

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

ECONOMIC COMMITTEE

A meeting held June 13, 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)
Zarina Lalji
Dean Wautier

STAFF: Tina Penney, Director of Corporate Services and Staff Liaison
Susan Campbell, Committee Clerk

ABSENT: Ginny Harrison
Anneke Henny
Angela Huck
Todd Woodward (Chamber of Commerce)

SPECIAL GUEST:
Shawna Leung, Vancouver Coast and Mountain Tourism Region

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, June 13, 2007 be adopted with the following change:

- Item 3.4, Pier and Foreshore Management), to be tabled to the July meeting.

M/S/C

2. PREVIOUS MINUTES

THAT the Minutes of the ECONOMIC Committee Meeting held May 17, 2007 be adopted as circulated.

M/S/C

3. MATTERS REFERRED BY COUNCIL

3.1 TOURISM PLAN STUDY

The Chair introduced Shawna Leung, Director, Community Relations, Vancouver Coast & Mountains Tourism Region explaining that Ms. Leung was present to provide the Committee with additional clarification and information relative to funding opportunities.

Ms. Leung reported:

- Matching funds won't be available for Surrey or Delta because they have not gone through the Community Development Program or the \$50,000 available over three-years is only available for those communities that have gone through the tourism development plan process.
- There are some funds for communities grouping together – likely in the range of \$15,000 total for the group. If Surrey, Delta and Delta grouped then Vancouver Coast & Mountains Tourism would work with the communities and put together a mini-marketing plan.
- If White Rock, alone, could raise \$65,000 every year that would be matched by a total contribution of \$50,000 from Vancouver Coast & Mountains Tourism Council.
- All of the marketing programs are partnered and basically represent a 50% reduction of the true cost of the program.

The Staff Liaison read out the following draft resolution to the Committee and members agreed that it should go forward to the Committee of the Whole in support of the BIA's delegation:

3.1.1 WHEREAS the development and implementation of a tourism plan is included in Council's Strategic Goals and Objectives;

AND WHEREAS the City's Five Year Financial Plan has allocated the annual \$20,000 increase in parking revenue to market White Rock and support its economy;

THEREFORE BE IT RECOMMENDED THAT the White Rock Tourism Strategic Plan be approved;

AND THAT the BIA be supported in leading the Plan's implementation;

AND THAT the City provide a 2007 contribution of \$15,000, to be taken from the \$20,000 annual parking revenue increase (remaining \$5,000 to be used on additional marketing initiatives, with recommendation pending);

AND THAT this funding be approved in principle over a three-year period, with specific approval in each year's Financial Plan.

3.2 PRESENTATION TO COUNCIL – STAFF LIAISON

The Committee considered a process flow chart and a draft power point presentation from the Staff Liaison. The Chair summarized the process as; final feedback on the draft report will be received, the report finalized and then transmitted to Council.

With respect to the upcoming July presentation, the Chair observed that was two-pronged; a report to alert Council of the process as well as providing a progress report.

The Staff Liaison provided a list of tasks regarding the upcoming presentation to Council and Committee members reviewed the list and agreed: 'Summary' – Dean Wautier;

‘Introduction’ – Russ Davies and then the ‘Body’ of the presentation will be split into two sections – Peter Dodds and Zarina Lalji. Tentatively, the presentation will take place at the Council meeting scheduled for July 16th. In closing discussion, the Chair requested that the power point presentation be finalized and sent to the Committee members.

3.3 ECONOMIC STRATEGIC PLAN

The first workshop took place on June 12, 2007 and the second workshop is scheduled for June 19, 2007. The purpose of the workshops is to glean local input to information and planning processes. Following the workshops, a draft report will be prepared for review by the Committee before additional public consultation and forwarding to City Council.

3.4 PIER AND FORESHORE MANAGEMENT

David Riley, Environment Committee, will join the Economic Committee, at the July meeting, for a discussion on how man-powered activities can be balanced between competing purposes of economic and environment values.

3.5 BRANDING

The Committee received an on table report titled *Strategic Communications Plan, Draft Framework for Developing the Terms of Reference*. The report was reviewed and the following comments received:

- The final short list of candidates for the RFP will be required to present to the Committee.
- The Committee was asked to take the report home and email any comments, within the next week, to the Staff Liaison, for incorporation into the draft report.

3.6 LICENSING

The Committee received an on table document titled *Single Business License Initiative* from UBCM, dated June 11, 2007. This information was presented for update purposes.

4. OTHER BUSINESS

4.1 BIA REPORT:

- Tour de White Rock planning is coming together and a big block party is planned between Pacific up Johnston to Thrift (Streets) – continuing to work on engaging the Marine Drive Merchants.
- The outdoor movies program is progressing well.
- Semiahmoo Secondary students put together a business plan and sold bubble tea. A profit of \$670.00 was made and donated to the family of Chris Adams. The students have been awarded the “Best Business Ventures in British Columbia”.

4.2 CHAMBER OF COMMERCE REPORT

There was no report.

4.3 OCP UPDATE

Dean Wautier provided the following update report relative to the draft OCP process:

- Half way through the process – the Task Force started meeting in January and talked about foundation issues and then in February and March went through a telephone survey and open house sessions. Just recently reviewed the first draft of the document that will be considered by Council on Monday night.
- The OCP Task Force is a relatively large diverse group and has been working well together.
- Economic Committee members are encouraged to review the first draft online and provide feedback to Mr. Wautier. The Chair requested that themes be looked at.

5. NEXT MEETING

The next meeting will be held July 11, 2007.

6. CLOSURE

The meeting adjourned at 5:11 p.m.