

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

**ECONOMIC COMMITTEE**

A meeting held May 17, 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  
Anneke Henny  
Angela Huck  
Dean Wautier

**STAFF:** Tina Penney, Director of Corporate Services and Staff Liaison

**ABSENT:** Russ Davies (Business Improvement Association)  
Ginny Harrison  
Zarina Lalji  
Tod Woodward (Chamber of Commerce)

**SPECIAL GUESTS:**  
Doug Hart, Executive Director, Chamber of Commerce  
Terry Parr, BIA Executive Representative  
Roy Beynon, Intervistas Consulting

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The meeting was called to order at 4:00 p.m.

1. **AGENDA APPROVAL**  
THAT the Agenda for the ECONOMIC Committee Meeting scheduled for Thursday, May 17, 2007 be adopted as circulated.  

**M/S/C**
  
2. **PREVIOUS MINUTES**  
THAT the Minutes of the ECONOMIC Committee Meeting held March 15, 2007 be adopted as circulated.  

**M/S/C**
  
3. **MATTERS REFERRED BY COUNCIL**
  - 3.1 **TOURISM PLAN STUDY**  
Mr. Parr provided an overview of the BIA's involvement in the Tourism Strategic Plan initiative. The BIA has been identified as the logical leader in executing the strategic tourism plan due to its purpose and overarching goal of stimulating the growth of the tourism economy. While the BIA is favorably considering taking the lead in a partnership with the City and other key stakeholders and developing alliances such as with Vancouver Coastal Mountain, there are concerns primarily relating to funding, the

need for additional staffing and continued available time from the consultant. The BIA is currently considering engaging in a fee for service agreement with Vancouver Coastal Mountain for marketing outreach. There are matching grant monies available from Tourism BC in a total amount of \$50,000 over a 3-year period for executing the plan. Mr. Parr circulated a suggested funding strategy that would include matching funds from City of White Rock (already in budget in parking revenue allocation), BIA, Chamber of Commerce, Community Arts Council, B&B Association, Realtors and Hotel/Motel. He added that these funds, and more, are presently being spent on Community marketing, but not in a collective fashion. He indicated that there would be a need to have one part time person focused on the managing of the collaborative initiative in order to have success.

It was agreed to invite Shawna Leung, of Vancouver Coastal Mountain, to the next meeting of the Economic Committee to provide additional clarification and information on funding possibilities. The Committee will consider making recommendation to City Council following the meeting with Ms. Leung of Vancouver Coastal Mountain.

At the conclusion of the discussion it was agreed that the concept was worth exploration and logical that the BIA would be the lead stakeholder.

### **3.2 ECONOMIC DEVELOPMENT STRATEGIC PLAN**

#### **3.2.1 Update by InterVISTAS**

Rob Benyon provided an overview of what information gathering has taken place to date obtained from individual stakeholders and government statistics. The next step is to hold workshop(s) to leverage the local knowledge and then draft a report with recommendations. Reference was made to the proposed workshop structure which had been presented as a power point presentation and copies included within the agenda package. The Committee reviewed the proposed presentation in detail and provided comment to the Consultant. The presentation will be used to stimulate the discussion and clarify what is expected within the workshop.

It was proposed that the workshop be held in early June to mid June and proposed to be two ½ day events. The invitees would include the Economic Committee members, the stakeholders who have been interviewed and possible others. The Committee's overall comment was the need to find an economic niche in White Rock and emphasis on "connecting the dots" for White Rock (East Beach; West Beach; Five Corners; Town Centre; and Upper Town). In final comments to the consultant there was some question raised as to the presentation not including a SWAT or GAP analysis.

Following the discussion the consultant agreed to re-work the structure for the workshop and consult with the Chair and the Staff Liaison on it prior to the workshop being scheduled.

#### **3.2.2 POSSIBLE PRESENTATION**

As a means to keep City Council informed on the Economic Strategic Plan progress, it was agreed that the Economic Committee would make a presentation to the June 18<sup>th</sup> Committee of the Whole. It was further agreed that a framework for that presentation be prepared and forwarded to the Committee with request for their specific role and responsibility at the June 18<sup>th</sup> meeting.

**3.3 REGIONAL BUSINESS LICENSING**

There was no further report since City Council ratified that a letter be sent to the Province indicating that the City supports exploration of the idea yet being mindful of challenges to it.

**3.4 PIER AND FORESHORE MANAGEMENT**

Reference was made to the background to this item as attached to the agenda. The Chair indicated that a meeting with the Environment Committee would be scheduled to work on how we may see man-powered activities can be balanced between competing purposes of economic and environment values.

The Committee noted the potential for economic spin-offs from promoting bird-watching.

**3.5 BRANDING**

The Staff Liaison provided the history to the Branding initiative. A framework for the project will be brought to the next meeting.

**4. OTHER BUSINESS**

**4.1 BIA REPORT:**

Drive-In Movie Initiative; Tour de White Rock event; ability to obtain \$110,000 worth of advertising for \$30,000 funds.

**4.2 CHAMBER OF COMMERCE REPORT**

Annual golf Tournament; networking after hours; HRDC funding for student program has been cut; the Tourism Kiosk was opened during the Regatta event and the Royal Hudson 50<sup>th</sup> Anniversary event.

**5. NEXT MEETING**

The Committee agreed to move the meeting date to the 2<sup>nd</sup> Wednesday of each month. The next meeting will be held June 13<sup>th</sup>.

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