

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
CORPORATE REPORT



**DATE:**           **October 3, 2022**

**TO:**             **Mayor and Council**

**FROM:**        **Anne Berry, Director, Planning and Development Services**

**SUBJECT:**    **2022 Annual Report – Economic Development Advisory Committee**

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**RECOMMENDATION(S)**

THAT Council receive for information the corporate report dated October 3, 2022, from the Director of Planning and Development Services titled “2022 Annual Report – Economic Development Advisory Committee”.

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**INTRODUCTION**

This report is intended to identify the priorities and activities of the Economic Development Advisory Committee (EDAC) as directed by Council throughout the year. The Committee’s Terms of Reference outline the following mandate:

- The Economic Development Advisory Committee will provide input to Council on matters regarding economic investment in the City. The work of the Committee will include:
  - Reviewing draft policies, reports, and other materials prepared by the Planning and Development Services Department related to economic development, as they are brought forward in alignment with Council’s Strategic Priorities.
  - Assisting in implementing the Economic Development Strategic Plan, as applicable.
  - Members bring the strengths of their individual networks to improve the Committee outcomes. This may include members connecting with personal/business networks such as business operators, government and non-profit agencies, and potential partners, to improve and receive information on economic conditions and initiatives by the City.

Members of the 2022 EDAC include:

Council Representatives (non-voting):	Councillor Trevelyan, Chairperson Councillor Manning, Vice-Chairperson
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Committee Members (voting):	Grace Cleveland, Community Member Doug McLean, Community Member Michele Partridge, Community Member Aroon Shah, Community Member Adam Smith, Community Member
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Peter Zheng, Community Member  
*Vacant*, Community Member

Community-Based Organization  
Representatives (non-voting):

Ange Chew, Explore White Rock  
Alex Nixon, White Rock Business Improvement  
Association  
Ritu Khanna, South Surrey and White Rock  
Chamber of Commerce

Staff Liaison:

Anne Berry, Director, Planning and Development  
Services  
Carolyn Latzen, Economic Development Officer

Committee Clerk:

Chloe Richards

### **PAST PRACTICE / POLICY / LEGISLATION**

At the conclusion of each year, each of the City's committees submits a summary of their activities to Council, in accordance with Council Policy 117 – Annual Reports for Select Committees.

### **ANALYSIS**

The committee met on February 24, March 4, March 16, April 20, May 18, June 15, July 20, and September 21.

On February 24 the committee members voted to remove eight tasks from their work plan in response to recommendations from staff and to better align the work plan with the capacity of the committee for the remainder of their term. On March 4 another two items were removed bringing the total number of tasks remaining in the work plan to seven:

1. Review, provide input on and approve draft version of Economic Development Strategic Plan (EDSP).
2. Recommend appropriate report card metrics for the updated EDSP.
3. Develop an exposure plan for corporate sponsorships of City initiatives related to new festivals for example, Birding, Kite Boarding and Vegan Food (off season events).
4. Improve the tourist experience throughout the city by installing digital information kiosks (one Uptown, one on Marine Drive and one at Memorial Park).
5. Actively seek & reclaim underutilized, undervalued, or distressed City Land - Back alleys / Former industrial / Subject to easements or right of ways and develop a future plan to repurpose mini commercial economic zones throughout City - Back Alley becomes Brewery Row - Arts Clubs or Pop-up theater stations - City Business zones.
6. Develop a working plan to create a tech friendly environment.
7. Invite a Higher Education Institution to open a White Rock campus, e.g., Emily Carr White Rock Fine Arts Campus, Tech BC White Rock.

The committee also passed a motion recommending that Council endorse that Mayor Walker, along with TransLink, review the frequency and effectiveness of public transport options, specifically focusing on routes 361 and 361 that connect Uptown to Marine Drive.

On March 4, the committee began a review of the of the draft version of the Economic Development Strategic Plan (EDSP) and passed several motions recommending that Council endorse the three primary goals described in the plan. They concluded their review of the EDSP on March 16 by reviewing and endorsing the Annual Report Card metrics recommended for the plan, contingent on several issues, brought forward by the committee, being resolved. At the April 11 Council Meeting all motions recommended by the committee related to the EDSP were carried unanimously.

On March 16 Chris Zota, Manager, Information Technology provided a PowerPoint presentation entitled Visually Appealing Cities and Activated Alleyways. The committee passed a motion recommending that the City develop a beautification plan from an economic perspective and an implementation plan to make that happen. This motion went to Council on April 11 and was carried unanimously. Council subsequently received a motion from the Arts and Culture Advisory Committee (ACAC) to establish a Placemaking Roundtable Working Group consisting of representatives from EDAC and ACAC which was also carried unanimously. Two roundtable workshops have been held to date, one on June 8 and one on August 29 and the work of the roundtable group is expected to continue in the fall.

The committee also passed a motion to form a working group consisting of members Adam Smith, Doug McLean, and Peter Zheng to look at opportunities related tech companies, underutilized City lands and higher education institution satellite campuses.

On April 20 the Economic Development Officer provided the committee with an update on Policy 215 Sister and Friendship City Agreements. On May 18 the committee established a working group consisting of members Michele Partridge and Aroon Shah, to assist the Economic Development Officer in drafting a Sister City Agreement with La Conner, Washington, and a Friendship City Memorandum of Understanding (MOU) with Blaine, Washington. The working group met on May 31 and created a draft Sister City Agreement and draft Friendship City MOU.

On June 15 the committee reviewed the draft documents and passed a motion recommending 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; 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. This motion was carried unanimously by Council on July 11 and work is underway to get the recommended agreements in place.

The EDAC working group charged with looking at opportunities related to underutilized City lands advised the committee that they had physically reviewed several areas of the city and identified three potential locations for revitalization: the water utilities park, the northeast corner at Five Corners and Terry Parr Plaza.

The committee agreed that this information along with the EDAC Work Plan Tasks #3 and 4 are all related to placemaking and should be moved forward as potential placemaking ideas at the August 24 Placemaking Roundtable Workshop. Tasks # 7 and 8 were discussed as well and given that there are no current plans for the development of office/commercial space that would accommodate a tech company or higher education institution, it was agreed that work on these items should be paused and potentially brought forward during EDAC's next term.

On July 20 Vice Chairman Councillor Manning provided an update on the committee's February 24 motion regarding Translink route frequency. He advised that he and Mayor Walker met with Michelle Babiuk, Senior Manager Transit Planning with Translink the prior week to discuss

concerns related to routes 361 and 362. Translink will poll businesses and transit customers on the pros and cons of changing the schedule for these routes and to identify other challenges for businesses on Marine Drive. In late 2022 / early 2023 Translink will report back on the survey results and communicate their decision to White Rock Council, businesses, transit customers and the public. In April 2023 Translink will implement any resulting schedule changes.

The final EDAC meeting for 2022 is scheduled for September 21, after the report finalization deadline for this annual report. It is anticipated that at that meeting, the EDAC members will receive an update on the August 29 Placemaking Roundtable Workshop, an update on initiatives being undertaken by Staff to improve business services, and identify potential Tasks for the 2023 Work Plan.

## **CONCLUSION**

The Committee has had a successful term. It has taken action with respect to all tasks in the 2022 EDAC Work Plan. In addition, it helped initiate the formation of a Placemaking Roundtable Multi Committee Working Group charged with making recommendations to Council, its motion recommending that a Sister City Agreement and Friendship City MOU be drawn up with La Connor and Blaine WA was carried unanimously by Council, and its motion regarding Translink routes 361 and 362 resulted in Translink meeting with Mayor Walker and Councillor Manning and agreeing to research the need to offset these routes.

Respectfully submitted,

Anne Berry  
Director, Planning and Development Services

## **Comments from the Chief Administrative Officer**

I concur with the recommendation(s) of this corporate report.

**OR**

This corporate report is provided for information purposes.

Guillermo Ferrero  
Chief Administrative Officer