



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