



# CLOVERDALE

Business Improvement Association

A good place to grow, since 1870

## Minutes

### ***BIA Board Meeting held on Tuesday Oct 12, 2021 @ 6pm - BIA office***

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#### **Present**

Mike Garisto                      Troy Michaud                      Dean Moore                      Rob Paterson  
Terry Stewart                      Scott Wheatley                      Coreen Windbiel  
Paul Orazietti ED                      Edward Tain – COS  
Guest: David Sadler COS

#### **Absent**

Kent Archibald                      Steve Bednash                      Anita Parker                      Frank Redekop

Acting Recording secretary: Paul Orazietti      Call to order 6:08 pm

*Adoption of Agenda: Moved by Terry Stewart, 2nd by Coreen Windbiel, all in favor, Motion carried.*

*Adoption of Sept. 14<sup>th</sup>, 2021 Minutes: Moved by Troy Michaud, 2<sup>nd</sup> by Scott Wheatley, Carried, all in favor.*

#### **1. NEW BUSINESS**

**a. Cloverdale Vision/Placemaking** David Sadler, Beautification planner for the City of Surrey attended the BIA board meeting to discuss the creation of a Cloverdale Vision plan that would address a number of public areas in the Town Centre and ideas for what sort of look the business community is aiming for. The plan will deal murals, public art, way finding and heritage branding (heritage Storyboards). The Vision will also allow the BIA to prioritize projects that will eventually require financial support from the City of Surrey such as the two squares: Hawthorne & Robinson Squares.

**b. Treasurer's report:** Financial report for July and August of 2021 was presented for review by the BIA board meeting. SEPT. P&L Total Income: \$228,989.00 Total Expenses: \$11,944.31 Bank Balance as of \$352,886.48

**b. Highway 10 & 177B St Intersection** The BIA ED reported on a meeting held on Oct. 7<sup>th</sup> with the MOT and a representative from MLA Mike Starchuk's office at Clover Square Village. The MOT apologized for the delay in briefing the BIA from a meeting held in July with the City of Surrey. The BIA was advised that there was insufficient carnage at the intersection to warrant

an immediate response. The intersection does have numerous issues that will be addressed by a proposed work group in the future. It was suggested that a member representing the Clover Square village property be in attendance because of the 4 narrow lanes at the entrance are causing problems. The MOT went on to explain how complicated repairing this intersection will be to avoid any slow down in traffic. The BIA has expressed a desire for an LPI crossing unit which gives pedestrians more time to cross the intersection while limiting traffic flow. No dates were provided by the MOT as to when this process may commence.

**c. Sidewalk Repair** The City has committed to repairing part of the sidewalks on 176 Street but will need to do some repairs in 2022 when the budget is refreshed. Once again, the City has been unable to provide any timing for the repairs in writing.

## **2. OLD BUSINESS:**

### **a. Heritage Storyboards**

The BIA has been advised that the City has created designs for the new heritage storyboards but has been unable to give us an idea on when this project will be completed and if we will see the design before it is finished.

### **b. Cloverdale Murals update**

An independent group has completed its first mural on the back of the CUPE bldg. at the corner of 176 St and 57 Ave. The group is working on a second building behind Mates Uniforms. A third proposed project was a rodeo themed mural proposed for the back of the Dale Building. One of the larger tenants has expressed concerns about the Rodeo theme mural which they believe will be harmful to their counselling patients. The City and several property owners will meet to discuss what would be appropriate for the Dale Bldg. The City is planning on repainting the entire Dale Bldg by the end of Spring 2022.

## **3. Committees**

**a. Beautification** – The ED discussed the City’s need to go back to RFP on the 2022 hanging baskets. The BIA did signal that the 2021 plants were vastly superior to the 2020 pandemic version. The city will try to ensure that the baskets remain the same size and that they also have a mixture of plants that will allow the baskets to last more than 4 months.

**b. Communications** – The BIA is active in social media and promotes regularly with the Cloverdale Reporter and Shop Cloverdale magazine. Advertising themes vary but the primary is that the Town Centre is a safe place to shop local. We have also supported entertainment activities hosted by the Cloverdale Arts and Entertainment Assoc.

**c. Business Development:** The BIA has been approached by two developers that are moving forward on 5 story appt dwellings on 56A Ave (across from museum + corner of 177St) on pre-sales. Marketing agents have contacted our office looking for video that promotes the Cloverdale Town Centre.

*Upon a motion moved by Rob Paterson and seconded by Troy Michaud that the BIA agree to a budget of \$4,000 to promote two more spots. Search and Rescue Marketing is our production company. Motion Carried*

**d. Special Events:** The BIA is moving forward on the potential of static parade festival on two blocks of 176 St. The ED will investigate preliminary costs for Traffic Mgmt and event activity.

**e. Safety & Security:** Luckily the Cloverdale Town Centre has a constant level of nuisance crimes including graffiti, garbage dumping and petty theft. The RCMP have been in contact with the office to discuss their concerns with two significant homeless persons that are causing damage.

**f. Other Business:** No other items were raised

**4. Next BIA meeting:**

Meeting Adjourned: 8:00 pm

The next meeting is scheduled for Tues. Dec. 14<sup>th</sup> at 6pm