



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
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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.
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- 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