



Economic Development Advisory Committee

Minutes

September 21, 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
Adam Smith, Community Member
Peter Zheng, Community Member

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

COUNCIL: Mayor Walker (non-voting)
Councillor Trevelyan, Chairperson (non-voting)
Councillor Manning, Vice-Chairperson (non-voting)

ABSENT: Aroon Shah, Community Member
Doug McLean, Community Member

STAFF: Anne Berry, Director of Planning and Development Services
Chloe Richards, Committee Clerk

1. CALL TO ORDER

The meeting was called to order at 4:10 p.m.

2. **ADOPTION OF AGENDA**

Motion Number 2022-HAC-043: It was MOVED and SECONDED

THAT the Economic Development Advisory Committee adopt the agenda for September 21, 2022 as circulated.

Motion CARRIED

3. **ADOPTION OF MINUTES**

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

THAT the Economic Development Advisory Committee adopts the minutes of the July 20, 2022 meeting as circulated.

Motion CARRIED

4. **UPDATE FROM ADDITIONAL PLACEMAKING WORKSHOP**

The staff representative who attended the August 29, 2022 Multi-Committee Placemaking Workshop provided an overview of what was discussed, along with a review of the follow-up notes.

5. **UPDATES ON LA CONNER SISTER CITY AGREEMENT AND BLAINE FRIENDSHIP CITY MEMORANDUM OF UNDERSTANDING**

Staff provided updates on the La Conner Sister City Agreement and Blaine Friendship City Memorandum of Understanding.

Staff also noted that the idea of having a train passenger stop in Blaine is actively being discussed.

6. **UPDATE ON PLANNING AND DEVELOPMENT SERVICES BUSINESS PROCESS IMPROVEMENTS**

Staff provided updates on Planning and Development Services initiatives that have been undertaken or that are in progress to improve processes for businesses working with the City of White Rock.

A discussion regarding the current parking sensor pilot program took place. There are roughly six (6) to seven (7) parking spots involved in the program.

7. REVIEW OF THE DRAFT ECONOMIC DEVELOPMENT STRATEGIC PLAN.

Staff reviewed the Economic Development Strategic Plan (EDSP) with the Committee to identify potential action items for the Committee. It was noted that the Jumpstart Action Items section of the EDSP would be a great guide on what to action and prioritize next Economic Development Advisory Committee term.

8. SUPPORTING BUSINESSES THAT ARE NOT REPRESENTED BY THE BIA OR CHAMBER OF COMMERCE

Staff shared with the Committee statistics on home-based businesses and brick and mortar businesses. A discussion followed regarding how to support businesses that are not represented by the White Rock Business Improvement Association and South Surrey White Rock Chamber of Commerce.

9. UPDATE ON DESTINATION BC'S "SPARK" PROGRAM FOR ENTREPRENEURS

The Executive Director of Explore White Rock provided an update on the Spark Program.

- Discover Surrey Board has agreed to allow White Rock entrepreneurs to apply for the program to a max of 25% of the applications.
- This program is being led by Discover Surrey in partnership with Destination BC, Vancouver, Coast & Mountain Tourism and the Tourism Innovation Lab.
- This program is being funded by Destination BC and Discover Surrey for a cost of \$34,500.
- The Spark Program launched September 21st with applications due by October 28, 2022.
- Additional details of the Spark Program can be found on the following website: tourisminnovation.ca/surreybc
- Various marketing methods are being applied to promote the program to White Rock residents and business owners. The program is open to any entrepreneur (or idea) over the age of 18, and it can be an individual or group association.

10. **OTHER BUSINESS**

Future Placemaking Committee:

- Councillor Manning noted that at the September 20, 2022 Regular Council meeting, a recommendation to have a Placemaking Committee in the future term was approved by Council.

TransLink Bus Schedule:

- Mayor Walker has discussed with TransLink regarding the current bus arrival times at Marine Drive waterfront bus stop. In a future schedule release (aiming for Spring 2023), the two busses will be scheduled to arrive at the Marine Drive waterfront bus stop at separate times so that there is less of a waiting gap for bus users.

Economic Development Strategic Plan (EDSP) Comments:

- Committee members commented on the informative graphics that are in the EDSP. Discussions on creating a shorter, more eye-catching summary (e.g. an infographic) took place.

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

THAT the Economic Development Advisory Committee recommend to Council that any new or recurring business license permit applicants receive a business welcome guide, containing a handout that shares an economic summary of White Rock (with the use of the existing Economic Development Strategic Plan and current business resource guide).

Motion CARRIED

11. **INFORMATION**

11.1 **COMMITTEE ACTION TRACKING**

Corporate Administration provided an Action and Motion Tracker document to the Committee for information. This spreadsheet will be updated after each meeting and provided to members for information.

11.2 **COMMITTEE ANNUAL REPORT**

The Director of Planning and Development Services provided a brief overview of the Housing Advisory Committee Annual Report.

12. **2022 MEETING SCHEDULE**

No further meetings scheduled.

13. **CONCLUSION OF THE SEPTEMBER 21, 2022 ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE MEETING**

The meeting concluded at 5:04 p.m.

Councillor Trevelyan, Chairperson



Chloe Richards, Committee Clerk

UNAPPROVED