on Sept. 28/29 The film company will provide the BIA with a \$1000 donation that will be shared with the Cloverdale Chamber since it is being filmed outside of our offices.

### **2. OLD BUSINESS:**

#### **a. Development App 7919-0063 Apartments**

The BIA board has sent a letter of concern regarding a proposed 3 residential building complex for 177B St between 57 Ave and 58 Ave. The BIA was never formally involved in this building application until a complaint was raised by a former director who lives next door. After reviewing the proposal to use a commercial alley to access this building, the proposed configuration will materially affect the future redevelopment of the two properties just west of

the new development. Another concern the BIA expressed to the City is the additional traffic that would be routed through an alley that is not designed for heavier volume. The BIA board has expressed concerns about the Cloverdale Community Association appearing to act as a voice for the business community with perspective developers.

### **3. Committees**

**a. Beautification** – The BIA contacted Parks and Recreation regarding the need to find a new supplier for the hanging baskets for 176 Street. The City expressed their disappointment with the purchase and the smaller basket size that their supplier provided. The BIA has asked the City to review cost estimates and come back to the BIA if an increase in financial support is necessary to maintain the previous size of baskets installed.

**b. Communications** – The BIA continues an ongoing print campaign in both the Cloverdale Magazine and Cloverdale Reporter. The theme is Open, With Care. The BIA is also working on a social media campaign that will feature a new video on businesses in historic Cloverdale. Depending on the success of the first video, it is proposed that the BIA shoot a few more videos that will include other parts of the Town Centre especially Highway #10.

**c. Business Development:** The BIA office continues to receive visits from potential businesses looking to locate in the Town Centre. The effects of the COVID pandemic have been varied in the Town Centre and parking volumes have not returned to normal.

**d. Special Events:** The BIA has placed all its major events on hold until the Pandemic subsides. There is some discussion on whether the Surrey Santa parade could be modified to be a Drive Thru event. More details will be made available for the next meeting. The City of Surrey and the Cloverdale Rodeo support the new Drive Thru concept.

**e. Safety & Security:** The homeless population has been increasing with a number of people starting to hang out in various locations throughout the Town Centre.

**4. Other Business:** Member survey results. The survey highlighted the Business communities need to promote that the Town Centre is a safe place to do business during the Pandemic. There was a need expressed that the BIA help with increased marketing/advertising for the area. The Business community also stated that they would like all levels of government to not increase taxes for the foreseeable future and that they support the services of the RCMP and not a new SPD.

**5. Next BIA meeting:** Next BIA meeting October 20, 2020

Meeting Adjourned: 7:30 pm