

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

**ECONOMIC COMMITTEE**

A meeting held October 10, 2007 in the Council Chambers at White Rock City Hall located at 15322 Buena Vista Avenue, White Rock, B.C.

**PRESENT:** Peter Dodds, **A/Chair**  
Doug Hart, Executive Director, Chamber of Commerce  
Ginny Harrison  
Anneke Henny  
Angela Huck  
Zarina Lalji  
Dean Wautier

**ABSENT:** Councillor Catherine Ferguson  
Russ Davies (Business Improvement Association)

**GUEST:** David Riley, Environment Committee

**STAFF:** Susan Campbell, Committee Clerk  
Peggy Clark, City Manager, A/Staff Liaison  
David Pollock, Director of Municipal Operations (Items 3.5 and 4.4)  
Stephen Richardson, Director of Development Services (Items 3.7 and 3.8)

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The meeting was called to order at 4:05 p.m.

**1. AGENDA APPROVAL**

THAT the Agenda for the ECONOMIC Committee Meeting scheduled for Wednesday, October 10, 2007 be adopted with the following addition:

- New item 4.6 BizPal (referred from City Council Meeting of October 9, 2007).

**M/S/C**

**2. PREVIOUS MINUTES**

THAT the Minutes of the ECONOMIC Committee Meeting held September 12, 2007 be adopted as circulated.

**M/S/C**

**3. MATTERS REFERRED BY COUNCIL**

**3.1 TOURISM PLAN STUDY**

The Staff Liaison updated the Committee on the Tourism Plan Study:

- It was anticipated that the plan would be reviewed and adopted by Council at their October 22<sup>nd</sup> meeting.
- A report will accompany the Plan outlining Phase 11 funding and the deadline for that funding application is November 30, 2008.
- The next steps are to establish a funding model and for the Economic Committee to provide a motion of support for the Phase 11 program funding.
- The Chamber of Commerce and the BIA will implement the funding.

A Committee member suggested that a work plan illustrating how the Chamber of Commerce and the BIA will implement the funding should be requested.

- 3.1.1** THAT the Economic Committee recommend to City Council that the application for the next phase of funds be made, with consideration that the interested parties, through this Committee, demonstrate a satisfactory implementation plan including the roles of the BIA and the Chamber of Commerce.

**M/S/C**

**3.2 ECONOMIC STRATEGIC PLAN – Staff Liaison**

The Committee was advised that the draft plan was not ready for review and that the consultant was still revising the document.

The Committee agreed to receive a report back on the progress at their next meeting.

**3.3 PIER AND FORESHORE MANAGEMENT**

Discussion: Mr. David Riley, representative from the Environment Committee was in attendance, for the discussion. The intent was to look at a long-term plan for the pier and the foreshore both economically and environmentally.

**DISCUSSION:**

- Two things are being put together and while connected they are separate. When DFO<sup>1</sup> divested themselves of the pier the community believed it would be used for community recreation and habitat protection and the use still reflects that. However, if it is commercialized it should be done within the terms of the lease or the lease terms should be revisited. The Environment Committee looks at the use first from a habitat viewpoint and when recreation occurs it should not damage habitat values.
- There was a whale watching activity in the past so there has been some commercial activity in the past couple of years.
- The original discussions were around establishing an economic gateway for the City. The pier, while popular, is limited in access.

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<sup>1</sup> Federal Department of Fisheries and Oceans

- The commercial is straight language out of the lease - the Provincial lease is established on the basis that the Province controls the sea bottom and the Federal Government controls the water (ocean) and this lends complexity to the issue. If the gateway concept means more boat traffic you could put them into the west side however there is eel grass fields there and then there are the crab fields.
- In terms of the matter of no commercial activity there have been various enterprises of some commercial activity where the exchange of money for service took place north of the promenade.
- With respect to the whale watching enterprise it is likely that the activity would not have withstood a legal challenge around the provisions of the lease. If the gateway concept then it is a matter of space.
- One of the questions from a City Council perspective was on the east pier where there is an area for clearing of customs and whether that should be continued to be encouraged and should we be using the pier to attract boaters and have them come on shore for a few hours. The east float is not under the control of the Harbor Board and is for recreational use. Is it large enough, should it be managed better, and should boats be encouraged to stay for one or two hours?
- One of the problems, in the pier area, is navigational and it is difficult to get more than one or two boats in there at the same time. The other thing is that the City doesn't have the resources to take care of what is there now. If, anything just manage and control the way it is now.
- This is a unique advantage and should be looked at through avenues or lenses whereby more people can enjoy the attributes.

At this point, the Chair closed discussion noting the complexity of the issue observing that discussions will also tie into future plans being developed by the Economic Strategy Plan and the Tourism Plan. It was agreed that this matter will be carried forward to the next meeting.

### **3.4 BRANDING – Staff Liaison**

The Staff Liaison updated the Committee regarding the progress of the branding contract:

- A short list and interviews have taken place and a recommendation will go forward to Committee of the Whole.
- The recommended proponent has indicated that the quote includes travel costs.
- The Economic Committee will be kept up to date as the matter unfolds.

### **3.5 MASTER PARKS PLAN**

Council has referred the Master Parks Plan to all Committees for review and feedback. Accordingly, the Master Parks Plan was attached as a separate PDF document and is presented for comment and report back to Council. The Director of Municipal Operations was present to receive comments noting that it was the intent to take the plan forward to City Council for support and then start the process of identify priorities.

**DISCUSSION:**

- It is a great visioning document – futuristic. *The Committee was advised that the intent was to take the longer view with affordability remaining a challenge.*
- Do you have a priority process? *The Committee was advised that the focus would be on developing a set of high, medium and low priority areas and over a 10-year period to try and address the high priority areas.*
- As a high-level document, it is well done and I wish we could do it all.
- I think it is too much because it is “pie in the sky” - we could have used something more concrete. Maybe a more focused plan should be presented to the City Council.

**3.6 UBCM PHASE II TOURISM FUNDING**

This item was covered off in Item 3.1.

**3.7 SINGLE BUSINESS LICENSE**

Attached, as a separate PDF file, were 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 attended observing that most of the information will be provided by the Province. While the concept is fully supported the funding model and enforcement mechanism remains to be determined.

The Staff Liaison noted that this item was principally for information purposes to advise Committee members that the Province was actively working on this item.

The Committee was advised that the BC Chamber of Commerce is also strongly recommending the single business license and awaits further information on the implementation.

**3.8 BED AND BREAKFAST REVIEW**

Progress report regarding the Subcommittee’s meeting with the Bed and Breakfast Association from the Director of Development Services who advised that a meeting was held on October 3, 2007 and that a run through of the same presentation, shared with the Committee, was presented. The 30-day time frame was raised as a concern and it was explained that less than 30-days the *Inn Keepers Act* will apply and more than 30-days the *Landlord and Tenant Act* will apply. Currently, they are awaiting further information on the fee surcharge. Finally, no range or kitchen sink would be permitted in the rooms although a coffee maker and/or microwave would be acceptable.

The representative from the Chamber of Commerce commented that the meeting was positive and that the Bed and Breakfast initiative was supported by all parties.

The Chair noted that this item would be reported back on at the next meeting of the Committee.

**4. OTHER BUSINESS**

**4.1 BIA REPORT**

There was no report.

**4.2 CHAMBER OF COMMERCE REPORT**

Doug Hart, representative, reported:

- The Mayor will speak, at the Chamber, tomorrow evening and will give a State of the City address. All Committee members are welcome to attend.
- November 15<sup>th</sup>: the Annual General Meeting will be held at the Rotary Field House, commencing at 5:00 p.m. The Mayor will be there to handle the new installations of the executive.
- Presently the Chamber is concluding negotiations for a new location at Johnson and Thrift (Coast Capital Building).
- Kiosk: the plan is to open every weekend until Christmas and the 'White Rock Greeters' are prepared to work on shifts over the weekend.

**4.3 OCP<sup>2</sup> UPDATE**

Dean Wautier provided the following update report on the draft OCP process:

- The second phase of open houses was recently held and was well-attended. The format was changed to include post-it notes, on the story boards, and many comments were received. There was also a good response to some of the changes in the document and how other documents will be feed into it. All comments, received at the open houses, are posted on the web site.
- The OCP Task Force met on October 9, 2007 and achieved consensus on a recommendation for the Town Center core (box) that the highest height should be a maximum of 21-storeys and that green space be included. The intent being to increase the green belt to create more walkways in the area.
- Another meeting will be held October 23, 2007 and the OCP Task Force will be seeking consensus around the transition zone with height recommendations.
- Likely the final draft will be available late December or early January.

On another note, the Committee was advised that there is close working relationship between the City of Surrey staff and White Rock Planning staff around the redevelopment design guidelines of the Semiahmoo Mall.

**4.4 TRANSPORTATION STRATEGIC PLAN UPDATE**

Update on the Transportation Strategic Plan from the Director of Municipal Operations:

- Four areas have been identified for funding and they are: bicycling, transit, intersection and pedestrian improvements.
  - Transit: better stops and access.
  - Bicycle lanes: implementation.
  - Intersections: increasing safety.

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<sup>2</sup> Official Community Plan

- Sidewalks: intent is to start removing the gaps.

**4.5 OTHER COMMITTEE APPOINTMENTS**

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

- It was suggested that this item be carried forward to December for City Council to consider when they make their new Committee appointments.

**4.6 REFERRAL FROM COUNCIL - BizPal**

The Committee considered an on table referral from City Council regarding BizPal, a provincial initiative, which is an online tool to help business clients and business client service providers identify the permits and licences that may be needed from all levels of government to conduct activities in a specific location.

The Chair observed that while it was an outstanding proposal one concern was that the responsibility to attempt to get all permits and licenses fell on the individual. The Staff Liaison observed that the municipality had a responsibility as well to ensure that the information on BizPal was current and correct.

- 4.6.1** THAT the Economic Committee recommends support of the BizPal initiative to City Council.

**M/S/C**

**5. NEXT MEETING**

The Committee will meet Wednesday, November 14, 2007 at 3:30 p.m.

**6. CLOSURE**

The meeting adjourned at 5:30 p.m.