

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

**ECONOMIC COMMITTEE**

A meeting held November 14, 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, Business Improvement Association  
Peter Dodds  
Doug Hart, Executive Director, Chamber of Commerce  
Ginny Harrison  
Zarina Lalji  
Dean Wautier

**ABSENT:** Anneke Henny  
Angela Huck

**STAFF:** Susan Campbell, Committee Clerk  
Tina Penney, Staff Liaison  
Stephen Richardson, Director of Development Services (Item 3.3)  
Chloe Fox, Development Services (Item 3.3)

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The meeting was called to order at 3:40 p.m.

**1. AGENDA APPROVAL**

THAT the Agenda for the Economic Committee Meeting scheduled for November 14, 2007 be adopted as circulated.

**M/S/C**

*Following the approval of the agenda, the Committee agreed to move agenda item 3.6 in front of agenda item 3.3- all agenda items from 3.3 on are renumbered past that point.*

**2. PREVIOUS MINUTES**

THAT the minutes of the Economic Committee Meeting held Wednesday, October 10, 2007 be adopted as circulated.

**M/S/C**

**3. MATTERS REFERRED BY COUNCIL**

**3.1 TOURISM PLAN STUDY**

Power point representation, from the Staff Liaison, regarding an overview of the Tourism Plan that will be considered at the Committee of the Whole meeting on November 19<sup>th</sup> and finally considered by Council at their November 26<sup>th</sup> meeting.

**DISCUSSION:**

- Note: on the Organization Chart the Tourism Board will be changed to Tourism Advisory Board and the entire organization chart will be revised.
- One Committee member expressed concern regarding the 25% shortfall. *The Chair noted the need to get the plan approved before the corporate fund raising was solicited observing that this was the beginning of a process and that the 25% could be less or could be more and the plan implementation would be adjusted accordingly.*
- Committee members supported the overview of the Tourism Plan as presented. The report, from Staff Liaison, will note that the Committee supports the general concept for the implementation of the Tourism Plan.

**3.2 ECONOMIC STRATEGIC PLAN**

Progress report from the Staff Liaison, regarding the first draft of the Economic Strategic Plan, advising that the consultants have submitted their “final” draft and that it has been found lacking. The contract will be severed and the work will be redone by another consultant. The value of the original contract was \$20,000 and approximately \$2,300 has been expended. The project will be delayed and a complete review of how to proceed will be undertaken by staff.

**3.3 BED AND BREAKFAST REVIEW**

Progress report from the Director of Development Services – power point presentation relative to the bed and breakfast review.

**DISCUSSION:**

- How will you monitor 6-patrons only? *The Chair observed that this would be difficult to monitor no matter what the number was.*
- The number of people that can fit into a sleeping unit can vary and this will have to be self-monitored by the B&B<sup>1</sup> Association. This will tie into the B&B’s operator insurance as well.
- Several Committee members observed that the proposed parking of “a minimum of 1-parking space per sleeping unit provided that all parking for vehicles operated by patrons shall be provided on the same lot as the Bed and Breakfast use” was good.
- Could way finding signs, with a consistent look, to the B&B be provided? *The Committee was advised this issue may be covered off in the Tourism Plan and/or*

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<sup>1</sup> Bed and Breakfast

*the Communications Plan however the suggestion was an opportunity for the uniqueness of White Rock to shine through.*

- What about maintaining signage only mounted on the building? *The Committee was advised that signage could be mounted on the building. The Committee agreed to change the signage to: must be mounted on the owners' building.*
- The Committee was advised that there was some discussion, at the Bed & Breakfast Association, for the licensing fees to be channeled back into tourism rather than going back into the general coffers.
- Committee members observed that the report was a positive step forward.

**3.3.1** RECOMMEND to Council that the Economic Committee strongly endorses the Bed and Breakfast report including the principles, ideas and process as presented and recommends that the appropriate next steps be taken.

**M/S/C**

### **3.4 PIER AND FORESHORE MANAGEMENT**

Discussion: how to proceed.

- The Chair observed that many of the proposed activities will fall under the Tourism Plan although the Committee could recommend some commercial activities.
- A Committee member observed that there is room for a balance between the Economic and Environment Committees with respect to the foreshore and Dean Wautier indicated that he would be prepared to liaison with the Environment Committee. The Chair requested that Committee members come up with ideas to take forward and suggested, as examples; increase docking availability, eco-tourism, man-powered activities and dropping of additional buoys (to tie boats up to) in the bay. Mr. Wautier indicated he would like to sit down with Mr. Riley prior to meeting with the Environment Committee.
- Any Committee members with additional ideas are requested to email Mr. Wautier and copy the Committee,
- The Committee was advised that staff is working with the Harbor Management Board to refine the contract with the City.
- The Committee was advised that some of the City's policies prohibit certain commercial activity south of Marine Drive and a review and amending of policy would facilitate positive economic changes if properly implemented.

#### **It was Agreed:**

- Staff Liaison to provide Committee members with the policy document.
- (Committee Member) Dean Wautier, to meet with David Riley and the Environment Committee, to work on issues, with the objective of a future joint meeting between the Economic and Environment Committees.

**3.5 BRANDING – Staff Liaison**

The Staff Liaison updated the Committee regarding the progress of the branding contract and was advised that the contract is in the final stages and that it was anticipated that the public process would start in January.

**4. OTHER BUSINESS**

**4.1 BIA REPORT**

Russ Davies reported:

- Horse and Carriage Rides will take in the City from December 15<sup>th</sup> on.
- Various events took place in October and were very successful.
- Parking validation: the BIA has spent the past year discussing pay parking on the waterfront and saw an opportunity to create a 50-cent increase in summer meter rates and then eliminate the winter parking. However, there was not an appetite to revisit the issue again. The BIA Board then looked at a parking validation plan which would be a partnership between the City, BIA and merchants on the waterfront. The Parking Validation Program would involve a \$2-rebate (essentially the first hour free) conditional upon the consumer spending \$10 in a merchant's store. The BIA is going to ask for the City to commit a contribution to the parking validation program with the BIA to match funds. The BIA will return \$1.32 to the merchant after the administration cost is removed from the \$2 parking fee. This initiative would be advertised outside of White Rock between December 1 and February 29 and is a pilot project.

**DISCUSSION:**

- The Chair observed that the participation is targeted at the consumer and liked the proposed 33% partnership split between merchants, BIA and the City observing that this was an idea worth trying.
- Do the merchants have to participate? *No, however the BIA wants everyone to participate and for .66-cents they are driving \$10 worth of business in their store.*
- The BIA will advertise and list the participating businesses.
- A Committee member asked if \$2 would influence him to park and shop or not and said no that it would not however it may influence others. The biggest thing is that this is a public relations initiative and shows the public that we want to try and address the winter parking issue.
- This is a good thing to show to Council that there may be other options for parking.

- 4.1.1 RECOMMEND** to Council that the BIA's proposal, in partnership with the City and the Chamber of Commerce, to pilot a parking validation program, up to a maximum of \$6,100, from the 2007 budgeted Marine Drive parking revenues, from December 1 to February 29, be endorsed.

**M/S/C**

The following commercial statistics were reported:

**East Beach:** 4 businesses for sale, 2 properties for sale and 4 vacancies;

**West Beach:** 7 businesses for sale, 2 properties for sale and 0 vacancies;

**Up Town:** 8 businesses for sale, 0 properties for sale, 1 vacancy

**Five Corners:** 0 businesses for sale, 1 property for sale, 0 vacancies

#### **4.2 CHAMBER OF COMMERCE REPORT**

Doug Hart reported:

- AGM will be held November 15, 2007 – installation of new directors for 2008. Michael Levy will be the keynote speaker at the AGM.
- ‘Our taste of the Peninsula’ – December 6, 2007
- Business Excellence Awards – January 24, 2008
- Now operating the Tourism Kiosk on the beach and it is well-received and well-attended.
- The Chamber has talked to Cooperatives and 1,200 square feet has been set aside in the Coast Capital Building (storefront presence). There will be some leasehold improvement costs and the site still has to be approved by Board.

#### **4.3 OCP UPDATE**

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

- Heights for the town center – there was an appetite to look at a transition area and consensus was achieved around two L-shaped extensions on each side of the town center for transition areas.
- The area south of Thrift Avenue (along Johnston Road to Five Corners) will be subject to a more comprehensive planning process and consensus was achieved.
- Note: The detailed minutes regarding this report are available on the City’s web site under the OCP Task Force.

#### **5. TRACKING REPORT – Staff Liaison**

Review of content and update where necessary. The Chair asked that the Staff Liaison update the report and send it out to all Committee members.

#### **6. NEXT MEETING**

There will be no Committee meeting in December.

#### **7. CLOSURE**

The meeting adjourned at 5:30 p.m.