

The Corporation of the
CITY OF WHITE ROCK



Economic Development Advisory Committee
AGENDA

Wednesday, October 20, 2021, 4:00 p.m.

City Hall Council Chambers

15322 Buena Vista Avenue, White Rock, BC, V4B 1Y6

***Live Streaming/Telecast:** Please note that all Committees, Task Forces, Council Meetings, and Public Hearings held in the Council Chamber are being recorded and broadcasted as well included on the City's website at: www.whiterockcity.ca

T. Arthur, Director of Corporate Administration

	Pages
1. CALL TO ORDER	
2. ADOPTION OF AGENDA	
RECOMMENDATION THAT the Economic Development Advisory Committee adopt the agenda for October 20, 2021 as circulated.	
3. ADOPTION OF MINUTES	3
RECOMMENDATION THAT the Economic Development Advisory Committee adopts the minutes of the September 7, 2021 as circulated.	
4. 2021-2022 WORK PLAN UPDATE	14
The Committee to review and discuss the 2021-2022 work plan, prepared by Carolyn Latzen, Economic Development Officer, and provided to Council for their approval. Council referred the recommendations back to staff to investigate and prioritize these requests, apart from Item #8 (to re-open Martin Street to two-way traffic from Marine Drive to Victoria Avenue), which has already been dealt with by Council.	
5. OTHER BUSINESS	
6. INFORMATION	

6.1. COMMITTEE ACTION TRACKING

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Corporate Administration provides the action and motion tracking document to the Committee for information. The attached document is updated after each meeting and provided to members for information.

7. 2021 MEETING SCHEDULE

The following schedule of meetings was previously approved by the Committee and is provided for information purposes:

- November 17, 2021

All meetings are scheduled to take place form 4:00 p.m. to 6:00 p.m.

8. CONCLUSION OF THE OCTOBER 20, 2021 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING



Economic Development Advisory Committee

Minutes

September 7, 2021, 4:00 p.m.

Via Microsoft Teams

PRESENT:	Councillor Fathers, Chairperson (non-voting) Councillor Manning, Vice-Chairperson (non-voting) Michele Partridge, Community Member Gary Gumley, Community Member Grace Cleveland, Community Member Doug McLean, Community Member Aroon Shah, Community Member Adam Smith, Community Member Peter Zheng, Community Member
NON-VOTING ADVISORS:	Ange Chew, Representative from White Rock Tourism/Explore White Rock Alex Nixon, Representative from White Rock Business Improvement Association (entered at 4:03 p.m.) Ritu Khanna, Representative from South Surrey/White Rock Chamber of Commerce (entered at 4:05 p.m.)
STAFF:	C. Isaak, Director of Planning and Development Services (entered at 4:02 p.m.) Carolyn Latzen, Economic Development Officer C. Richards, Committee Clerk

1. **CALL TO ORDER**

The meeting was called to order at 4:00 p.m.

2. ADOPTION OF AGENDA

Motion Number 2021-EDAC-009: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the agenda for the September 7, 2021 meeting as circulated.

Motion CARRIED

3. ADOPTION OF MINUTES

Motion Number 2021-EDAC-010: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopts the minutes of the July 14, 2021 meeting as circulated.

Motion CARRIED

4. 2021-2022 WORK PLAN

The Committee further discussed potential items for their 2021-2022 Work Plan, including any suggested items submitted by members prior to the meeting (collated in attached document by the Economic Development Officer).

A few suggested items on the draft 2021-2022 Work Plan were removed from the draft during the discussion as a result of them currently being in process or no longer relevant.

C. Isaak entered the meeting at 4:02 p.m.

A. Nixon entered the meeting at 4:03 p.m.

R. Khanna entered the meeting at 4:05 p.m.

The Committee determined the 2021-2022 Work Plan tasks/activities, which will be provided to Council for approval:

1. Explore all grant opportunities related to economic development.
2. Review, provide input on and approve draft versions of the Economic Development Strategic Plan.
3. Recommend appropriate report card metrics for the updated Economic Development Strategic Plan.

4. Create a permanent Tourism position in the city for an experienced individual who can accomplish increasing day and overnight visits to White Rock.
5. Encourage more festivals, for example, birding, kite boarding and vegan food (off season events).
6. Attract more tourism to White Rock by installing digital kiosks (one Uptown, one on Marine Drive and one at Memorial Park).
7. Review zoning and bylaws related to different accommodation needs.
8. Re-open Martin Street to two-way traffic from Marine Drive to Victoria Avenue.
9. Create a multi-use plaza from Vidal Street to Martin Street on Marine Drive to facilitate more patio space for businesses, traffic calming and a larger special event space.
10. Recommend that City Council consider a request that allows the Economic Development Advisory Committee to form a sub-committee/working group to review options for re-establishing a publicly accessible west wharf float facility for the summer of 2022.
11. Open discussions with TransLink to review the frequency and effectiveness of public transport options, specifically focusing on routes from Uptown to Marine Drive.
12. Initiate a review of walking/cycling off-street corridors in uptown White Rock with a focus on completing a walking/cycling pathway from Centennial Park to Miramar Plaza.
13. Focus on small retail in the town centre.
14. Invite a higher education institution to open a White Rock campus, for example, Emily Carr White Rock Fine Arts Campus, Tech BC White Rock Institute of Science or Kwantlen University College.
15. Establish tax break incentives to attract more businesses, for example, the first year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters).
16. Develop a working plan to create a tech friendly environment.
17. Actively seek and reclaim underutilized, undervalued or distressed City land, such as back alleys, former industrial, or land that is subject to easements or rights of ways.

18. Develop a future plan to repurpose mini commercial economic zones throughout the city, for example, a back alley brewery row, art clubs or pop-up theater station, or city business zones.

19. Develop an exposure plan for corporate sponsorships of City Initiatives.

It was noted that the Economic Development Officer will be finalizing the 2021-2022 Work Plan document and separate the tasks/activities into three categories to be more in line with the Economic Development Strategic Plan and its economic goals. The finalized work plan version will be included in the following Economic Development Advisory Committee meeting agenda package.

Motion Number 2021-EDAC-011: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Explore all grant opportunities related to economic development.

Motion CARRIED

Motion Number 2021-EDAC-012: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Review, provide input on and approve draft versions of the Economic Development Strategic Plan.

Motion CARRIED

Motion Number 2021-EDAC-013: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Recommend appropriate report card metrics for the updated Economic Development Strategic Plan.

Motion CARRIED

Motion Number 2021-EDAC-014: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Create a permanent Tourism position in the city for an experienced individual who can accomplish increasing day and overnight visits to White Rock.

Motion CARRIED

Motion Number 2021-EDAC-015: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Billboard before and after the border promoting White Rock, restaurants, businesses, Semiahmoo First Nations, etc.

A. Smith, A. Shah, G. Cleveland, and G. Gumley voted in the negative.

Motion DEFEATED

Motion Number 2021-EDAC-016: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Promote White Rock in the sister city, La Conner.

A. Smith, A. Shah, G. Cleveland and G. Gumley voted in the negative.

Motion DEFEATED

Motion Number 2021-EDAC-017: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Encourage more festivals, for example, birding, kite boarding and vegan food (off-season events).

Motion CARRIED

Motion Number 2021-EDAC-018: It was MOVED and SECONDED THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Work toward declaring White Rock the City "of Lights" by the Sea.

A. Smith, A. Shah, D. McLean, G. Cleveland, M. Partridge, and P. Zheng voted in the negative.

Motion DEFEATED

Motion Number 2021-EDAC-019: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Attract more tourism to White Rock by installing digital kiosks (one Uptown, one on Marine Drive and one at Memorial Park).

A. Smith and G. Cleveland voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-020: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Review zoning and bylaws related to different accommodation needs.

G. Gumley and G. Cleveland voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-021: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Re-open Martin Street to two-way traffic from Marine Drive to Victoria Avenue.

D. McLean voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-022: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Create a multi-use plaza from Vidal Street to Martin Street on Marine Drive to facilitate more patio space for businesses, traffic calming and larger special event space.

A. Smith, D. McLean and G. Cleveland voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-023: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Re-purpose (not remove) the parking spaces on the south side of Marine Drive from the museum to Vidal Street.

A. Smith, A. Shah, D. McLean, G. Cleveland, M. Partridge, and P. Zheng voted in the negative.

Motion DEFEATED

Motion Number 2021-EDAC-024: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Recommend that City Council consider a request that allows the Economic Development Advisory Committee to form a sub-committee/working group to review options for re-establishing a publicity accessible west wharf float facility for the summer of 2022.

A. Smith and G. Cleveland voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-025: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Re-open discussion with BNSF railway to renegotiate the lease of BNSF lands with a focus on reducing parking fees and the flow of dangerous goods and coal along the White Rock and Crescent Beach waterfront areas.

A. Smith, D. McLean, G. Cleveland, M. Partridge, A. Shah, and P. Zheng voted in the negative.

Motion DEFEATED

Motion Number 2021-EDAC-026: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Open discussions with TransLink to review the frequency and effectiveness of public transport options, specifically focusing on routes from Uptown to Marine Drive.

A. Smith and G. Cleveland voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-027: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Initiate a review of walking/cycling off-street corridors in uptown White Rock with a focus on completing a walking/cycling pathway from Centennial Park to Miramar Plaza.

G. Cleveland voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-028: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Focus on small retail in the town centre.

G. Gumley and G. Cleveland voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-029: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Invite a higher education institution to open a White Rock campus, for example, Emily Carr White Rock Fine Arts Campus, Tech BC White Rock Institute of Science or Kwantlen University College.

Motion CARRIED

Motion Number 2021-EDAC-030: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Establish tax break incentives to attract more businesses, for example, the first year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters).

Motion CARRIED

Motion Number 2021-EDAC-031: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Develop a working plan to create a tech friendly environment.

Motion CARRIED

Motion Number 2021-EDAC-032: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Actively seek and reclaim underutilized, undervalued or distressed City land, such as back alleys, former industrial, or land that is subject to easements or rights of ways.

G. Cleveland voted in the negative.

Motion CARRIED

Motion Number 2021-EDAC-033: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Develop a future plan to repurpose mini commercial economic zones throughout the city, for example, a back-alley brewery row, art clubs or pop-up theater station, or city business zones.

Motion CARRIED

Motion Number 2021-EDAC-034: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:

Develop an exposure plan for corporate sponsorships of City initiatives.

G. Gumley voted in the negative.

Motion CARRIED

5. **OTHER BUSINESS**

No other business.

6. **INFORMATION**

6.1 **COMMITTEE ACTION TRACKING**

Corporate Administration provides the action-tracking document to the Committee for information. The attached spreadsheet template will be updated after each meeting and provided to members for information.

Motion Number 2021-EDAC-035: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee have received and acknowledged Item 6.1, *Committee Action Tracking*.

Motion CARRIED

7. **2021 MEETING SCHEDULE**

The following schedule of meetings was approved by the Committee and was provided for information purposes:

- October 20, 2021; and,
- November 17, 2021.

All meetings are scheduled to take place from 4:00 p.m. to 6:00 p.m.

8. **CONCLUSION OF THE SEPTEMBER 7, 2021 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**

The Chairperson concluded the meeting at 5:58 p.m.

Councillor Fathers



Chloe Richards, Committee Clerk

Issued on: To Be Determined

Approved by: Council

Updated: September 27, 2021

2021 WORK PLAN

To assist Council in accomplishing their Strategic Priorities in a timely manner, the annual work plan was prepared by the Economic Development Advisory Committee for their term and submitted to Council for approval. It is recognized that other work items may arise during the course of the term and that additions to the work plan may be recommended by Council, staff or the Committee itself. Additional items requested to be added to the work plan by the Committee should not require additional meetings from their meeting schedule. The purpose of the Economic Development Advisory Committee is to advise Council on items linked directly within their mandate, which correlate to Council’s Strategic Priorities.

Any amendment to the Economic Development Advisory Committee approved work plan must be approved by Council.

Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
Support the update of the City’s Economic Development	Improve the resiliency of the local economy through	1. Review, provide input on and approve draft version of EDSP.	High					

*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)

Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
Strategic Plan (EDSP).	retention and expansion activities.	2. Recommend appropriate report card metrics for the updated EDSP.						
Explore all grant opportunities related to economic development.	Improve the resiliency of the local economy through retention and expansion activities.	Recommend that Council establish a budget for a full-time grant writer position for the City of White Rock.	High					
Pursue opportunities to attract new business and investment to White Rock.	Improve the resiliency of the local economy through retention and expansion activities.	<ol style="list-style-type: none"> 1. Develop a working plan to create a tech friendly environment. 2. Invite leading tech manufacturers to participate: Microsoft, Google, Lenovo, Xerox, Kyocera, Epson, etc. 3. Invite advanced education institutions to participate: SFU, Kwantlen, UBC, BCIT, etc. 4. Reach out to local tech & software 	High					

*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)

Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
		<p>community – create forms and discussions.</p> <p>5. Find ways to provide start-up infrastructure</p> <p>6. Business Startup Labs.</p> <p>7. Invite a Higher Education Institution to open a White Rock campus, e.g., Emily Carr White Rock Fine Arts Campus, Tech BC White Rock.</p>						
Focus on making the town centre an attractive location for small retailers.	Encourage the establishment of clusters of local, independently owned businesses.	Establish tax break incentives to attract more businesses. E.g.: First year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters.	High					
Actively seek & reclaim underutilized, undervalued, or	Encourage the establishment of clusters of local,		Low					

*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)

Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
distressed City Land - Back alleys / Former industrial / Subject to easements or right of ways.	independently owned businesses.							
Develop a future to repurpose mini commercial economic zones throughout City - Back Alley becomes Brewery Row - Arts Clubs or Pop-up theater stations - City Business zones.	Encourage the establishment of clusters of local, independently owned businesses.		Low					
Increase funding and resources allocated to Tourism.	Grow year-round day and overnight visits to White Rock.	<ol style="list-style-type: none"> 1. Recommend that Council establish a budget for a full time Tourism position at City Hall. 2. Hire an experienced individual that will be able to develop and implement an 	High					

*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)

Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
		effective tourism strategy.						
Encourage more festivals for example, Birding, Kite Boarding and Vegan Food (off season events).	Grow year-round day and overnight visits to White Rock.		High					
Improve the tourist experience throughout the city.	Grow year-round day and overnight visits to White Rock.	<ol style="list-style-type: none"> 1. Install digital information kiosks, one Uptown, one on Marine Drive and one at Memorial Park. 2. Review zoning and bylaws related to different types of tourist accommodation. 	High					
Further improve the Pier.	Grow year-round day and overnight visits to White Rock.	Recommend that City Council consider a request that allows EDAC to form a subcommittee to review options for re-establishing a publicly accessible west wharf float facility for the summer of 2022.	Medium					

*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)

Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
Re-open Martin Street to two-way traffic from Marine Drive to Victoria Ave.	Improve the pedestrian experience throughout White Rock.	<ol style="list-style-type: none"> 1. Remove the old ATM kiosk. 2. Re-engineer the north bound lane of Martin Street to be less steep (same slope plane as the east sidewalk). 3. Construct a retaining wall between the northbound and southbound lanes. 4. Place a traffic light at the corner of Columbia and Martin to regulate traffic and simplify uphill (northbound) flow. 	Medium					
Create a multi-use plaza from Vidal Street to Martin Street on Marine Drive to facilitate more patio space for businesses, traffic calming and a larger	Improve the pedestrian experience throughout White Rock.		Medium					

*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)

Task/Activity	Objective	Action Steps	Priority Level*	Target Due Date	Completion Date	Referred by Council?	Expectation from Council:	Assigned Member
special event space.								
Open discussion with TransLink to review the frequency and effectiveness of public transport options, specifically focussing on routes from Uptown to Marine Drive.	Improve the pedestrian experience throughout White Rock.		Low					
Initiate a review of walking / cycling off-street corridors in uptown White Rock with a focus on completing a walking/cycling pathway from Centennial Park to Miramar Plaza.	Improve the pedestrian experience throughout White Rock.		Medium					

*Priority: High, Medium, Low (items referred by Council should be of the Highest Priority)



Economic Development Advisory Committee Action & Motion Tracking Document

Term: July 2021- October 2022
Updated: October 12, 2021

ACTION ITEMS

ACTION ITEM	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS

MOTIONS

RECOMMENDATION	AGENDA ITEM	DATE	ASSIGNED MEMBER	STATUS
2021-EDAC-003: THAT the Economic Development Advisory Committee members have received and acknowledged the presentation.	Review of Committee Terms of Reference and Committee Mandate	2021-07-14	Committee Members	COMPLETED
2021-EDAC-004: THAT the Economic Development Advisory Committee members have received and acknowledged the presentation and discussion.	Economic Development Strategic Plan Update – Status and Timeline	2021-07-14	Committee Members	COMPLETED
2021-EDAC-005: THAT the Economic Development Advisory Committee have received and discussed Item 7, <i>2021-2022 Work Plan</i> .	2021-2022 Work Plan	2021-07-14	Committee Members	COMPLETED

<p>2021-EDAC-006: THAT the Economic Development Advisory Committee endorse the 2021 meeting schedule as presented:</p> <ul style="list-style-type: none"> • September 15, 2021; • October 20, 2021; and • November 17, 2021. 	2021 Meeting Schedule	2021-07-14	Committee Members	COMPLETED
<p>2021-EDAC-007: THAT the Economic Development Advisory Committee endorse the 2021 meeting schedule as presented:</p> <ul style="list-style-type: none"> • <u>September 7, 2021</u>; • October 20, 2021; and • November 17, 2021. 	2021 Meeting Schedule	2021-07-14	Committee Members	COMPLETED
<p>2021-EDAC-008: THAT the Economic Development Advisory Committee members email work plan ideas to staff by September 1, 2021.</p>	2021 Meeting Schedule	2021-07-14	Committee Members	COMPLETED Submitted Work Plan ideas provided on the September 7, 2021, meeting agenda.
<p>2021-EDAC-011: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Explore all grant opportunities related to economic development.</i></p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.
<p>2021-EDAC-012: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for

<p><i>Review, provide input on and approve draft versions of the Economic Development Strategic Plan.</i></p>				<p>further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-013: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Recommend appropriate report card metrics for the updated Economic Development Strategic Plan.</i></p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Council</p>	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-014: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Create a permanent Tourism position in the city for an experienced individual who can accomplish increasing day and overnight visits to White Rock.</i></p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Council</p>	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-015: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Billboard before and after the boarder promoting White Rock, restaurants, businesses, Semiahmoo First Nations, etc.</i></p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Council</p>	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-016: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic</p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Council</p>	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan</p>

<p>Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Promote White Rock in the sister city, La Conner.</i></p>				<p>was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-017: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Encourage more festivals, for example, birding, kite boarding and vegan food (off-season events).</i></p>	2021-2022 Work Plan	2021-09-07	Council	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-018: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Work toward declaring White Rock the City "of Lights" by the Sea.</i></p>	2021-2022 Work Plan	2021-09-07	Council	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-019: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Attract more tourism to White Rock by installing digital kiosks (one Uptown, one on Marine Drive and one at Memorial Park).</i></p>	2021-2022 Work Plan	2021-09-07	Council	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-020: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic</p>	2021-2022 Work Plan	2021-09-07	Council	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan</p>

<p>Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Review zoning and bylaws related to different accommodation needs.</i></p>				<p>was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-021: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Re-open Martin Street to two-way traffic from Marine Drive to Victoria Avenue.</i></p>	2021-2022 Work Plan	2021-09-07	Council	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-022: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Create a multi-use plaza from Vidal Street to Martin Street on Marine Drive to facilitate more patio space for businesses, traffic calming and larger special event space.</i></p>	2021-2022 Work Plan	2021-09-07	Council	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-023: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Re-purpose (not remove) the parking spaces on the south side of Marine Drive from the museum to Vidal Street.</i></p>	2021-2022 Work Plan	2021-09-07	Council	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>

<p>2021-EDAC-024: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Recommend that City Council consider a request that allows the Economic Development Advisory Committee to form a sub-committee/working group to review options for re-establishing a publicity accessible west wharf float facility for the summer of 2022.</i></p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.
<p>2021-EDAC-025: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Re-open discussion with BNSF railway to renegotiate the lease of BNSF lands with a focus on reducing parking fees and the flow of dangerous goods and coal along the White Rock and Crescent Beach waterfront areas.</i></p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.
<p>2021-EDAC-026: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Open discussions with TransLink to review the frequency and effectiveness of public transport options, specifically focusing on routes from Uptown to Marine Drive.</i></p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.

<p>2021-EDAC-027: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Initiate a review of walking/cycling off-street corridors in uptown White Rock with a focus on completing a walking/cycling pathway from Centennial Park to Miramar Plaza.</i></p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.
<p>2021-EDAC-028: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Focus on small retail in the town centre.</i></p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.
<p>2021-EDAC-029: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Invite a higher education institution to open a White Rock campus, for example, Emily Carr White Rock Fine Arts Campus, Tech BC White Rock Institute of Science or Kwantlen University College.</i></p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.
<p>2021-EDAC-030: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p>	2021-2022 Work Plan	2021-09-07	Council	Recommendation was provided on the October 4 th Regular Council meeting. The work plan was referred to staff for

<p><i>Establish tax beak incentives to attract more businesses, for example, the first year is discounted for property tax for building owners or rentals (rebates given to building owners for their renters).</i></p>				<p>further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-031: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Develop a working plan to create a tech friendly environment.</i></p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Council</p>	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-032: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Actively seek and reclaim underutilized, undervalued or distressed City land, such as back alleys, former industrial, or land that is subject to easements or rights of ways.</i></p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Council</p>	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-033: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Develop a future plan to repurpose mini commercial economic zones throughout the city, for example, a back-alley brewery row, art clubs or pop-up theater station, or city business zones.</i></p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Council</p>	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>

<p>2021-EDAC-034: THAT the Economic Development Advisory Committee recommend the following task or activity be included in the 2021-2022 Economic Development Advisory Committee Work Plan upon approval from Council:</p> <p><i>Develop an exposure plan for corporate sponsorships of City initiatives.</i></p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Council</p>	<p>Recommendation was provided on the October 4th Regular Council meeting. The work plan was referred to staff for further input, which will then be brought back to Council for approval.</p>
<p>2021-EDAC-035: THAT the Economic Development Advisory Committee have received and acknowledged Item 6.1, <i>Committee Action Tracking</i>.</p>	<p>2021-2022 Work Plan</p>	<p>2021-09-07</p>	<p>Committee Members</p>	<p>COMPLETED</p>