



## **THE CORPORATION OF THE CITY OF WHITE ROCK**

February 8, 2007

The **ECONOMIC COMMITTEE** will meet in the **COUNCIL CHAMBERS** on **THURSDAY, FEBRUARY 15, 2007** at 4:00 p.m. for the transaction of business as noted below.

Ms. Tina Penney  
Director, Corporate Services

### **AGENDA**

**1. AGENDA APPROVAL  
RECOMMENDATION:**

THAT the Agenda for the ECONOMIC Committee Meeting scheduled for Thursday, February 15, 2007 be adopted as circulated.

**2. PREVIOUS MINUTES  
RECOMMENDATION:**

THAT the Minutes of the ECONOMIC Committee Meeting held January 18, 2007 be adopted as circulated.

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**3. MATTERS REFERRED BY COUNCIL  
3.1 TERMS OF REFERENCE**

Introduction of new committee members and review of the Committee's Terms of Reference.

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**3.2 ECONOMIC DEVELOPMENT STRATEGIC PLAN**

Update by InterVISTAS on project status, selection of participants and date for workshop.

**3.3 REGIONAL BUSINESS LICENSING – update by Staff Liaison.**

**3.4 PIER AND FORESHORE MANAGEMENT – update by City Manager.**

**3.5 SIGNAGE – RESORT SIGNAGE DESIGNATION STATUS**

City Staff to meet with Ministry Staff on February 14, 2007.

**3.6 TOURISM PLAN STUDY – update by Staff Liaison.**

**4. OTHER BUSINESS**

**4.1 BIA REPORT – update from Russ Davies.**

**4.2 CHAMBER OF COMMERCE REPORT – update from Dan Higgins.**

**4.3 TRACKING INITIATIVES REPORT – Review and update on initiatives (all).**

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**5. NEXT MEETING**

The next committee meeting is scheduled for Thursday, March 15, 2007 at 4:00 p.m.

**6. CLOSURE**

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

**ECONOMIC COMMITTEE**

A meeting held January 18, 2007 in the Council Chambers at White Rock City Hall located at 15322 Buena Vista Avenue, White Rock, B.C.

PRESENT: Councillor Catherine Ferguson, Chair  
Russ Davies  
Anneke Henny  
Dan Higgins  
Dean Wautier

GUESTS: Rob Beynon, InterVISTAS Consulting

STAFF: Tina Penney, Director of Corporate Services and Staff Liaison  
David Pollock, Director of Municipal Operations  
Branca Verde, Committee Secretary

ABSENT: Peter Dodds  
Ginny Harrison  
Trevor Small

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The meeting was called to order at 4:03 p.m.

**1. AGENDA APPROVAL**

RESOLVED THAT the Agenda for the Economic Committee Meeting scheduled for January 18, 2007 be adopted as circulated, with the following item added:

**4.5.2 PIER AND FORESHORE MANAGEMENT**

**M/S/C**

**2. PREVIOUS MINUTES**

RESOLVED THAT the minutes of the Economic Committee meeting held November 16, 2006 be adopted.

**M/S/C**

**3. MATTERS REFERRED BY COUNCIL**

**3.1 PARKING DECALS AND RATES**

The committee reviewed an excerpt from the minutes of a Council meeting held December 11, 2006 (as circulated with the agenda) regarding the Economic committee's *waterfront parking* recommendations. A further update will be provided at the next committee meeting.

*Agenda Varied*

**4.2 SIGNAGE**

The Staff Liaison reviewed a chronology of efforts related to the signage issue (circulated on table). The Director of Municipal Operations stressed that staff have had difficulty

getting a response from the Ministry of Transportation. The committee reviewed information on the location and content of highway signage referring to White Rock (circulated on table). It was noted that some signage has errors and it was agreed that the Director of Municipal Operations should send direct communication to the Ministry to address these errors. It was further agreed that the Director of Municipal Operations will pursue contact with the Ministry on the broader signage issues. The Chair noted that if there is no response, the committee may pursue a different strategy.

With respect to Surrey signage, it was noted that staff from the Economic Development Office have indicated support for adding *White Rock* to signage and have requested more information on the details of the content and locations. Surrey is presently doing a review of signage with a report expected shortly. It was agreed that the Director of Municipal Operations will liaise with Surrey staff and that a copy of Surrey's signage review (once complete) will be circulated to the Chair of Economic Committee.

*Agenda Resumed*

**3.2 SIGNAGE – SIGN BY-LAW 1042**

It was noted that \$15,000 has been allocated for a partial review of the Sign By-law. The Director of Development Services will report back to the committee when an update is available. The BIA indicated an interest in pursuing an appraisal of the Sign By-law.

**3.3 ECONOMIC DEVELOPMENT STRATEGIC PLAN (EDSP)**

Rob Beynon, of InterVISTAS Consulting, used a power point presentation to outline the key points in preparing the EDSP for White Rock. Mr. Beynon stressed the importance of community development and that community input is critical to the success of this project. Discussion ensued and the following initial community stakeholders were identified:

- BIA;
- Chamber of Commerce;
- Commercial property owners;
- Landowners with large sites;
- Semiahmoo First Nation;
- Peace Arch Hospital (largest local employer and holder of potential development site);
- Participants south of 16<sup>th</sup> Avenue as well as north of 16<sup>th</sup>;
- Representatives of the elder care and health care sectors; and
- Members of City Council.

Mr. Beynon commented that White Rock demographics indicate an aging community yet the economy relies on the tourism industry, which is largely entry level jobs typically held by youth. He raised the following questions for the committee to consider:

- Where does community want to go? What is the image?
- Who is service centre for?
- Where are the workers going to come from?

It was suggested that the following information sources would be valuable:

- “Cooperators” Market Analysis;

- DSA plan;
- Proposed development at Grovesnor site;
- Demographic sales data from Bosa Development;
- Demographic data from Welcome Wagon;
- Demographic data for South Surrey;

The consultant will commence research and a status report will be provided at the next meeting.

### **3.4 REGIONAL BUSINESS LICENSING**

The committee reviewed an excerpt from the minutes of a Council meeting held January 8, 2007 (circulated with agenda) referring a motion to the Economic Committee to look into the provincial *small business licensing* initiative. This item was deferred to a future meeting.

### **3.5 ANNUAL REPORT**

The committee reviewed the year-end report (as circulated with the agenda) summarizing accomplishments in 2006. The Chair commended the committee members on their work.

## **4. OTHER BUSINESS**

### **4.1 BIA REPORT**

The committee received a verbal report on the activities of the BIA. The BIA is seeking five new board members.

### **4.3 CHAMBER OF COMMERCE REPORT**

The committee received a verbal report on the activities of the Chamber of Commerce. The Chamber is celebrating its 70<sup>th</sup> anniversary this year and is presently seeking a replacement for the Executive Director. Funding for the Chamber of Commerce will be challenging this year as the student employment program will be cut.

### **4.4 TOURISM PLAN STUDY**

A draft report is under review and the stakeholder group expects one additional meeting to finalize the study.

### **4.5 TRACKING INITIATIVES REPORT**

The committee reviewed the tracking report (as circulated with the agenda). Discussion ensued and the following items were noted:

- Bed and Breakfast Policy Update – deferred;
- Marketing Program – *measurable outcomes* of program expected in March;
- Valet Parking – due to the snow storms, valet parking was not operational during December; and
- Branding – staff are preparing a request for proposals.

#### **4.5.1 WORK PLAN FOR 2007**

The Chair advised that Council will be holding a strategic planning session in February and requested that committee members e-mail (to the Chair) any issues which they would like the addressed in the next year.

**4.5.2 PIER AND FORESHORE MANAGEMENT**

Council has directed that the Environment committee, in consultation with the Economic Committee, to review the issue of Pier and Foreshore Management. The Chair met with the Environment Committee (January 16) and discussed opportunities for increasing economic activity, while minimizing impacts to the environment (i.e. human-powered marine recreation as opposed to motorized). Discussion ensued and the following points were noted:

- Development of a Pier and Foreshore Management Plan should integrate with the Economic Strategic Plan and Tourism Plan;
- Various stakeholders will have different views of what should happen in this area (i.e. Environmental groups, business groups, Harbour Master, Department of Fisheries and Oceans); and
- Economic Committee should develop a strategy in consultation with others involved.

It was agreed this would be discussed further at the next meeting.

**5. NEXT MEETING**

The next committee meeting is scheduled for Thursday, February 15, 2007 at 4:00 p.m.

**6. CLOSURE**

The meeting adjourned at 5:50 p.m.

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Councillor Catherine Ferguson, Chair

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Tina Penney, Director of Corporate Services

# **TERMS OF REFERENCE**

## **ECONOMIC COMMITTEE**

### **1. Mandate**

The mandate of the Economic Committee is to consider, evaluate and provide advice to Council on economic-related issues referred to it by the Mayor or Council related to business, tourism and economic growth. The Committee's activities shall align with Council's vision and strategic goals, thus enabling Council to bring practical action to their vision and the Committee to focus their energies on those prioritized tasks.

### **2. Scope**

To meet its mandate, the Committee will work towards accomplishing the wide-range objectives listed below.

- (a) Serve as the Steering Committee advising Council on the development and implementation of a professional Economic Development Strategic Plan.
- (b) Foster and maintain a close working relationship with the Chamber of Commerce and the White Rock BIA in order to coordinate the City's resources with the business community's tourism and economic initiatives.
- (c) Liaise with the Surrey Tourism and Convention Association regarding shared tourism initiatives between White Rock and Surrey.
- (d) Collaborate with Tourism BC and the City consultant in developing a comprehensive branding strategy and tourism plan.
- (e) Prepare an annual report on its activities throughout the year, as well as action plans for all tasks referred to it by Council.

### **3. Tenure**

The tenure of the Committee shall be from the first of January to the thirty-first of December of each calendar year unless that term is varied by Council resolution.

### **4. Membership**

- (a) Pursuant to the Procedures Bylaw and provincial legislation, Committee membership shall be not less than five and not more nine members in size. Only one member of Council may be a Committee member.

- (b) The Chair of the Committee shall be the elected City Council representative appointed to the Committee, and the Mayor is ex-officio.
- (c) If a member:
  - i. Fails to attend 3 consecutively held meetings of the Committee, OR
  - ii. Fails to attend a Committee meeting in any 60 day period, providing a meeting of the Committee is held in that 60 day period (whichever is the longer period of time) and
  - iii. unless the absence is because of illness; or
  - iv. unless the absence is with the express leave of the Chair, the appointment of the member shall be revoked.
- (d) Any person with particular expertise, including municipal staff, may be invited by a Member of the Committee to attend a Committee meeting in order to provide information or advice, but only Members appointed by City Council may vote on issues coming before the Committee.

## **5. Meeting Frequency**

- (a) Meetings shall be held at the call of the Chairperson. The Committee shall mutually agree to and publish an annual yearly meeting schedule at their inaugural meeting. Meetings may be held monthly but no less than quarterly. All meetings are open to the public unless designated in camera by the Committee.
- (b) The quorum of the meeting shall be determined by a simple majority of the appointed members.
- (c) Minutes of the Committee shall be provided by the Office of Corporate Services or their designate, and forwarded to Council for information and action as required.
- (d) The Committee's terms of reference, meeting schedule, minutes and annual report shall be posted on the City's website.

## **6. Remuneration**

Committee members shall serve without remuneration.

## Economic Committee Tracking Report

No.	Initiative	Details	Champion	Work Plan	Status	Timeline
1	Signage Policy Review	Review sign by-law 1042	to be determined	Staff report to Council ID options/costs	\$15,000 approved in Financial Plan - funded from 2006 surplus for a partial review	?
2	B&B Policy Update	formalize and regulate B&Bs	Russ Davies and Catherine Ferguson	policy framework; then stakeholder consultation	Champions and framework established; Staff report pending	Spring 2007
3	E.D.C. Strategic Plan	A professional strategic plan to be established with help of consultant	to be determined	Contract awarded to InterVistas	Council approved contract award	Consultants to begin process in new year
4	Tobacco Regulations	30-october- Recommendation to Council	Catherine Ferguson	completed	completed	Oct-30/06
5	Signage Provincial	Resort Area Designation	Dan Higgins	City of Surrey—agreement required for locations on their R.O.W.s	Meet with Ministry—determine locations & content.	Report back in January 2007
6	Marketing Program	advertising campaign	Russ Davies, Chamber & Catherine Ferguson	completed	underway; <i>measurable</i> outcomes expected in March;	Oct to March 07
7	Tourism Study	Tourism BC program	City and BIA	Stakeholder meetings taken place, another scheduled for New Year	Consultant Report remains in draft; Final stakeholder meeting required for finalization	Early January
8	EDC Annual Report	to Council per Committee's terms of reference	Russ Davies, Catherine Ferguson	first draft—I.D.-committee initiatives and relationship to Council Goals	Completed	mid-December-2006

last updated February 8, 2007

## Economic Committee Tracking Report

No.	Initiative	Details	Champion	Work Plan	Status	Timeline
<b>9</b>	Parking Recommendations	Review report from BIA	BIA		Valet Parking approved; Dec 11 meeting Council addressed Committee's recommendation to reconsider parking rates/parking deal	Complete
<b>10</b>	Branding			staff are preparing RFP	In Sept/06 provincial funding was provided for branding project; branding connected to Tourism Plan	In progress;
<b>11</b>	Regional/Provincial Business Licenses	Committee and BIA seeking to lobby for a regional or provincial business licensing system			Jan8/07 Council referred this item to the Committee	