

The Corporation of the
CITY OF WHITE ROCK



Economic Development Advisory Committee
AGENDA

Wednesday, February 10, 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

The City of White Rock is committed to the health and safety of our community. In keeping with Ministerial Order No. M192 from the Province of British Columbia, City Council meetings will take place without the public in attendance at this time until further notice.

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 February 10, 2021 as circulated.	
3. ADOPTION OF MINUTES	3
RECOMMENDATION THAT the Economic Development Advisory Committee adopts the minutes of the January 13, 2021 as circulated.	
4. GUEST ATTENDEE MLA TREVOR HALFORD	
Guest MLA Trevor Halford to attend the Economic Development Advisory Committee.	
5. WATERFRONT ENHANCEMENT STRATEGY	
The Committee to further discuss the Waterfront Enhancement Strategy.	
6. DECISION-MAKING PROCESS ON THE COMMUNITY AMENITY	

CONTRIBUTION (CAC) FUNDING

The Committee to further discuss the decision-making process on the Community Amenity Contribution (CAC) funding.

7. WHITE ROCK SHOPPING DECALS

An update to be provided on the White Rock shopping decals.

8. REVIEW OF ECONOMIC DEVELOPMENT PLAN UPDATE SURVEYS

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The Economic Development Officer to provide a review of the Economic Development Plan Update surveys.

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

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

10. OTHER BUSINESS

11. INFORMATION

11.1. COMMITTEE ACTION TRACKING

21

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

12. 2021 MEETING SCHEDULE

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

- March 10, 2021.

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



Economic Development Advisory Committee

Minutes

January 13, 2021, 4:00 p.m.

Via Electronic Means

- PRESENT:**
- G. Gumley, Vice-Chairperson
 - E. Klassen, Committee Member
 - G. Schoberg, Committee Member
 - G. Cameron, Committee Member
 - J. Lawrence, Committee Member
 - S. Crozier, Committee Member
- NON-VOTING ADVISORS:**
- 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 A. Manning, Council Representative (Non-Voting)
- ABSENT:**
- B. Hagerman, Chairperson
 - A. Gupta, Committee Member
 - T. Blume, Committee Member
 - W. McKinnon, 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 4:05pm.

2. ADOPTION OF AGENDA

2021-EDAC-001: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee amend the agenda for the January 13, 2021 meeting with the inclusion of:

- On table Other Business item: 2020 accomplishments;
- On table Other Business item: Goals for the first quarter of 2021;
- Update on 2020 Festival of Lights;

AND THAT the agenda be adopted as amended.

Motion CARRIED

3. ADOPTION OF MINUTES

2021-EDAC-002: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopts the minutes of the December 9, 2020 meeting as circulated.

Motion CARRIED

4. 2021 COMMITTEE WORK PLAN

The Economic Development Advisory Committee discussed the committee work plan for 2021 as follows:

- It was noted that there are only two more meeting dates left before the end of the Committee's term.
 - Councillor Manning noted that Council will be discussing the Committee soon regarding electing new committee members for the following term. Staff and Council will be reviewing all committees, as some may need to be re-aligned and/or terms of references may need to be revised.
- The Vice-Chairperson and Councillor Manning confirmed that the 2021 Committee Work Plan should only encompass items that can be done before the March 10th meeting.
- Staff noted that there may be items to be added to this Committee's term as the City launches the updated Economic Development Strategic Plan. It is

planned that draft surveys are to go to Council for review, which may be referred to the Economic Development Advisory Committee for further review. The updated Economic Development Strategic Plan would be an item that the City would be looking to the Economic Development Advisory Committee for support in terms of review and input.

5. **UPDATE ON THE WATERFRONT ENHANCEMENT STRATEGY**

The Committee discussed the Waterfront Enhancement Strategy. The following was noted:

- Council's strategic priorities listed the Official Community Plan's building height restrictions for the town centre area as the most important item on the agenda for getting completion. At what priority will be given to the Waterfront Enhancement Strategy after the Official Community Plan's building height restriction item is finalized, and what input can the Economic Development Advisory Committee provide during the process?
- The Director of Planning and Development noted there is a digital Public Open House January 14th regarding OCP review, including building height restrictions in non-town centre areas, as well as East Beach and West Beach.
 - Further information can be found on www.TalkWhiteRock.ca.
 - The open house will be recorded and will be available online the following day.
- Due to the COVID-19 Pandemic, many economic-related projects have been deferred until further notice.
- The City is looking to update the Economic Development Strategic Plan, which may cover similar topics as the Waterfront Enhancement Strategy.
- There might be a possibility of having responses from the open house available for a public hearing in March or April.

ACTION ITEM: Waterfront Enhancement Strategy to be added as an item for the February 10th meeting.

ACTION ITEM: The Committee to create a working group committee for the following Waterfront Enhancement Strategy.

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

The Committee discussed the decision-making process on the Community Amenity Contribution (CAC) funding. The following was noted:

- Due to a limited amount of area to allocate the CAC funds, there is a lengthy decision process as to how the funds are allocated. As of right now, the Community Amenity Contribution funds (roughly 13 million dollars) have not been allocated yet. Nine (9) million dollars of unallocated Community Amenity Contribution funds has been collected by the City, while roughly four (4) million dollars might potentially be collected (development-dependent).
- Staff noted that the City is planning on having a comprehensive report with roughly 13 or 14 areas for exploration.
- In terms of allocating funding, the City has set up the Affordable Housing Reserve Fund Bylaw. As of right now, no funds have been collected. Through the Financial Plan, Council can allocate funds to the Affordable Housing Reserve Fund or other projects for future years.
- The Community Amenity Contribution (CAC) funds can only be allocated for certain uses. It must be a tangible amenity that improves the city.
- The Executive Director of the South Surrey / White Rock Chamber of Commerce inquired if within the guideline of the CAC funding that was received, is there space that can be used to benefit businesses in White Rock.
 - Staff responded that while CAC funding has to go towards public assets, there could be benefits to businesses for having these attractions/spaces available near their businesses.
- Some projects identified by Council may be identified as certain Community Amenity Contribution-related projects. However, the Community Amenity Contribution (CAC) funds are not limited to the Council-related projects.
- A member inquired about the COVID Relief Fund.
 - Councillor Manning noted that the additional funding that was received for COVID relief is specifically to cover short-fall as a result from the COVID-19 Pandemic.
- The Executive Director of Tourism White Rock had a meeting with Destination BC, and they are in the process of working on creating seven BC-iconic routes. She believes that White Rock could fall under the West Coast Trail route and is hoping to leverage what White Rock has.

ACTION ITEM: The Executive Director of Tourism White Rock to provide information to the next meeting regarding West Coast Route.

ACTION ITEM: The decision-making process on the Community Amenity Contribution (CAC) funding be a discussion item at the February 10th meeting.

7. OTHER BUSINESS

7.1 2020 ACCOMPLISHMENTS

The Economic Development Officer provided a background on the Economic Developer Officer role.

- Council made it a priority to enhance the economic development in the city, including hiring an Economic Development Officer.
- C. Latzen commenced the Economic Development Officer role in September 2020.

The Economic Development Officer provided an overview of 2020 accomplishments, including:

- Conducting introductory meeting with city partners and other stakeholders.
- Participation on the Metro Vancouver Regional District (MVRD) Regional Economic Prosperity Advisory Committee, especially with municipalities who are similar to White Rock.
- Consultation with Economic Development peers. Shop the Rock launched in early December.
 - Shop the Rock launched in early December.
- Development of Small Business Week messaging and the #ShoptheRock program.
- Update the Economic Development webpage including an online shopping resource page.
- In person meetings with 25 small business owners and managers.
- Creation of two (2) Economic Development Surveys to support the update of the Economic Development Strategic Plan.

7.2 GOALS FOR THE FIRST QUARTER OF 2021

The Economic Development Officer shared goals for the first quarter (Q1) of 2021, including:

- Distribute Economic Development Surveys; compile and begin to tabulate results;
- Update the Economic Environment information for the 2021 Economic Development Strategic Plan;
- Make additional updates to the Business section of the City website and the Economic Development page, including the addition of a Business Directory; and
- Develop a new Business Welcome Package in collaboration with the BIA.

A member inquired on what the City is doing in terms of helping support White Rock stores during the COVID-19 Pandemic. Decals were presented as an idea in the past.

- The Economic Development Officer responded to this and said that they are actively working towards creating decals for shops to display in their windows, promoting shopping local.
- The Executive Director of White Rock BIA noted that they had not received much feedback regarding the decals. However, those businesses who responded provided positive feedback. Another survey will be sent out through an e-newsletter in hopes to gather more responses.
- Survey results are intended to be presented to the Committee at the February 10th meeting.

ACTION ITEM: The Economic Development Officer to provide survey results at the February 10th meeting.

A member provided concerns about the local health and wellness businesses being left out of economic development planning.

- The Economic Development Officer has noted that the health and wellness industry has not been left out and is an area that is actively being worked on.

7.3 Update on 2020 Festival of Lights

G. Gumley provided an update on the 2020 Festival of Lights light display:

- The light display has so far been a success.

- The light display has been extended for viewing until the 23rd of January.
- The Festival of Lights is already seeking approval from the City of White Rock to proceed with a 2021 Festival of Lights.

2021-EDAC-003: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee is in support of the Festival of Lights.

Motion CARRIED

8. INFORMATION

8.1 COMMITTEE ACTION TRACKING

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

G. Schoberg provided an update on inviting MLA Trevor Halford to a meeting:

- G. Schoberg has been in touch with MLA Trevor Halford, who is interested in attending the next Economic Development Advisory Committee meeting.
- MLA Trevor Halford is to be invited to the February 10th meeting.

ACTION ITEM: The Committee Clerk to invite MLA Trevor Halford to the February 10th meeting.

8.2 2020 Business Improvement Association (BIA) Forum Draft Feedback

The Executive Director of the White Rock BIA provided an overview of the unapproved draft feedback from the 2020 Business Improvement Association (BIA) Forum Draft Feedback. The 2020 Business Improvement Association (BIA) Forum was a collaboration between City of White Rock, White Rock Business Improvement Association and South Surrey / White Rock Chamber of Commerce.

The Committee discussed the event's draft feedback document and the following was discussed:

- The Executive Director of White Rock BIA noted that the provided draft has not been approved yet or sent around for corrections.

- A member inquired how many people attended the forum that occurred prior to the COVID-19 Pandemic.
 - The Executive Director of White Rock BIA noted there was roughly 30 attendees.
 - Unfortunately, the COVID-19 Pandemic put a halt on the next steps following the forum.
- Since the forum, the South Surrey / White Rock Chamber of Commerce pivoted quickly with virtual events to maintain conversation with local businesses.
- A member inquired if the forum included potential businesses interested in opening in White Rock. In 2018, there had been a conversation of doing a forum of having businesses that are interested to coming to White Rock.
 - It was confirmed by the Executive Director of White Rock BIA that this forum was for businesses that are currently operating in White Rock.

9. **2021 MEETING SCHEDULE**

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

- February 10, 2021; and
- March 10, 2021.

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

The Chairperson concluded the meeting at 5:26pm.

G. Gumley, Vice-Chairperson



Chloe Richards, Committee Clerk

Economic Development Plan Survey for Residents

Survey Objective: To identify ways to help create a more vibrant local business community, that provides a wide range of interesting jobs along with an expanded and diverse range of shopping and service options for community residents.

Purpose

- Understand the economic development goals of residents
- Gauge overall satisfaction with the choice of shops, services, restaurants, and other businesses available in White Rock
- Identify the type of shops, services, restaurants, and other businesses that residents would like to have available in White Rock
- Identify the biggest deterrents to shopping in White Rock
- Elicit ideas regarding new types of businesses that would prosper in White Rock

RESIDENT SURVEY

About You

1. What answers best describes you? (choose as many as needed)
 - Retired
 - Semi-retired
 - Self-employed
 - Employee (full time)
 - Employee (part time)
 - Unemployed
 - Student
 - Volunteer
 - Full time parent
 - Business owner or manager
 - Manager of a non-profit
 - Resident of White Rock
 - Resident of South Surrey
 - Other _____

About the Local Economy

When answering the questions below, please think specifically about White Rock (boundaries are North Bluff Road/16th Avenue, Bergstrom Road/136th Street, Stayte Road/160th Street and Marine Drive/8th Avenue), and not the South Surrey area (e.g. Semiahmoo Mall, Ocean Park, Grandview, Morgan Crossing, Crescent Beach, etc).

2. Economic development – encouraging jobs, prosperity and business activity in a community – means different things in different places. When we talk about intentionally supporting economic development, what does it mean to you? Please indicate your top three by placing a check mark next to them
- Attracting more businesses to White Rock
 - Attracting more people to move to White Rock
 - Attracting more visitors
 - Creating more jobs in White Rock
 - Protecting against the negative impacts of growth
 - Attracting the kinds of businesses, we want
 - Other: _____

3. What three words best describe your vision for the economic future of White Rock? Please indicate your top three by placing a check mark next to them
- Creative / Innovative
 - Prosperous
 - Environmentally sustainable / responsible
 - Socially engaged
 - Unique
 - Authentic
 - Vibrant
 - Tranquil / relaxing
 - Other _____

4. **OPTIONAL** Please explain your choice or comment further on your vision for economic development in White Rock:

5. What are your GOALS for how the local economy develops? Please indicate your top three by placing a check mark next to them:
- Better jobs
 - Better selection of shops and services
 - Improving local quality of life (entertainment, amenities, culture)
 - Increased City revenue (lower tax burden)
 - More local jobs
 - More social impact and equity
 - Less environmental impact

6. White Rock has a lot of assets. Some are already strong, and some might need more attention. Because we don't have the resources to do everything at once, we need to know where to start.

What are the top three assets that White Rock's Economic Development Strategy should work on to achieve your goals? Please indicate your top three by placing a check mark next to them

- The Waterfront and the Pier
- Arts and Culture
- Local, independent businesses
- Ocean views
- Proximity to the US border
- Health and Wellness providers
- Organizations and associations
- Maker businesses (craft brewery, home décor, apparel & jewellery)
- Restaurant choices

7. **OPTIONAL** Please explain why you made these choices

About White Rock's Businesses

8. White Rock has a variety of local businesses. Using a scale of 1 to 5 where 5 = completely satisfied and 1 = completely unsatisfied, please indicate your satisfaction with the selection of businesses in the following categories

- Restaurants
- Coffee Shops
- Brew Pubs
- Food retail (e.g. grocery store, bakery, convenience store, produce store)
- General retail (e.g. apparel, gift shop, thrift store, home décor, footwear, liquor store)
- Medical / Dental Office
- Other Health Care: _____
- Law firm
- Real Estate firm
- Financial firm
- Salons
- Day Spas
- Fitness
- Other: _____

9. What causes you to make purchases or obtain services from sources other than local, White Rock based businesses (including online)?

- Convenience
- Price
- Selection
- Service
- Not available in White Rock. Please specify _____

10. What categories of shops, services, restaurants, or businesses do you think would be successful, that you would like to have available in White Rock? Please indicate your top 3 by placing a check mark next to the category

- Health and Wellness
- Craft Brewery
- Other maker based (home décor, apparel, jewellery)
- Technology
- Arts, Culture, Entertainment
- Construction
- Retail
- Education
- Child Care
- Hospitality
- Tourism
- Other: _____

11. **OPTIONAL** Please let us know what specific type of business within the category you selected you think would be successful

What Else Should We Consider?

12. What actions should we work on to make White Rock a better place to live, visit or do business. Please tell us your top three ideas for improving the local economy

1. _____
2. _____
3. _____

OPTIONAL

Your email address _____

Economic Development Plan Survey for Businesses

Survey Objective: To identify ways to help create a more vibrant local business community that provides a wide range of interesting jobs along with an expanded and diverse range of shopping and service options for community residents.

Purpose

- Identify key factors in choosing to locate a business in the community of White Rock
- Gauge overall satisfaction with White Rock as a place to do business
- Measure satisfaction with City-related services
- Identify perceived gaps in services and challenges of doing business
- Elicit ideas regarding new types of businesses that would prosper in White Rock
- Gauge the likelihood of staying in White Rock and / or plans for expansion
- Elicit ideas for attracting or retaining businesses

SURVEY QUESTIONS

About Your Business:

1. Position (e.g. owner, general manager): _____
2. What type of business do you run/work for?
 - Restaurant
 - Coffee Shop
 - Pub
 - Food retail (e.g. grocery store, bakery, convenience store, produce store)
 - General retail (e.g. apparel, gift shop, thrift store, home décor, footwear, liquor store)
 - Medical / Dental Office
 - Other Health Care: _____
 - Law firm
 - Real Estate firm
 - Financial firm
 - General service (e.g. salon, hairdresser, day spa, fitness)
 - Other: _____
3. How many employees does your business employ?
 - Full time:
 - 1 to 10
 - 10 to 20
 - 20 to 30
 - 30 to 40
 - 40 to 50
 - More than 50

- Part time
 - 1 to 10
 - 10 to 20
 - 20 to 30
 - 30 to 40
 - 40 to 50
 - More than 50

4. Where is your business located?

- Uptown
- Five Corners
- Marine Drive
- Stayte Road
- Based out of your residence
- Other: _____

5. How long has your business been in existence?

- 1 year or less
- 2-5 years
- 6-10 years
- 10-20 years
- More than 20 years
- Unsure

6. Does the owner of the business:

- Rent the property
- Own the property
- Unsure

7. In the next five years, do you plan to relocate your business?

- Yes
- No

8. Where are you most likely to relocate to?

- White Rock
- Semiahmoo Town Centre
- Grandview Heights
- Other: _____

9. What are the main reasons for moving there (select as many as are applicable):

- Problems with current location (space, potential re-development)
- Financial concerns (lower rent, taxes)
- Larger population / client base
- Transportation issues (congestion, parking)
- Supportive Municipal Government / Business Friendly
- Other: _____

About Doing Business in White Rock

10. Please select the top three key strengths of doing business in the White Rock area:

- Location adjacent to South Surrey and USA border
- Transportation (i.e. highway access, border access, public transit, parking)
- Small town atmosphere/ friendly/ sense of community
- Strong/ loyal customer base
- Supportive municipal government/ business friendly
- Affordability/ low cost of doing business (i.e. taxes, rent)
- Increasing population/ growing White Rock/South Surrey community
- Lifestyle amenities and services available
- Lots of other businesses in the area/ active BIA (Business Improvement Area)
- Access to employees
- Other: _____

11. Please select up to three challenges of doing business in White Rock

- Transportation issues (i.e. transit, congestion, distance to other municipalities)
- Increased cost of doing business/ financial concerns (i.e. high rent, taxes)
- Parking issues
- Problems with municipal government/ not business friendly
- Location issues (i.e. building/ office size / potential redevelopment)
- Small population (i.e. fewer customers, hard to find staff)
- Access issues (i.e. closed streets, construction)
- Too much competition from similar businesses
- Other: _____

12. Overall, how satisfied are you with White Rock as a place to do business?

- 5 Completely satisfied
- 4 Somewhat satisfied
- 3 Neutral
- 2 Somewhat dissatisfied
- 1 Not at all satisfied

13. **OPTIONAL** On a scale of 1 to 5, where 5 = Essential and 1 = Not at all Important, rate the importance of the following factors in the decision as to where to locate your business:

- ___ Close to customers
- ___ Overall quality of life
- ___ Adequate parking
- ___ Access to public transit
- ___ Commercial rents
- ___ Ease of working with municipal government
- ___ Close to major highway
- ___ Close to qualified workforce
- ___ Local affordable housing
- ___ Close to the USA border

14. What types of businesses do you think would be most successful in White Rock?

- Health and Wellness
- Craft Brewery
- Other maker based (home décor, apparel, jewellery)
- Technology
- Arts, Culture, Entertainment
- Construction
- Retail
- Education
- Child Care
- Hospitality
- Tourism
- Other: _____

OPTIONAL Please let us know what specific type of business within the category you selected you think would be successful

Last Contact with the City of White Rock

15. When was your last contact with the City of White Rock?

- Within the last year
- Within the last 2 years
- Within the last 5 years
- Don't recall

16. Which service/department did you use during your last contact with the City of White Rock?

- Business Licensing
- Utilities (Water / Sewer)
- Planning
- Building Permits / Inspections
- Parking
- Engineering
- Parks
- Garbage and Recycling
- Recreation and Culture
- Property Tax
- By-Law Enforcement
- Fire Inspection
- Traffic / Road Issues
- Don't know

17. **OPTIONAL** Overall, how satisfied were you with your experience? Please use a scale of 1 to 5 where 1 is Not at all Satisfied and 5 is Completely Satisfied. 1 2 3 4 5 Doesn't Apply

18. On a scale of 1 to 5, where 5 = Excellent and 1 = Unsatisfactory, rate your experience with the following City departments/services:

- Access to municipal information via the website
- Access to municipal information via telephone
- City planning and development (property information, development applications, etc.)
- Municipal hall front counter services (Department Receptions, business licensing, finance counter etc.)
- Building and Land Development requirements and permitting services
- Municipal Regulations (regulatory environment)
- Business licensing and process fees
- Municipal tax rates
- Infrastructure (such as roads, sidewalks and public safety etc.)
- Value for your tax dollar
- Customer service when dealing directly with the City
- Doesn't apply

19. **OPTIONAL** Do you have any comments you would like to make regarding your satisfaction with any of the services provided by the City?

20. How can the City best support the growth and expansion of your business?

- Making it easy for businesses to navigate government services, regulations and programs
- Advocating to the provincial and federal government for more financial support for small businesses
- Public realm beautification
- Providing additional community amenities
- Promotion and marketing to the local community
- Networking opportunities with other businesses to share ideas
- Other: _____

21. **OPTIONAL** Are there any specific actions or initiatives you believe the City should be making a priority in order to attract or retain businesses to White Rock?

22. What would be your preferred method of communication by the City regarding economic development initiatives and other related business opportunities?

- Email
- Website
- Phone
- Text
- Mail
- Other _____

OPTIONAL

23. Name of your business: _____

24. Your name: _____

2019 -2021 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING ACTION TRACKING

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-06-12	2019-EIC-005	Item 7 – About Economic Investment Committees	THAT Council consider amending the name of the Economic Investment Committee to the Economic Development Advisory Committee.	Committee Clerk	June 24, 2019 Regular Council - ENDORSED
2019-06-12	Action item	Item 8 - Workplan	Economic Development Strategic Plan to be provided to the Committee for their information.	Committee Clerk	June 15, 2019
2019-06-12	Action item	Item 8 - Workplan	Information and/or a presentation to be provided from the White Rock BIA, South Surrey/White Rock Chamber of Commerce, Tourism White Rock and City staff on their roles in the City, with a focus on how they assist with Economic Development.	Committee Clerk	September 11, 2019
2019-06-12	2019-EIC-006	Item 8 - Workplan	THAT the Economic Investment Committee appoint Carolyn Latzen as the Committee liaison for the Marine Drive Task Force.	C. Latzen	MDTF Term has ended.
2019-06-12	2019-EIC-007	Item 8 - Workplan	THAT the Economic Investment Committee requests that Council consider combining a Business Forum with a Public Town Hall Meeting in fall, 2019.	Director of Planning and Development	June 24, 2019 Regular council – ENDORSED / Staff working on it
2019-06-12	2019-EIC-008	Item 8 - Workplan	THAT the Economic Investment Committee requests that Council consider inviting a member/ representative from the Semiahmoo First Nation to a future Economic Investment Committee to share their perspectives on their community, from a business standpoint.	Committee Clerk	Went to Council June 24/ letter sent to SFN
2019-07-10	2019-EDAC-013	Item 4 – Presentation from Alex Nixon (BIA)	THAT the Economic Development Advisory Committee recommends that Council consider having staff provide a corporate report to review what busking locations are working well, and whether the number of busking locations can be expanded.	Director of Planning and Development	July 22, 2019 Regular Council – ENDORSED / Corporate report being conducted
2019-07-10	Action item	Item 5 – Economic Development Strategic Plan	Staff to provide a report to the Committee at their September meeting regarding the White Rock mill rate, and how it compares with other municipalities throughout the Lower Mainland.	Director of Planning and Development	September 11, 2019
2019-07-10	2019-EDAC-014	Item 5 – Economic Development Strategic Plan	THAT the Economic Development Advisory Committee works to support Council and staff to update the Economic Development Strategy.	Director of Planning and Development	July 22, 2019 Regular Council – ENDORSED

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-07-10	2019-EDAC-015	Item 6 – City of White Rock Development Update	THAT the Economic Development Advisory Committee establishes a work plan for 2019/2020 at their September meeting.	Committee members	September 11, 2019
2019-07-10	2019-EDAC-016	Item 6 – City of White Rock Development Update	THAT the Economic Development Advisory Committee recommends that Council endorse in principal a joint Economic Development Advisory and Marine Drive Task Force sub-committee to focus on a business retention and expansion strategy.		July 22, 2019 Regular Council – ENDORSED / discussed but no action taken to date
2019-09-11	Action Item	Item 5 – Presentation from Ritu Khanna (WR/SS Chamber)	Staff to send PowerPoint presentations to the Committee for information.	Committee Clerk	September 12, 2019
2019-09-11	2019-EDAC-19	Item 5 – Presentation from Ritu Khanna (WR/ SS Chamber)	THAT The Economic Development Advisory Committee (EDAC) requests that Council consider directing staff to utilize the \$50,000 budget on economic development by obtaining a consultant to undertake an update of the 2009 Economic Development Strategic Plan.	Director of Planning and Development	Amended on October 9, 2019
2019-09-11	2019-EDAC-20	Item 8 – Public Town Hall Meeting	THAT the Economic Development Advisory Committee (EDAC) supports Council holding a public business forum to discuss economic expansion and growth opportunities in White Rock.	Director of Planning and Development	October 22, 2019 Regular Council – ENDORSED
2019-10-09	2019-EDAC-22	Item 3 – Adoption of Minutes	THAT The Economic Development Advisory Committee (EDAC) requests that Council consider directing staff to utilize the budget for economic development by obtaining a consultant to undertake an update of the 2009 Economic Development Strategic Plan.	Director of Planning and Development	October 22, 2019 Regular Council – ENDORSED / November 4, 2019 Regular Council – MOTION RECONSIDERED / within the scope of EDO position
2019-10-09	2019-EDAC-23	Item 4 – Municipal Tac Rate Comparison	THAT Economic Development Advisory Committee (EDAC) request that Council consider using the information provided in the September 11, 2019 corporate report on the White Rock mill rate as a way to promote White Rock’s relative position in the lower mainland.	Director of Planning and Development	November 4, 2019 Regular Council - ENDORSED
2019-10-09	Action item	Item 7 – Other Business	E. Klassen, Committee member, to come to the next EDAC meeting with concerns and ideas for recommendations for the Committee to present to Council.	E. Klassen	2019-11-13

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee Recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-10-09	Action item	Item 7 – Other Business	Committee members to come to next EDAC meeting with work plan ideas/ suggestions for the Committee to discuss and prioritize.	All Committee members	2019-11-13
2019-10-09	Action item	Item 7 – Other Business	Staff to add “Vacancy Tax” to the November 13, 2019 meeting agenda. AND Staff to expand on the “Vacancy Tax” item on the November 13, 2019 meeting agenda to include vacant properties in general.	Committee Clerk	2019-11-13
2019-10-09	Action item	Item 7 – Other Business	Councillor Manning to provide the Committee with information about what was discussed at UBCM regarding vacancy tax for their information.	Councillor Manning/ Committee Clerk	2019-11-13
2019-11-13	Action Item	Item 3 – Council Follow-Up	Committee Clerk to send out the 2011 White Rock Business Needs Assessment Report to Committee for information. Staff noted the report is also available on the City website.	Committee Clerk	2019-11-14
2019-11-13	2019-EDAC- 33	Item 4 – Presentation from Give Corners Businesses	THAT the Economic Development Advisory Committee recommend that Council refer parking issues at Five Corners to the Parking Task Force in regards to commercial patron parking.	Committee Clerk	December 2, 2019 Regular Council - ENDORSED
2019-11-13	Action Item	Item 4 - Presentation from Give Corners Businesses	C. Latzen, Committee Member, to forward Globe and Mail article regarding the impact of tax rates on small businesses to staff to provide to the Committee for information.	C. Latzen / Committee Clerk	Emailed on November 18, 2019
2020-02-12	2020-EDAC- 006	Item 6 – 2020 Economic Development Advisory Committee Work Plan	THAT the Economic Development Advisory Committee includes, as a work plan item, an examination of obstacles to business success in White Rock (including triple net leases, cost of business operation, under developed properties etc.).	Staff	February 24, 2020 Regular Council – ENDORSED / Staff working on amending Terms of Reference to include this item
2020-02-12	Action Item	Item 6 – 2020 Economic Development Advisory Committee Work Plan	G. Schoberg, Committee member, to liaise with MLA Trevor Halford office regarding future provincial legislation and possible topics of interest for the Committee.	G. Schoberg, Committee member	To be scheduled for February 10, 2021 meeting
2020-02-12	2020-EDAC- 007	Item 6 – 2020 Economic Development Advisory Committee Work Plan	THAT the Economic Development Advisory Committee requests Council to follow with Union of British Columbia Municipalities (UBCM) executive to find out what the status of the vacancy tax is.	Staff	February 24, 2020 Regular Council –

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					ENDORSED / In progress – Staff contacting UBCM
2020-02-12	2020-EDAC-009	Item 7 – Status of Economic Development Strategic Plan (2009) Strategies	THAT the Economic Development Advisory Committee requests that Council direct staff to consolidate the funds for economic development services in order to activate and address the key strategies and key performance indicators from the 2009 Economic Development Strategic Master Plan, within the allocated time frame (1 year).	Staff	February 18, 2020 Finance & Audit Committee – ENDORSED / In progress
2020-02-12	Action item	Item 7 – Status of Economic Development Strategic Plan (2009) Strategies	The Committee to review the December 2, 2019 corporate report titled Status of the Economic Development Strategic Master Plan (2009) Strategies at the next scheduled meeting.	Staff	On March 11, 2020 Agenda
2020-02-12	Action item	Item 8 – White Rock Sister City of La Conner, Washington	Committee members to prepare draft questions to bring to the next scheduled meeting for the Committee to discussed and provide to Council through a recommendation.	Committee members	On March 11, 2020 Agenda
2020-02-12	Action item	Item 9 – Community Amenity Contribution Public Forum Update	Staff to include this item on the next agenda for further update from staff.	Staff	On March 11, 2020 Agenda
2020-02-12	2020-EDAC-010	Item 10 – Ride Sharing Services in White Rock	THAT the Economic Development Advisory Committee supports the motion put forward at the February 10, 2020 Regular Council meeting regarding White Rock being open for business for ride hailing services.		February 24, 2020 Regular Council – RECEIVED FOR INFORMATION
2020-02-12	Action item	Item 12 – Festival of Lights Update	Committee Clerk to email the Committee the PowerPoint presentation received at Council on February 10, 2020 regarding the Festival of Lights for information.	Committee Clerk	Emailed on February 18, 2020
2020-03-11	2020-EDAC-014	Item 5 – Status of the Economic Development Strategic Plan (2009)	THAT the Economic Development Advisory Committee recommend that the Economic Development Officer role be responsible for the following areas: <ul style="list-style-type: none"> • Update the 2009 Economic Development Strategy; • Undertaking a review of city regulations and bylaws related to business; • Support the development of a work plan for the Economic Development Advisory Committee; • Coordinate the implementation of recommendations from the Marine Drive Task Force; • Establish and operate a business retention and expansion program; and, 	Committee Clerk	Position filled – C. Latzen to attend next EDAC meeting

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			<ul style="list-style-type: none"> <u>Investigate and pursue incentive programs, grants etc. for businesses in the City with a view to include making doing business in White Rock more affordable and enhance revenue opportunities.</u> 		
2020-03-11	2020-EDAC-016	Item 7 – White Rock’s Sister City La Connor, Washington	<p>THAT the Economic Development Advisory Committee recommends that Council consider the following questions for the upcoming Council-to-Council meeting with La Connor, Washington:</p> <ul style="list-style-type: none"> What are the two (2) biggest challenges your business community faces? What are the two (2) biggest challenges you general community faces? How does the municipality support the business community? How did the community build its attraction as a destination where visitors travel for an hour or two (2) to spend the day? What community development support groups exist and how do they work together? For example, White Rock has a Chamber of Commerce, BIA, White Rock Tourism, Marine Drive Task Force and Economic Development Advisory Committee. What are your mid to long term goals for continued strengthening of the community? How has the neighbouring relationship with the Swinomish Indian Tribal Community helped or detracted you from reaching your goals? Do you have an Economic Development Officer and, if so, what is that person’s role? How can the City of White Rock support La Connor with its economic development, and vice versa? 	Committee Clerk	Potential meeting postponed due to COVID-19
2020-03-11	Action Item	Item 9 – 2020 Committee Work Plan	Committee to identify topics for the 2020 work plan for discussion at the next scheduled meeting.	Committee Members	2021 Work Plan added to January 13, 2021 meeting agenda
2020-03-11	Action Item	Item 9 – 2020 Committee Work Plan	A. Nixon, White Rock BIA, to provide feedback from the White Rock Business Forum to the Committee for information/ discussion.	A. Nixon, White Rock BIA	On the January 13, 2021 meeting agenda

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2020-12-09	Action Item	Item 11.1 – Increasing the Committee’s Engagement on the Provincial Agenda	G. Schoberg to extend an invitation to MLA Trevor Halford to a future EDAC meeting.	G. Schoberg, Committee member	To be scheduled for February 10, 2021 meeting
2020-12-09	Action Item	Item 9 - Correspondence	Staff to reply back to Smile Solutions Dental Centre to confirm the Committee’s receipt of the letter.	Staff	Completed
2020-12-09	Action Item	Item 10- Other Business	The Vice-Chairperson requested the following two (2) items be added to the agenda for the next meeting: Update on the Waterfront Enhancement Strategy The decision-making process on the CAC Funding	Committee Clerk	On the January 13, 2021 Meeting Agenda
2021-01-13	Action Item	Item 5 – Water Enhancement Strategy	Waterfront Enhancement Strategy to be added as an item for the February 10th meeting.	Committee Clerk	Added to the February 10, 2021 meeting
2021-01-13	Action Item	Item 5 – Water Enhancement Strategy	The Committee to create a working group committee for the following Waterfront Enhancement Strategy.	Committee members	To be scheduled for a future meeting
2021-01-13	Action Item	Item 6 – Decision-Making Process on the Community Amenity Contribution (CAC) Funding	The Executive Director of Tourism White Rock to provide information to the next meeting regarding West Coast Route.	Executive Director of Tourism White Rock	To be scheduled for February 10, 2021 meeting
2021-01-13	Action Item	Item 6 – Decision-Making Process on the Community Amenity Contribution (CAC) Funding	The decision-making process on the Community Amenity Contribution (CAC) funding be a discussion item at the February 10th meeting.	Committee Clerk	Added to the February 10, 2021 meeting
2021-01-13	Action Item	Item 7.2 – Goals for the First Quarter of 2021	The Economic Development Officer to provide Economic Plan Update Survey results at the February 10th meeting.	Economic Development Officer	Added to the February 10, 2021 meeting
2021-01-13	Motion 2021-EDAC-003	Item 7.8 – Update on 2020 Festival of Lights	THAT the Economic Development Advisory Committee is in support of the Festival of Lights.		To be provided to Council for information.
2021-01-13	Action Item	Item 8.1 – Committee Action Tracking	The Committee Clerk to invite MLA Trevor Halford to the February 10th meeting.	Committee member	MLA Trevor Halford can attend. Added to the

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					February 10, 2021 meeting