



Economic Development Advisory Committee

Minutes

June 15, 2022, 4:00 p.m.

City Hall Council Chambers

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

PRESENT: Councillor Trevelyan, Chairperson (non-voting)
Councillor Manning, Vice-Chairperson (non-voting)
Aroon Shah, Community Member
Adam Smith, Community Member
Doug McLean, Community Member (joined at 5:05 p.m.)
Grace Cleveland, Community Member
Michele Partridge, Community Member
Peter Zheng, Community Member (left at 5:08 p.m.)

GUEST: Elizabeth Keurvorst, Manager of Cultural Development (joined at 4:25 p.m.; left at 5:13 p.m.)

STAFF: Anne Berry, Director of Planning and Development Services
Carolyn Latzen, Economic Development Officer
Chloe Richards, Committee Clerk

1. CALL TO ORDER

The Chairperson called the meeting to order at 4:02 p.m.

2. ADOPTION OF AGENDA

Motion Number 2022-EDAC-044: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the agenda for June 15, 2022 as circulated.

Motion CARRIED

3. ADOPTION OF MINUTES

Motion Number 2022-EDAC-045: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the May 18, 2022 meeting minutes as circulated.

Motion CARRIED

4. PLACEMAKING IN WHITE ROCK

Item 5, *Sister City and Friendship City Updates*, was discussed prior to Item 4, *Placemaking in White Rock*. The Committee then returned to Item 4 after Item 5 was discussed.

Staff member, E. Keurvorst, Manager of Cultural Development, Guest to the Economic Development Advisory Committee, provided an overview on the Placemaking in White Rock Workshop.

It was noted that White Rock may be divided into four (4) focus areas:

- Uptown (including 5 Corners)
- The Walkways District
- East Beach
- West Beach

Committee members that attended the Workshop provided their feedback. A roundtable discussion followed.

D. McLean entered the meeting at 5:05 p.m.

P. Zheng left the meeting at 5:08 p.m.

E. Keurvorst left the meeting at 5:13 p.m.

5. SISTER CITY AND FRIENDSHIP CITY UPDATES

Item 5, *Sister City and Friendship City Updates*, was discussed prior to Item 4, *Placemaking in White Rock*.

Staff shared the draft Sister City Agreement and the draft Friendship City Memorandum of Understanding. The Committee discussed the proposed agreement and memorandum of understanding.

The following draft recommendations were presented, discussed and determined:

Recommendation #1:

Recommend that Council direct staff to engage in discussions with La Conner Washington to ~~formalize~~ renew White Rock's Sister City Agreement based on the draft Agreement prepared by the EDAC Working Group with the assistance of the Economic Development Officer; and that staff also engage in discussions with Blaine Washington to establish a Memorandum of Understanding (MOU) regarding a Friendship City relationship based on the draft MOU prepared by the EDAC Working Group with the assistance of the Economic Development Officer.

Motion Number 2022-EDAC-046: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend that Council direct staff to engage in discussions with La Conner Washington to renew White Rock's Sister City Agreement based on the draft Agreement prepared by the EDAC Working Group with the assistance of the Economic Development Officer; and that staff also engage in discussions with Blaine Washington to establish a Memorandum of Understanding (MOU) regarding a Friendship City relationship based on the draft MOU prepared by the EDAC Working Group with the assistance of the Economic Development Officer.

Motion CARRIED

Recommendation #2:

Recommend that Council direct staff to (1) ~~erect signage acknowledging the Sister City relationship~~, (2) arrange for Council to attend one Council meeting in La Conner City each year, (3) provide a link to La Conner's website on the City's website, and (4) promote La Conner's popular tourist activities and events, after the Sister City Agreement is signed; and that Council further direct staff to discuss that reciprocal actions be taken by La Conner when discussing the formal Sister City Agreement.

Motion Number 2022-EDAC-047: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend that Council direct staff to (1) investigate what Sister City signage is currently in place and explore options to install a sign in a more visible location, (2) arrange for Council representation to attend one Council meeting in the Town of La Conner each year, (3) provide a link to La Conner's website on the City's website, and (4) promote La Conner's popular tourist activities and events, after the Sister City Agreement is signed; and that Council further direct staff to discuss that reciprocal actions be taken by La Conner when discussing the formal Sister City Agreement.

Motion CARRIED

Recommendation #3:

Recommend that Council ensure that they set aside funds to support activities resulting from the Sister City Agreement with La Conner and the Friendship City Agreement with Blaine.

Motion Number 2022-EDAC-048: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend to not vote on the following draft recommendation:

Recommend that Council ensure that they set aside funds to support activities resulting from the Sister City Agreement with La Conner and the Friendship City Agreement with Blaine.

Motion CARRIED

Recommendation #4:

Recommend that Council invite both the Sister City La Conner and the Friendship City Blaine to two major events per year, ideally Canada Day and the White Rock Lights Festival, and that as hosts of these events Council provide transportation inside the City and meals.

Motion Number 2022-EDAC-049: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee recommend that Council invite both the Sister City La Conner and the Friendship City Blaine to a minimum of two major events per year, ideally Canada Day and the Bright Walk in White Rock Festival, and that as hosts of these events Council provide support or suggestions for transportation and accommodations inside the City and meals.

Motion CARRIED

E. Keurvorst joined the meeting at 4:20 p.m.

6. WORKING GROUP UPDATE

Staff provided an update on the Working Group. Staff and Working Group members conducted a walking tour of Uptown to identify lanes that could be revitalized.

It was noted that the two other Working Group items, *having tech companies in White Rock* and *higher education institution satellite campuses*, may be better suited to discuss during the following Economic Development Advisory Committee term given there are only two meetings left in this term.

7. WORK PLAN PROGRESS UPDATE

Staff provided a progress update on the 2021-2022 Economic Development Advisory Committee Work Plan.

It was noted that TransLink will be providing more accurate data on the Marine Drive Transit routes. This data will be collected through Compass Cards.

8. OTHER BUSINESS

None.

9. INFORMATION

9.1 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.

10. 2022 MEETING SCHEDULE

The Committee approved the following 2022 meeting schedule at the March 4, 2022 meeting:

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

All meeting times are scheduled to take place from 4:00 p.m. to 6:00 p.m.

11. **CONCLUSION OF THE JUNE 15, 2022 ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 5:25 p.m.

Councillor Manning, Vice-
Chairperson



Chloe Richards, Committee Clerk