



CLOVERDALE

Business Improvement Association

A good place to grow, since 1870

Minutes

BIA Board Meeting held on Tuesday Nov. 10, 2020 @ 6pm - BIA office ZOOM MEETING

Present

Dean Moore Rob Paterson Frank Redekop Terry Stewart
Scott Wheatley Paul Orazietti ED

Absent

Kent Archibald Steve Bednash Mike Garisto Troy Michaud
Coreen Windbiel Edward Tain - City of Surrey

Acting Recording secretary: Paul Orazietti Call to order 6:03 pm

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

Adoption of Oct. 10th Minutes: Moved by Frank Redekop, 2nd by Rob Paterson, Carried, all in
favor.

1. NEW BUSINESS

a. Treasurer's report: Financial report for September was presented for review by the BIA
board meeting. The September Total Expenses: \$13,198.14 Total Income: \$3,000.00
Bank Balance as of Sept 30 \$323,568.22 The October report will be made at the next meeting.
Bank Balance as of Oct. 31 \$311,812.62 (includes recent BIA 2020/2021 levy – \$221,300)

b. Hawthorne Square – Rodeo proposal

A Will Senger memorial committee from the Cloverdale Rodeo & Exhibition approached the
Cloverdale BIA to consider their desire to have Hawthorne Square renamed after the late Mr
Senger. In addition, there would be a wish from the committee to reformat the old Rodeo
winners in a better manner along with more current winners. The ED will be setting up a
meeting with the City of Surrey Heritage commission councillor Linda Annis to discuss a more
substantial upgrade of the park with new lighting, hanging baskets, more landscaping and place
making features. Ie Heritage Story board

2. OLD BUSINESS:

a. Decorative Lighting 176 Street & Hawthorne Square

The Street light canopy to date has been received warmly from businesses, residents, and visitors. The BIA ED is looking to get additional cost estimates for two more decorative lighting installations at Oasis Square (walkway at 56A Ave between 176 St, the alley and to 176A St. The second installation would be with two buildings in the alley between the Henry and Nana's Antiques.

b. Highway 10 & 177B St Intersection

Still awaiting information from the MOT, the City of Surrey and Cobra Electric.

3. Committees

a. Beautification - The BIA was advised that with the extra LED lights that we purchased that the City will start seasonal lighting installations earlier this year. (includes lighted wreaths on poles)

b. Communications – OPEN, With Care campaign

The BIA continues to run print ads in the Cloverdale Reporter and Shop Cloverdale Magazine promoting that businesses are Open and have all done so safely. In addition the BIA office has purchased Facebook ads to support a recent video promoting 176 St with the same message. The Video has been viewed over 6,000 times on Facebook and is also posted on a Cloverdale BIA Youtube channel.

Based on the success of the first video, it was previously agreed to a second spot featuring East Cloverdale along Highway #10, the ED advised that there were potential cost savings if we expanded our budget by an additional \$2,000 to complete a third video of the West Cloverdale Town Centre.

Upon a motion moved by Terry Stewart and seconded by Scott Wheatley that the BIA budget \$2,000 for a third video promoting West Cloverdale along Hwy 10. Motion carried

c. Business Development: The BIA office has been advised by local residents that the City of Surrey continues to support the planning department's recommendation to keep an existing alley in perpetuity and to send 50% of resident parking through a commercial alley and then turn into a narrow laneway. The BIA will continue to take a contrary position to this planning recommendation.

d. Special Events: Surrey Santa Parade Drive Thru version was officially cancelled. Due to the inability to work around COVID planning requirements the event could not be held this year. The BIA did advise two of its sponsors and did return \$500 to one sponsor. Express Personnel would like the BIA to hold the money in trust for supporting a 2021 Surrey Santa Parade.

e. Safety & Security: No major concerns other than a continued increase in graffiti especially on garbage containers. The Town Centre continues to have a visible homeless presence on a daily basis. No major criminal activity in the area.

4. Other Business: Cloverdale Christmas Hamper Program donation

Upon a motion moved by Rob Paterson and seconded by Terry Stewart that the BIA donate \$1,000 to the Cloverdale Community Kitchen (which operates the Hamper Program) Motion carried

5. Next BIA meeting: Next BIA meeting December 8, 2020

Meeting Adjourned: 7:00 pm