



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

September 12, 2007

The ECONOMIC COMMITTEE will meet in the City Hall COUNCIL CHAMBERS on **September 12, 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 Economic Committee Meeting scheduled for September 12, 2007 be adopted as circulated.
- 2. PREVIOUS MINUTES**  
**RECOMMENDATION:**  
THAT the minutes of the ECONOMIC Committee Meeting held Wednesday, July 11, 2007 be adopted as circulated.
- 3. MATTERS REFERRED BY COUNCIL**  
**3.1 TOURISM PLAN STUDY**  
Update report, from the Staff Liaison, regarding the open house/public consultation process and the upcoming September 19<sup>th</sup> presentation to the Committee of the Whole. **Page 3**
- 3.2 ECONOMIC STRATEGIC PLAN**  
Report from the Staff Liaison, attached, regarding the first draft of the Economic Strategic Plan. **Page 7**
- 3.3 PIER AND FORESHORE MANAGEMENT**  
Discussion: A representative from the Environment Committee will be in attendance, for the discussion.
- 3.4 BRANDING – Staff Liaison**  
The Staff Liaison will update the Committee regarding the responses to the RFP and the Committee will provide comment on the submissions.
- 3.5 MASTER PARKS PLAN**  
Council has referred the Master Parks Plan to all Committees for review and feedback. Accordingly, the Master Parks Plan is attached as a separate PDF document and is presented for comment and report back to Council.

**3.6 UBCM PHASE II TOURISM FUNDING**

Staff Liaison to report.

**3.7 SINGLE BUSINESS LICENSE**

Attached, as a separate PDF file, are three letters regarding the single business license proposal: Letter and attached proposal, Minister Rick Thorpe and Minister Ida Chong, July 26, 2007; letter from Chamber of Commerce, August 27, 2007 and Memo from UBCM, June 11, 2007.

Mr. Stephen Richardson, Director of Development Services will attend or provide comment from an operational perspective regarding this initiative.

**4. OTHER BUSINESS**

**4.1 BIA REPORT**

**4.2 CHAMBER OF COMMERCE REPORT**

**4.3 OCP UPDATE**

Dean Wautier will provide an update report on the draft OCP process.

**4.4 TRANSPORTATION STRATEGIC PLAN UPDATE**

Requested update from the Director of Municipal Operations.

**4.5 OTHER COMMITTEE APPOINTMENTS**

Staff Liaison to report regarding augmenting the Committee's members with representatives from the Environment Committee and Semiahmoo First Nations.

As well the Chamber of Commerce has advised that from this meeting forward Doug Hart, Executive Director, will be their representative on the Committee. A letter to that effect is attached as a separate PDF file.

**5. NEXT MEETING**

The Committee will meet Wednesday, October 10, 2007 at 4:00 p.m.

**6. CLOSURE**

The meeting was declared closed at p.m.

THE CORPORATION OF THE

## **CITY OF WHITE ROCK**

15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

### **ECONOMIC COMMITTEE**

A meeting held July 11, 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)  
Ginny Harrison  
Dean Wautier

**STAFF:** Tina Penney, Director of Corporate Services and Staff Liaison  
Stephen Richardson, Director of Development Services (joined the meeting for Items 4.3, 4.4. and 4.5)

**ABSENT:** Anneke Henny  
Angela Huck  
Zarina Lalji  
Todd Woodward (Chamber of Commerce)

**GUEST:** Doug Hart, Executive Director, Chamber of Commerce

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The meeting was called to order at 4:15 p.m.

**1. AGENDA APPROVAL**

THAT the Agenda for the ECONOMIC Committee Meeting scheduled for Wednesday, July 11, 2007 be adopted as circulated.

**M/S/C**

**2. PREVIOUS MINUTES**

THAT the Minutes of the ECONOMIC Committee Meeting held June 13, 2007 be adopted as circulated.

**M/S/C**

**3. MATTERS REFERRED BY COUNCIL**

**3.1 TOURISM PLAN**

Committee of the Whole, at its meeting of June 18, 2007, received a presentation from the Consultant, Richard Hudson, providing an overview of the Summary document. Council, at its meeting of June 25, 2007, considered the recommendation and in essence approved the following:

- Received the report and requested that a public process be established to obtain the public-at-large comments on the plan.
- Approved the BIA<sup>1</sup> taking the lead in further developing the plan into a detailed document that can be actioned, following further public input and following further Council input.
- Added the objective of an Amtrak stop in White Rock.
- Approved the \$15,000 for the 2007 budget and gave in principle support for funding in 2008, 2009 with the caveat that each subsequent funding year is to be considered during the respective budget considerations.

It was noted that staff have prepared a report for this Monday, July 16<sup>th</sup> proposing the public process for a town hall meeting/open house.

Committee members expressed disappointment in Council's need for additional public process observing that Council and the public have been afforded many opportunities to become involved through initial meetings, shirt sleeves working sessions with Council, and the various planning/workshop meetings. The Committee noted that the additional process is not seen as necessary and furthermore that the additional time will delay advancement and involve more expenditure.

### **3.2 PRESENTATION OF ECONOMIC STRATEGIC PLAN TO COUNCIL**

It was reported that the Consultant has agreed to present the first draft of the Economic Strategic Plan to City Council and will take place either at the July 23<sup>rd</sup> meeting or failing that an early September meeting. Committee members will be advised in order to facility attendance at that meeting.

### **3.3 ECONOMIC STRATEGIC PLAN**

The Chair and Staff Liaison meet with the consultant earlier in the day to review the first cut of the first draft plan. It was a positive meeting and thought to be advancing the project successfully forward. Copies will be provided when available.

### **3.4 PIER AND FORESHORE MANAGEMENT**

Unfortunately, the Environment Committee representative was unable to attend the meeting. Therefore, the meeting will need to be rescheduled and can be in August or September.

It was agreed that the Staff Liaison would contact the Environment Committee representative to determine the most suitable date.

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<sup>1</sup> Business Improvement Area

### **3.5 BRANDING**

Committee members will further look at the Branding RFP<sup>2</sup> framework and respond to the Staff Liaison early next week. Following that, the RFP will be finalized and sent out for response.

## **4. OTHER BUSINESS**

### **4.1 BIA REPORT:**

The BIA reported success with the outdoor movie and others upcoming and that the planning for them is going well. Tour de White Rock and associated activities (block party, bike safety/parade) will all take place later this week.

### **4.2 CHAMBER OF COMMERCE REPORT**

- Breakfast Session with Minister Kevin Falcon<sup>3</sup> - very successful.
- 70<sup>th</sup> anniversary will be held August 23<sup>rd</sup> and tickets available – can register on their website.
- Established a more working relationship with the Museum and the Kiosk nearby will be open on weekends and during special events using the help of volunteers.
- Secured a grant from the Province that will enable improvements to the Kiosk in particular a computer upgrade that will allow access to more information to help visitors.
- Chamber of Commerce is actively seeking out a new facility in White Rock, since their current lease expires June 2008.

### **4.3 OCP UPDATE**

Dean Wautier provided the following update report relative to the draft OCP<sup>4</sup> process:

- Task Force met yesterday and reviewed revisions to the first draft OCP based on comments from the public and City Council.
- Next meeting is September and more Open House will be held the week of September 18<sup>th</sup>.

### **4.4 SEMIAHMOO MALL UPDATE**

The Director of Development Services joined the meeting and provided an update on meetings the City of Surrey holds regarding the Surrey Town Centre Plan to which City of White Rock staff participates. Stage 1 of the project is now available on the City's website and it will be made available to the Committee for review. Now that Stage 1 is done application can be received for the property, yet it is understood that no applications have been proposed. White Rock staff is maintaining dialogue with regards to bus movement in the area with the objective of it being closer to the White Rock side.

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<sup>2</sup> Request for Proposals

<sup>3</sup> Minister of Transportation

<sup>4</sup> Official Community Plan

## **4.5 UPDATES**

### **4.5.1 Bed and Breakfast**

There has been a review of other jurisdictions on the subject of bed and breakfasts. This issue will be brought back to the Committee for consultation on the process of establishing requirements.

### **4.5.2 Sign Bylaw Update**

The bylaw dates back to the 1980's and needs updating. \$15,000 has been committed by the City to do this. It is presently being determined if the project can be done within the financial parameters and staff will be working with a Consultant on this project.

### **4.5.3 Joint Urban Design Guidelines**

City of White Rock staff and City of Surrey staff have held one meeting and it was of a preliminary nature. Future meetings are scheduled.

### **4.5.4 Way-finding Signage**

It was reported that the Ministry has advised that the signs are ready at the sign shop and will be installed in the next few days at the Intersection of Highway 99 and 8<sup>th</sup> Ave.

## **5. NEXT MEETING**

The next regularly scheduled meeting is September 12, 2007.

## **6. CLOSURE**

The meeting adjourned at 5:15 p.m.

Mayor's Office (604) 541-2131  
City Administrator's Office (604) 541-2133  
City Clerk's Office (604) 541-2127  
Fax (604) 541-9348



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

**COMMITTEE MEMORANDUM**

DATE: September 4, 2007  
TO: Economic Committee  
FROM: Tina Penney – Staff Liaison  
SUBJECT: Economic Development Strategic Plan: Update

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The first draft of the City's Economic Development Strategic Plan is currently being completed, but is not yet ready for the Committee's review. This report is intended to update the Committee on its progress and how we anticipate it proceeding into the fall.

Although the originally proposed timeline for the Plan was approximately ten weeks from its commencement in January 2007, the timing of Economic Committee meetings and the more recent necessity for some revisions caused that timeline to be extended. In particular, the Plan needs to be re-focused in terms of action items and priorities and better aligned with the City's other strategic plans.

Once these revisions are completed to the City's satisfaction, the first draft of the Plan will be ready for the initial review process. This will involve its presentation to the Committee, the City's Senior Management Team, City Council, and the general public – ideally in that order. The Committee's review will be done as soon as possible, and copies of the first draft will be provided to you via email when it is complete. While I am unsure of exactly when you can anticipate receiving the draft, please be assured that you will be given opportunity to provide comment before the Plan's finalization, which is expected to occur by the end of 2007.

I will be providing further updates on the Plan's progress as required. By the date of the Committee meeting I may already have additional information to supplement this report, and I will present it verbally at that time.

Tina Penney

