

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

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 BIA¹ 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 16th 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 23rd 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.

3.5 BRANDING

Committee members will further look at the Branding RFP² framework and respond to the Staff Liaison early next week. Following that, the RFP will be finalized and sent out for response.

¹ Business Improvement Area

² Request for Proposals

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 Falcon³ - very successful.
- 70th anniversary will be held August 23rd 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 OCP⁴ 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 18th.

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.

³ Minister of Transportation

⁴ 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 8th Ave.

5. NEXT MEETING

The next regularly scheduled meeting is September 12, 2007.

6. CLOSURE

The meeting adjourned at 5:15 p.m.