

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

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 16th Avenue as well as north of 16th;
- 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 70th 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.