



Economic Development Advisory Committee

Minutes

February 10, 2021, 4:00 p.m.

Via Electronic Means

- PRESENT:**
- B. Hagerman, Chairperson
 - G. Gumley, Vice-Chairperson
 - G. Cameron, Committee Member
 - S. Crozier, Committee Member
 - G. Cleveland, Committee Member
 - R. Laflamme, Committee Member
 - J. Lawrence, Committee Member
 - W. McKinnon, Committee Member (left meeting at 5:25 p.m.)
 - A. Shah, Committee Member
 - G. Schoberg, Committee Member (entered the meeting at 4:13 p.m.)
- NON-VOTING MEMBERS:**
- A. Chew, Executive Director of Tourism White Rock
 - A. Nixon, Executive Director of White Rock Business Improvement Association
 - R. Khanna, Executive Director of South Surrey / White Rock Chamber of Commerce
- COUNCIL:**
- Councillor Manning, Council Representative (Non-Voting)
- GUEST:**
- MLA Trevor Halford, Guest (non-voting)
- ABSENT:**
- A. Gupta, Committee Member
 - T. Blume, Committee Member
 - E. Klassen, Committee Member

STAFF: C. Isaak, Director of Planning and Development Services
C. Latzen, Economic Development Officer
K. Sidhu, Committee Clerk
Chloe Richards, Committee Clerk

1. **CALL TO ORDER**

The meeting was called to order at 4:02 p.m.

2. **ADOPTION OF AGENDA**

2021-EDAC-004: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the agenda for February 10, 2021 as circulated.

Motion CARRIED

3. **ADOPTION OF MINUTES**

2021-EDAC-005: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopts the minutes of the January 13, 2021 as circulated.

Motion CARRIED

4. **GUEST ATTENDEE MLA TREVOR HALFORD**

Guest MLA Trevor Halford attended the Economic Development Advisory Committee. The following was discussed:

MLA Trevor Halford provided insight on local economic development.

- If there are any programs that are working well and some that are not working well, MLA Trevor Halford would like to be made aware of this.
- Currently, there are a variety of government programs available to the public which people may not be aware of. It is important to make sure people can access these programs.
- MLA Trevor Halford expressed his support of the Economic Development Advisory Committee.

It was inquired if there are any grants specific for smaller communities at this point for the City to be aware of.

- MLA Trevor Halford responded with that there is the Business Grant and Economic Recovery Grant. It was noted that most grants are catered towards smaller businesses.

Councillor Manning thanked MLA Trevor Halford for helping with the City with implementing lower percent charges of third-party delivery services.

G. Schoberg entered the meeting at 4:13 p.m.

It was inquired of what MLA Trevor Halford sees as major priorities for growing economic development in White Rock. MLA Trevor Halford responded with:

- Investing in the small businesses by providing support, especially during the pandemic.
- White Rock is considered to be a destination. As we navigate out of the pandemic, we need to figure out ways of getting people here to open up their wallets.

The Executive Director of Tourism White Rock inquired if there have been follow-ups to Skip the Dishes adding 99 cents surcharge plus GST to orders in BC. This was put in place after the bill was put forward.

- MLA Trevor Halford encourages others to speak out about such matters and picking up food order rather than using third party delivery services, as these are good ways of supporting restaurants.

5. WATERFRONT ENHANCEMENT STRATEGY

The Committee continued a discussion from the previous meeting on the Waterfront Enhancement Strategy. The following was discussed:

- The Director of Planning and Development Services noted that there is a current online survey that's being conducted on talkwhiterock.ca, including building heights in the Waterfront area. So far, there has been a lot of interest generated from this survey.
- On the Waterfront Enhancement Strategy, one of the items on the agenda was to look at the Marine Drive Waterfront area.
 - The City is looking at capital projects that the City could pursue.

- These items had been brought to Council earlier, but this was before the COVID-19 Pandemic. Due to financial constraints, it was referred for future consideration.

6. DECISION-MAKING PROCESS ON THE COMMUNITY AMENITY CONTRIBUTION (CAC) FUNDING

The Committee continued a discussion from last meeting on the decision-making process on the Community Amenity Contribution (CAC) funding.

Staff noted there will be a report that will go to Council for February 22, 2021.

Areas of further exploration were discussed, such as affordable housing, park upgrades, and things that the community would enjoy / would make White Rock more desirable.

- Indirectly, these items can all be related to economic development.

When will the City decide on how to allocate CAC funding?

- Not all funds are allocated at this time. Council may approve certain projects that are currently in the Financial Plan first. For those that are not in the Financial Plan and if Council decides to move forward to them, their timelines are uncertain at this time. Some might be executed in 2022 or 2023.
- There are some discretions as to where CAC funds go. There is about nine (9) million dollars left of unallocated funds, which is whatever has not been put towards project(s) yet.

7. WHITE ROCK SHOPPING DECALS

The Economic Development Officer provided a brief update on the Shop the Rock decal program.

A budget has been determined and the idea and budget are currently being reviewed by the White Rock Business Improvement Association. The Executive Director of the White Rock Business Improvement Association will provide further information at a later time.

8. REVIEW OF ECONOMIC DEVELOPMENT PLAN UPDATE SURVEYS

The Economic Development Officer provided a review of the Economic Development Plan Update surveys. The following discussion took place:

- The Director of Planning and Development Services and Economic Development Officer are currently working on the Economic Development Strategic Plan. This is considered a high priority for Council for the 2021-2022 period.
- They have drafted two survey versions to obtain input for businesses and residences. The draft surveys have been tested by few businesses and residences. All feedback has been positive. The surveys have also been reviewed by the White Rock Business Improvement Association and South Surrey / White Rock Chambers of Commerce.
- The survey results are to be compiled in April.
- The Economic Development Plan Update to be completed by Fall 2021.
- The Economic Development Officer reviewed the two surveys with the committee.

A Committee member suggested that there should be an 'Other' section under Question 9 of the residences' survey.

The Executive Director of South Surrey / White Rock Chambers of Commerce expressed concerns of the survey length. It was inquired what the average survey completion length was.

- The Economic Development Officer responded that there is an average time of 15 minutes and that no negative feedback has been received regarding this.

A Committee member asked if this survey has been tested with Surrey residents as well.

- The Economic Development Officer responded that they have not, but it is expected that nearby Surrey residents will naturally fill out the survey, being so close to White Rock and possibly using White Rock amenities and services.

The Executive Director of Tourism White Rock noted that both surveys do not mention tourism in White Rock, and would like to see more questions regarding tourism.

- The Economic Development Officer responded that on the business survey, the second question eludes to tourists and visitors. On the residence one, more can be added regarding tourism in White Rock.

The Executive Director of South Surrey / White Rock Chambers of Commerce noted that there is no mention of the COVID-19 Pandemic on either survey, and believes this should be acknowledged as this has impacted all businesses in White Rock.

- The Economic Development Officer noted that they have already started working on adding this to the surveys.

The Executive Director of South Surrey / White Rock Chambers of Commerce suggested that it would be great to include pop-ups stores as an idea to the surveys. This would allow people to think of unique ways of utilizing empty spaces.

The Executive Director of South Surrey / White Rock Chambers of Commerce would also like to include experiences in the survey and how to utilize experiences to better White Rock's economic development.

A Committee member suggested that it would be great to emphasize health care-related businesses.

- The Economic Development Officer noted that the City has compiled an address list of all the health-care businesses in White Rock to ensure the surveys are sent out to them.

A Committee member inquired if there is an expected level of engagement from surveyors. If so, how many are expected and at what level does it have to be achieved to make a difference?

- The Economic Development Officer responded that from a business perspective, they would like to see 200 survey responses from businesses. From a resident standpoint, they would like to see 400-500 survey responses.

2021-EDAC-006: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee informs Council of their support of the Business and Residential Economic Development Plan Update surveys.

Motion CARRIED

A. Shah left the meeting at 5:22 p.m.

W. McKinnon left the meeting at 5:25 p.m.

9. UPDATE ON DESTINATION BC'S ICONIC WEST COAST ROUTE

The Executive Director of Tourism White Rock provided an update on Destination BC's Iconic West Coast Route and White Rock's possible involvement.

- The Executive Director of Tourism White Rock is to attend a meeting with Destination BC where Destination BC's Iconic West Coast Route will be further discussed.
- There are a variety of trails that would take place with the trail.
- An update will be provided for the next meeting.

10. OTHER BUSINESS

The Executive Director of South Surrey / White Rock Chambers of Commerce brought to the Committee's attention that in terms of future planning for the City, members should be thinking about how the incorporation of electrical vehicles may have an impact in the future.

11. INFORMATION

11.1 COMMITTEE ACTION TRACKING

The Committee discussed outstanding and accomplished items on the Committee Action Tracking document.

12. 2021 MEETING SCHEDULE

The 2021 meeting schedule as adopted was noted for reference purposes:

- March 10, 2021.

13. CONCLUSION OF THE FEBRUARY 10, 2021 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

The meeting concluded at 5:37 p.m.

Approved at the March 10, 2021 meeting

B. Hagerman, Chairperson



Chloe Richards, Committee Clerk