



Economic Development Advisory Committee

Minutes

March 16, 2022, 4:00 p.m.

City Hall Council Chambers

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

PRESENT: Councillor Manning, Vice-Chairperson (non-voting)
Adam Smith, Community Member
Aroon Shah, Community Member
Doug McLean, Community Member (joined at 4:05 p.m.)
Grace Cleveland, Community Member
Michele Partridge, Community Member (joined at 4:05 p.m.)
Peter Zheng, Community Member

NON-VOTING ADVISORS: Ange Chew, Executive Director of Explore White Rock

ABSENT: Councillor Trevelyan, Chairperson (non-voting)

STAFF: Joseph Calenda, Acting Director of Planning and Development Services
Carolyn Latzen, Economic Development Officer
Chloe Richards, Committee Clerk

Councillor Manning assumed the role of Chairperson.

1. **CALL TO ORDER**

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

2. **ADOPTION OF AGENDA**

Motion Number 2022-EDAC-028: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the March 16, 2022 meeting agenda as circulated.

Motion CARRIED

3. **ADOPTION OF MINUTES**

Motion Number 2022-EDAC-029: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the following meeting minutes as circulated:

- February 24, 2022; and
- March 4, 2022.

Motion CARRIED

4. **ECONOMIC DEVELOPMENT STRATEGIC PLAN**

M. Partridge joined the meeting at 4:05 p.m.

D. Mclean joined the meeting at 4:05 p.m.

The Economic Development Officer continued presenting the Annual Report Card metric section of the Implementation Plan. A roundtable discussion followed thereafter.

ACTION ITEM: Staff to provide information on how many short-term rentals are in White Rock.

Motion Number 2022-EDAC-030: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee endorse the Annual Report Card Metric of the Implementation Plan as presented by the Economic Development Officer, contingent on several issues, brought forward by the Committee, being resolved.

Motion CARRIED

5. **REVITALIZING COSMIC ALLEY AND EAST BEACH - THE ART OF THE POSSIBLE**

The Manager of Information Technology provided a presentation on electronic art displays. The presentation displayed visually appealing cityscapes and activated alleyways that are present in cities around the world. A roundtable discussion followed the presentation.

Motion Number 2022-EDAC-031: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommends that the City of White Rock develop a beautification plan from an economic perspective and an implementation process to make that happen; and

THAT the Economic Development Advisory Committee recommends that the Visually Appealing Cityscapes and Activated Alleyways presentation be shared with the Arts and Cultural Advisory Committee.

Motion CARRIED

6. **TECH COMPANIES WORKING GROUP UPDATE**

C. Zota left the meeting at 5:07 p.m.

A. Smith, Working Group member, noted how the three working groups can be combined into one working group. An update on the working groups' findings was also provided.

Motion Number 2022-EDAC-032: It was MOVED and SECONDED

THAT the Economic Advisory Committee combine the following three working groups into one working group:

- Tech Companies Working Group
- Underutilized City Land Working Group
- Higher Education Institution Satellite Campus Working Group

Motion CARRIED

Motion Number 2022-EDAC-033: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee endorse the following members to the combined working group, that will look at tech companies, underutilized City lands and higher education institution satellite campuses, with

the understanding that the South Surrey & White Rock Chamber of Commerce, White Rock Business Improvement Association, Director of Planning & Development Services, and Economic Development Officer be available as resources when required:

- A. Smith;
- D. McLean; and
- P. Zheng.

Motion CARRIED

Note: Item 7, *Underutilized City Land Working Group Update*, and Item 8, *Higher Education Institution Satellite Campus Working Group Update*, were discussed during this item.

7. UNDERUTILIZED CITY LAND WORKING GROUP UPDATE

This item was discussed under Item 6, *Tech Companies Working Group Update*.

8. HIGHER EDUCATION INSTITUTION SATELLITE CAMPUS WORKING GROUP UPDATE

This item was discussed under Item 6, *Tech Companies Working Group Update*.

9. SISTER CITY AGREEMENT WITH LA CONNER, WASHINGTON

Staff requested that this item be on the following meeting agenda, with the intention of them presenting on the topic and leading a thorough discussion.

The Executive Director of Explore White Rock noted that Explore White Rock has limited funding this year (provided by the City of White Rock), so there is a limited budget for creating new communication pieces to include information on White Rock's Sister City.

ACTION ITEM: Staff to provide a summary of the White Rock - LaConner Sister Cities at the following meeting, March 29, 2022.

10. **OTHER BUSINESS**

The Economic Development Officer provided an update on the City of West Vancouver's practice of limiting the amount of certain business types.

In response to the Action Item from Item 4, *Economic Development Strategic Plan*, the Acting Director of Planning and Development Services noted that, according to AIRDNA, a short-term rental analytics website, there are 72 active short-term rentals in White Rock. According to City of White Rock records, only 21 are licensed short-term rentals and 12 are licensed bed and breakfasts.

A Committee member enquired when the Economic Development Strategic Plan would go to Council for approval. Staff responded that it is not expected to go to Council until late April at the earliest.

10.1 **COMMITTEE FEEDBACK REGARDING FUTURE MEETING METHODS**

This item was discussed between Item 3, *Adoption of Minutes*, and Item 4, *Economic Development Strategic Plan*.

The Chairperson asked each committee member at the meeting for their individual preference regarding meeting methods. All members were in favour of returning to in-person meetings.

11. **INFORMATION**

11.1 **COMMITTEE ACTION TRACKING**

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

- Council adopted the motion (2021-437) regarding the Soleil signage installation idea at the November 8, 2021 Regular Council meeting.

12. **2022 MEETING SCHEDULE**

The Committee previously approved the 2022 meeting schedule as presented:

- March 16, 2022;
- April 20, 2022;
- May 18, 2022;
- June 15, 2022;

- July 20, 2022; and
- September 21, 2022.

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

13. **CONCLUSION OF THE MARCH 16, 2022 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**

The Chairperson concluded the meeting at 5:45 p.m.



Councillor Manning, Vice-Chairperson



C. Richards, Committee Clerk