



THE CORPORATION OF THE CITY OF WHITE ROCK

April 12, 2007

The **ECONOMIC COMMITTEE** will meet in the **COUNCIL CHAMBERS** on **THURSDAY, APRIL 19, 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, April 19, 2007 be adopted as circulated.

**2. PREVIOUS MINUTES
RECOMMENDATION:**

THAT the Minutes of the ECONOMIC Committee Meeting held March 15, 2007 be adopted as circulated.

Page 2

3. MATTERS REFERRED BY COUNCIL

3.1 ECONOMIC DEVELOPMENT STRATEGIC PLAN

Update by InterVISTAS – Rob Benyon: next steps and time schedule to be presented at meeting.

3.2 REGIONAL BUSINESS LICENSING – update by Staff Liaison and Chair (motion to Council).

3.3 PIER AND FORESHORE MANAGEMENT – continue discussion from previous meeting.

3.4 SIGNAGE – RESORT SIGNAGE DESIGNATION STATUS – update by Staff Liaison.

3.5 TOURISM PLAN STUDY – update by Staff Liaison.

3.6 BRANDING – update by Staff.

4. OTHER BUSINESS

4.1 BIA REPORT – update from Executive Director (results of joint marketing program).

4.2 CHAMBER OF COMMERCE REPORT – update from BIA representative.

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

Page 6

5. NEXT MEETING

The next committee meeting is scheduled for Thursday, May 17, 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 March 15, 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*
Peter Dodds, Vice-Chair
Russ Davies (Business Improvement Association)
Anneke Henny
Angela Huck
Zarina Lalji
Dean Wautier
Tod Woodward (Chamber of Commerce)

STAFF: Tina Penney, Director of Corporate Services and Staff Liaison
Peggy Clark, City Manager**
Branca Verde, Committee Secretary

ABSENT: Ginny Harrison

The meeting was called to order at 3:35 p.m. Round table introductions were carried out.

1. AGENDA APPROVAL

RECOMMENDATION:

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

M/S/C

2. PREVIOUS MINUTES

RECOMMENDATION:

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

M/S/C

3. MATTERS REFERRED BY COUNCIL

3.1 TERMS OF REFERENCE

The committee received the Terms of Reference (as circulated with the agenda).

3.2 ECONOMIC DEVELOPMENT STRATEGIC PLAN (ESP)

It was agreed that an additional committee meeting would be scheduled for Thursday, March 22 at 5 p.m., to discuss the ESP with the consultant (Rob Benyon, InterVISTAS).

3.3 REGIONAL BUSINESS LICENSING

The Staff Liaison provided an overview of the *regional business licensing* issue (report circulated on table). Council has referred this issue to the Economic Committee. At a meeting of the UBCM, Premier Campbell suggested that municipalities could implement regional business licenses for particular sectors (i.e. trades and contract licenses). Discussion ensued and the following points were noted:

- It was suggested that a letter of support be sent to the provincial government, offering assistance and input to the process;
- Development Services staff should be consulted to provide comment; and
- Organizations such as the BIA and Chamber of Commerce should discuss with their memberships and consider commenting.

The following motion was put forward:

WHEREAS initial discussion is currently being held regarding the possibility of an inter-municipality business licensing system for the Vancouver lower mainland region;

AND WHEREAS initial discussion is currently being held regarding a provincial business licensing system using the Bizpal template already in use in Kamloops;

AND WHEREAS it is challenging to establish a licensing framework that will adequately address key concerns such as revenue loss, enforcement, and coordination among municipalities;

AND WHEREAS an inter-municipality business licensing system will likely be more business-friendly and less bureaucratic by enabling certain businesses to purchase one license to operate in multiple municipalities.

THEREFORE BE IT RESOLVED THAT staff be directed to monitor the progress of each of these initiatives and report back to City Council via the Economic Committee and reports be made on a quarterly basis.

M/S/C

A subsequent motion was also put forward:

RECOMMENDED THAT Council send a letter to the provincial government acknowledging that Regional Business Licensing is a challenging and complex issue, however the City of White Rock agrees with the initiative being further explored due to potential benefits to the business community and economy.

M/S/C

3.4 PIER AND FORESHORE MANAGEMENT

The City Manager provided an update on the existing Pier and Foreshore Management (memo circulated with the agenda). This issue has been directed to the Economic and Environment Committees for review.

It was reported that, at a recent meeting of the Environment Committee, there was support for non-motorized waterfront activity but concerns were expressed over environmental impacts. A joint meeting between the two committees will be scheduled once the Economic Committee has generated ideas for discussion. Discussion ensued and the following points were noted:

- increased moorage will generate economic activity;
- need to determine FREMP requirements and environmental impacts;
- need to develop activity that builds on attraction of birding area and natural environment;
- increased moorage may require changes to existing dimensions (will likely require negotiation of new agreements); and
- moorage would need to expand considerably in order to be commercially viable; an alternative option may be to pursue permanent anchoring buoys.

**Councillor Ferguson left the meeting at 4:15 p.m. and Peter Dodds assumed the role of Chair.*

It was agreed that the committee will invite the Harbor Master and other stakeholders to discuss options (intent is for the committee to become more informed prior to meeting with the Environment Committee). It was agreed this issue will be discussed at the next meeting.

***The City Manager left the meeting at 4:20 p.m.*

3.5 SIGNAGE – RESORT SIGNAGE DESIGNATION STATUS

City staff met with Ministry staff on February 14, 2007 to discuss signage (staff memo circulated with the agenda). Staff have confirmed that one resort sign will be placed on the provincial right-of-way at the round-about on 8th Avenue. Discussion ensued and the following points were noted:

- sign will cost approximately \$2500 to \$3000; the City to consider paying for sign and the Province to assume future liability for the sign;
- there are a number of text and icon changes required for the proposed resort sign;
- Ministry staff acknowledged difficulty for White Rock in establishing an agreement with the City of Surrey for the location of additional signage; Surrey has deferred a decision pending the outcome of an evaluation of signage (consultant report anticipated in early spring); and
- the next step will be to enter into discussions with Surrey to determine locations for additional signs; once this is complete, City Staff will meet with the Ministry to pursue further.

IT WAS AGREED THAT that committee member Russ Davies, Chair Ferguson and the Staff Liaison will proceed with final details (appropriate icons) for the proposed resort signage on the round-about and that the Economic Committee will continue with efforts to have White Rock formally designated as a resort area.

3.6 TOURISM PLAN STUDY

The Executive Director of the BIA reported that a final Tourism Plan meeting with the consultant (Richard Hudson) and stakeholders is scheduled for March 21st. The

consultant will be developing action plans and the BIA is considering taking the lead role for the implementation.

4. OTHER BUSINESS

4.1 BIA REPORT

The Executive Director of the BIA reported that a new board of directors will be appointed at the annual general meeting scheduled for April 17. Two consultants will be hired to carry out a needs assessment and develop an action plan for a retail recruitment strategy (a report is anticipated by May).

4.2 CHAMBER OF COMMERCE REPORT

Tod Woodward, representing the Chamber of Commerce, reported that Doug Hart has been hired as the new executive director, effective May 1. The next meeting is scheduled for Tuesday, March 19.

4.3 TRACKING INITIATIVES REPORT

The committee reviewed the initiatives tracking report (as circulated with the agenda).

5. NEXT MEETING

The committee agreed that an additional meeting be scheduled for Thursday, March 22. The next regular committee meeting is scheduled for Thursday, April 19, 2007.

6. CLOSURE - The meeting adjourned at 5:00 p.m.

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
9	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
10	Branding			staff are preparing RFP	In Sept/06 provincial funding was provided for branding project; branding connected to Tourism Plan	In progress;
11	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	