



Economic Development Advisory Committee

Minutes

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

Via Microsoft Teams

PRESENT:	B. Hagerman, Chairperson G. Gumley, Vice-Chairperson A. Gupta, Committee Member G. Cameron, Committee Member S. Crozier, Committee Member G. Cleveland, Committee Member (left the meeting at 5:56 p.m.) E. Klassen, Committee Member (entered the meeting at 4:08 p.m. and left the meeting at 5:59 p.m.) R. Laflamme, Committee Member J. Lawrence, Committee Member
NON-VOTING MEMBERS:	A. Chew, Executive Director of Explore White Rock A. Nixon, Executive Director of White Rock Business Improvement Association (entered the meeting at 4:11 p.m.) R. Khanna, Executive Director of South Surrey / White Rock Chamber of Commerce (left the meeting at 5:50 p.m.)
COUNCIL:	Councillor Manning, Council Representative (Non-Voting)
ABSENT:	T. Blume, Committee Member W. McKinnon, Committee Member
STAFF:	C. Isaak, Director of Planning and Development Services C. Latzen, Economic Development Officer C. Richards, Committee Clerk K. Sidhu, Committee Clerk

1. **CALL TO ORDER**

The meeting was called to order at 4:03 p.m.

2. **ADOPTION OF AGENDA**

2021-EDAC-007: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee add the following items to the March 10, 2021 agenda:

- Item 8.1 - Expectations from the Economic Development Advisory Committee;
- Item 8.2 - Exhibition Lighting in White Rock;

AND THAT the agenda be adopted as amended.

Motion CARRIED

3. **ADOPTION OF MINUTES**

2021-EDAC-008: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopts the minutes of the February 10, 2021 as circulated.

Motion CARRIED

4. **THE DECISION MAKING PROCESS OF THE COMMUNITY AMENITY CONTRIBUTION (CAC) FUNDING**

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

- At the March 8th Council meeting, the expenditure of 900,000 dollars towards the Centre Street Walkway improvements was approved.
- The Director of Planning and Development Services provided an overview of the recommendations to Council from the Finance and Audit Committee, regarding the 2021-2025 Financial Plan. The recommendations will be confirmed at the adoption of the Financial Plan.

- It was noted that there will remain roughly 700,000 dollars of unallocated CAC funds.

E. Klassen entered the meeting at 4:08 p.m.

A. Nixon entered the meeting at 4:11 p.m.

5. SHOP THE ROCK DECAL UPDATE

A. Nixon, Executive Director of the White Rock Business Improvement Association (WRBIA) provided an update on the Shop the Rock Decal program.

- At this time, it is still being decided whether the WRBIA funds should be used for the program. So far, only two businesses have provided input on the program, which is not enough data to decide how to spend the WRBIA funds.
- It was noted that the decal program would cost the WRBIA 500 dollars.
- It was noted that the WRBIA's new resident welcome package is underway.

6. UPDATE ON DESTINATION BC ICONIC WEST COAST ROUTE

A. Chew, Executive Director of Explore White Rock provided an update on Destination BC's Iconic West Coast Route and White Rock's possible involvement. The following was noted:

- Destination BC would like the City of White Rock to be part of the Water Route.
- A Strategic Planning Group will be formed to help plan White Rock's route.
- It was noted that there is a lot of seasonality in BC Tourism. The iconic route would help attract tourists for all four seasons.

7. ECONOMIC DEVELOPMENT STRATEGIC PLAN FOCUS GROUP SESSION

The Economic Development Officer provided an update on the Economic Development Strategic Plan survey. Currently, there have been over 250 completed Resident surveys and 35 completed Business surveys.

The Economic Development Officer conducted a focus group session on the Economic Development Strategic Plan, in hopes to identify types of businesses

that would be successful in White Rock. The focus group session comprised of five (5) questions:

Q1. What services do you obtain outside of White Rock?

Q2. Where do you like to go to do your shopping? Which specific businesses do you usually visit while you are there?

Q3. What activities do you undertake outside of White Rock?

Q4. Think about how COVID-19 has impacted your daily activities. What are you doing more of? What are you purchasing more of? Are these things available in White Rock?

Q5. Which of the gaps that we've identified are a new business / investment opportunity for White Rock? Do any of the opportunities currently exist but need to be expanded?

The Committee discussed and answered the questions, with the key takeaways being:

- Most services are obtained outside of White Rock proper.
- There is a lack of tourism and rental services in White Rock.
- Large purchases are done in other cities.
- More people are doing outdoor activities due to the COVID-19 Pandemic.
- White Rock is unique with its small-town feel and walkability. It should be differentiated from other cities when it comes to shopping experiences.
- Development in the community will have an impact on the economy.

8. OTHER BUSINESS

8.1 EXPECTATIONS FROM THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Committee member, G. Schoberg, shared his reflection on the Economic Development Advisory Committee term.

- The Economic Development Advisory Committee did not have many meetings due to the COVID-19 Pandemic. When the Committee did meet, meeting agendas and the Action Tracking document were mostly comprised of updates from other entities.

- There were few actionable plans where the Committee was directly involved. It is believed that the Committee could be doing more than what they currently are assigned to do.
- It was questioned whether the Committee is accomplishing what Council wants them to.
- For the next term, it is suggested that better expectations be provided from Council so the Committee can maximize their success.

Councillor Manning noted that the committee is at a critical point as it relates to the Economic Development Strategic Plan.

8.2 EXHIBITION LIGHTING IN WHITE ROCK

Vice-Chairperson, G. Gumley, led a discussion on exhibition lighting in White Rock.

- It has been demonstrated that exhibition lighting and decorative lighting can attract visitors. It is believed that an increase in lighting in White Rock could increase the number of visitors in the off-season.

2021-EDAC-009: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends to Council that a review analysis and recommendations on a long-term coordination for decorative lighting in White Rock be considered.

Motion CARRIED

- Examples of other successful exhibition community lighting venues include Lights at LaFarge, Leavenworth Lights (Washington State) and Harrison Hot Springs Light Festival. In addition, there are many “for profit” exhibition lighting displays in the Lower Mainland.
- It has been clearly demonstrated that exhibition and decorative outdoor lighting attracts attention and generates positive energy among all generations.

The Executive Director of the South Surrey / White Rock Chambers of Commerce left the meeting at 5:50 p.m.

2021-EDAC-010: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee extend the March 10, 2021 meeting by ten (10) minutes.

Motion CARRIED

G. Cleveland left the meeting at 5:56 p.m.

E. Klassen left the meeting at 5:59 p.m.

9. INFORMATION

9.1 COMMITTEE ACTION TRACKING

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

9.2 CITY OF SURREY INVESTMENT AND INNOVATION IMPACT (I3C) COMMITTEE REPORT

The Economic Development Officer provided the two documents for information purposes.

10. 2021 MEETING SCHEDULE

No scheduled meetings.

11. CONCLUSION OF THE MARCH 10, 2021 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

The meeting concluded at 6:10 p.m.

B. Hagerman, Chairperson



Chloe Richards, Committee Clerk