



## **Economic Development Advisory Committee**

### **Minutes**

July 20, 2022, 4:00 p.m.

City Hall Council Chambers

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

**PRESENT:** Michele Partridge, Community Member  
Grace Cleveland, Community Member  
Doug McLean, Community Member  
Adam Smith, Community Member

**NON-VOTING  
ADVISORS:** Ange Chew, Executive Director of Explore White Rock  
(joined at 4:26 p.m.)

**COUNCIL:** Mayor Walker (non-voting) (joined at 4:14 p.m.)  
Councillor Trevelyan, Chairperson (non-voting)  
Councillor Manning, Vice-Chairperson (non-voting)

**ABSENT:** Aroon Shah, Community Member  
Peter Zheng, Community Member

**STAFF:** Anne Berry, Director of Planning and Development Services  
Carolyn Latzen, Economic Development Officer  
Janessa Auer, Committee Clerk

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#### **1. CALL TO ORDER**

The meeting was called to order at 4:04 p.m.

**2. ADOPTION OF AGENDA**

**Motion Number 2022-EDAC-050:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopts the agenda for July 20, 2022 as circulated.

**Motion CARRIED**

**3. ADOPTION OF MINUTES**

**Motion Number 2022-EDAC-051:** It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopts the June 15, 2022 meeting minutes as circulated.

**Motion CARRIED**

**4. PLACEMAKING IN WHITE ROCK**

Staff provided an update after Council endorsed the following recommendation from the Arts and Cultural Advisory Committee during the June 27, 2022 Regular Council meeting:

*THAT Council, in order to support ongoing placemaking initiatives, approve additional multi-committee roundtable placemaking discussion workshops being held, including the same participants from the first workshop.*

A committee member noted that it could be beneficial for a meeting to be arranged between the placemaking workshop Economic Development Advisory Committee representatives and the White Rock BIA and South Surrey/White Rock Chamber of Commerce, to obtain feedback from the business community.

**Motion Number 2022-EDAC-052:** It was MOVED and SECONDED

**THAT the Economic Development Advisory Committee recommends that Council approve the Economic Development Officer, along with Committee members, D. McLean and M. Partridge, extending an invitation to the White Rock BIA and the South Surrey/White Rock Chamber of Commerce to arrange a meeting, prior to the next multi-committee placemaking workshop, to obtain the business community's feedback pertaining to placemaking in the City.**

**Motion CARRIED**

**ACTION ITEM:** Staff to include the placemaking PowerPoint presentation previously shared with the Committee from the Manager of Information Technology Services, along with relevant placemaking information provided to workshop attendees by the former Manager of Cultural Development, within the meeting invitation to the White Rock BIA and South Surrey/White Rock Chamber of Commerce, for information purposes.

## 5. **SISTER CITY AND FRIENDSHIP CITY UPDATES**

Staff provided an update after Council endorsed the following recommendations at their July 11, 2022 Regular Council meeting:

- *2022-EDAC-046: 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;*
- *2022-EDAC-047: 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; and,*
- *2022-EDAC-049: 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.*

It was noted that there are no action items pertaining to the above recommendations for Committee members to work on at this time.

Councillor Trevelyan, Chairperson, brought up the topic of the possible inclusion of an Amtrak passenger train stop in Blaine, Washington, noting that this could be convenient for members of the White Rock community.

Mayor Walker noted that he is hoping to meet with the Mayor of Blaine in the near future, and that he would be interested in having one (1) or two (2) members of this Committee join him. During this meeting, Mayor Walker would be open to communicating White Rock's support of the idea of a passenger train stop being added in Blaine, although the decision would ultimately be made by Amtrak, as it would need to make economic sense to them.

## **6. WORK PLAN PROGRESS UPDATE**

Staff noted that there are no further updates at this time.

## **7. OTHER BUSINESS**

### **7.1 AGENDA ITEMS FOR SEPTEMBER 21, 2022 MEETING**

**Note:** Item 8.2: *TransLink Route Update*, was discussed prior to Item 7.1: *Agenda Items for September 21, 2022 Meeting*.

Through discussion, the following agenda items were noted for inclusion on the September 21, 2022 meeting agenda:

- Update from Placemaking Workshop Meeting (tentatively planned for late July/early August 2022);
- Update on Planning and Development Services Initiatives Undertaken/In Progress to Improve Processes for Businesses Working with the City;
- Review of the Draft Economic Development Strategic Plan (EDSP) to Identify Potential Action Items for the Committee;
- Discussion Around Ways to Support Businesses That are Not Represented by the White Rock BIA or the South Surrey/White Rock Chamber of Commerce; and,
- TBD (pending City of Surrey's acceptance into the program): Discussion Around Destination BC's "Spark" Program for Entrepreneurs.

**ACTION ITEM:** Staff to investigate the processes, if any, by which other municipalities have been coordinating/obtaining feedback from home-based businesses, given the recent trend of businesses moving to home-based models due to impacts of the COVID-19 pandemic.

## **8. INFORMATION**

### **8.1 COMMITTEE ACTION TRACKING**

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

Staff noted that all Work Plan items have been accomplished, aside from two (2) items (*Develop a working plan to create a tech friendly environment* and *Invite a higher education institution to open a White Rock campus*) that were determined, during the June 15, 2022 meeting, to be better suited as potential items for the Committee's next term's Work Plan, given the small amount of scheduled meetings left in this term.

### **8.2 TRANSLINK ROUTE UPDATE**

**Note:** This item was discussed prior to Item 7.1: *Agenda Items for September 21, 2022 Meeting.*

Councillor Manning, Vice-Chairperson, provided an update to the Committee regarding improvements to TransLink routes 361 and 362. It was noted that he, along with Mayor Walker, recently met with the Senior Manager, Transit Planning with TransLink. She plans to work with the BIA to poll White Rock businesses about the pros and cons of the potential impacts of changing the route schedules for 361 and 362. An overview of TransLink's timeline for implementation of this poll and follow-up tasks was provided.

## **9. 2022 MEETING SCHEDULE**

The following schedule of meetings was approved by the Committee at the March 4, 2022 meeting and was provided for information purposes:

- September 21, 2022.

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

10. **CONCLUSION OF THE JULY 20, 2022 ECONOMIC DEVELOPMENT  
ADVISORY COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 4:40 p.m.



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Councillor Trevelyan, Chairperson

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Janessa Auer, Committee Clerk

Unapproved