



City of Surrey

Finance Committee

Minutes

Council Chamber
City Hall
14245 - 56 Avenue
Surrey, B.C.
MONDAY, JANUARY 15, 2007
Time: 4:43 p.m.

Present:

Councillor Gill - Chair
Mayor Watts
Councillor Bose
Councillor Hunt
Councillor Hepner
Councillor Higginbotham
Councillor Martin
Councillor Steele
Councillor Villeneuve

Absent:

Staff Present:

Acting City Manager
General Manager, Finance, Technology & HR
City Clerk
General Manager, Engineering
Acting General Manager, Planning & Development
General Manager, Parks, Recreation & Culture
City Solicitor
Land Development Engineer

A. DELEGATIONS

- Surrey Board of Trade
South Surrey/White Rock Chamber of Commerce
Cloverdale Chamber of Commerce and
Surrey Tourism Convention Association**
File: 1850-20; 0550-20-10

Surrey Board of Trade, South Surrey/White Rock Chamber of Commerce, Cloverdale Chamber of Commerce and Surrey Tourism Convention Association were in attendance to discuss funding.

Doug Watkins, Surrey Board of Trade, provided the following comments:

- The Surrey Board of Trade represents 1,300 Surrey businesses, averaging 3 or 4 employees and families.
- The Surrey Board of Trade represents Surrey at recurring public functions (70 to 80 public functions, averaging 50 plus attendees).
- The fundamental theme is of marketing Surrey's importance and growth, which is nurtured by the Surrey Board of Trade on a grand scale and goes well beyond tourism promotion.
- Some events held by the Surrey Board of Trade are the acclaimed Police of the Year Award, Entrepreneur of the Year Award, and Seasonal Sizzle, among others.
- The Surrey Board of Trade participates in various events with the B.C. Chamber of Commerce and the Canadian Chamber of Commerce.
- Continuing input on Surrey is provided through physical attendance at various functions where they present motions and advocate for issues of importance to Surrey businesses and taxpayers.
- Active debate at those venues has not gone unnoticed as the Surrey Board of Trade have been fortunate to have input and recognition that Surrey is an important player on the provincial and national levels.

- There is growing involvement by the Surrey Board of Trade on the international scene through hosting international delegations, including senior representatives, from various countries such as Fiji and India.
- They are in the midst of planning an International Dinner displaying Surrey as a world interest as well as a trade delegation to China in late February and March showcasing 70 to 80 businesses.
- The Surrey Board of Trade represents the City of Surrey, acts as a messenger of Council, Surrey Tourism, and Economic Development at each function it attends.
- The role of the Surrey Board of Trade is unique and promotes Surrey as the entrance to the Pacific Gateway and wants to continue to be emissaries to promote the “Welcome to Surrey” message.
- The grant application is seeking funding in the amount of \$20,000 for the expansion of their business centre.

Dan Hagen, President, White Rock/South Surrey Chamber of Commerce was in attendance and provided the following comments:

- The White Rock/South Surrey Chamber of Commerce works hard to represent the area and its rapidly changing population and businesses.
- The White Rock/South Surrey Chamber of Commerce acts as a voice for the communities of Surrey and White Rock.
- Jim Dyson plans the Business Excellence Awards event, which is one of the major events recognizing major businesses on the Peninsula (60% are Surrey businesses).
- They host business speaker events and provide services for members through group insurance, advertising and marketing opportunities.
- They have 507 business memberships (73.5% are Surrey businesses).
- The Chamber of Commerce also advocates on local community issues, operates a local visitor information centre, and supports tourism on the Peninsula.
- The Visitor Information Centre is staffed by summer students who assist with enquiries for events and attractions in Surrey.
- They produce and distribute 30,000 map pads with member advertising (75% of the ads are Surrey businesses).
- They also produce 20,000 Restaurant and Accommodation guides (63% of advertising are from Surrey businesses).
- The White Rock/South Surrey Chamber of Commerce works on promoting and marketing tourism and events with other Chambers of Commerce and the Surrey Board of Trade such as Canada Day and the Canada Cup promotions.
- The White Rock/South Surrey Chamber of Commerce also works with other organizations such as the Peace Arch Hospital Foundation, Peace Arch Community Services, Junior Achievement, etc.
- They receive a number of enquiries from residents (60% of calls on a daily basis); update a Community Resource Directory; and work to build a strong sense of community in the Peninsula.
- They receive \$13,000 in funding from the City of White Rock.
- They recently moved from the Town Hall facilities and are temporarily situated at the Landmark Business Centre and paying full market rent.

- Their budget is over \$300,000 per year.

Ben Wevers, President, Cloverdale Chamber of Commerce, was in attendance and provided the following comments:

- The Cloverdale Chamber of Commerce has applied for \$10,000 to assist with grants and services for 2007.
- The Cloverdale Chamber of Commerce continues to work with the Cloverdale Business Improvement Area to promote Cloverdale as a tourist destination.
- 2007 plans include the continuing operation of the Visitor Information Centre at 5748 – 176 Street (a city-owned building).
- The Visitor Information Centre office blends summer students hired through federal grants. These staff provide information services, act as goodwill ambassadors and perform administration duties such as data management.
- The grant money allows them to partner with the Cloverdale BIA on advertising initiatives such as a two-page spread in the Surrey Visitor Guide and in local papers.
- They partner with the Cloverdale Business Improvement Area on special events such as the City of Surrey Canada Day, Cloverdale Blueberry Festival, Bed Races, Bicycle Decorating Parade, Country Festival, and Halloween Costumer party.
- They maintain their website at www.clvoerdalebia.bc.ca which enjoys 11,000 hits a month.
- The Cloverdale Chamber of Commerce is unique; it is a community-based Chamber of Commerce, promoting events and tourism that benefits the City of Surrey.
- Ben Wevers commented that he takes pride in representing Cloverdale Chamber of Commerce in representing the City of Surrey. He stated that he looks forward to the City of Surrey and Council supporting their grant request in order that they may continue to be a presence in the Cloverdale community.
- The Cloverdale Chamber of Commerce currently has 400 members and an annual budget of \$48,000.

Rick Sair and Cathy James, Surrey Tourism & Convention Association were in attendance. The following comments were provided by Rick Sair:

- Tourism is a multifaceted industry and contributor to local economies.
- Tourism opportunities include medical, religious, business and independent travelers, sporting, cultural, convention and contributes \$1 billion to the provincial treasury in the form of taxes each year.
- Tourism brings in dollars through accommodation, transportation, dining, retail shopping, attractions, ecotourism, agri-tourism, and adventure tourism and provides an enormous economical boost and creates employment opportunities.
- Tourism encourages local residents to travel and to stay at home; dollars spent in other regions will instead be spent locally.

- This is evident in local festivals such as the Cloverdale Rodeo and Canada Day celebrations.
- Tourism aids in the development of new facilities such as arenas, golf courses and sports centres, all of which help make Surrey a travel destination and attracts visitors locally and from abroad.
- Tourism improves the vision of Surrey as a place to visit and enhances and attracts new businesses and workers.
- Surrey is not recognized as a destination market such as Whistler, Kelowna and others; it is imperative to have the infrastructure in place to draw tourists to our community.
- There is a strong partnership with the City, Business Improvement Areas, Surrey Board of Trade, and other tourism organizations, such as the STCA, to work strongly together to make Surrey a destination market.
- Tourism generates new and returning visitors; these returning visitors tell their friends and act as tourism ambassadors on our behalf.
- Tourism generates educational and multicultural opportunities, such as the Vaisakhi Parade and fosters community spirit (Whalley Little League Championship) and helps us feel proud of our community.
- Vancouver Coast and Mountain Region indicates that tourism generates \$145.00 per person per day in revenues to a community. Each party has an average of 2.95 people staying an average of 6.3 nights in the region.
- Over 56% of visitors stay in hotels/motels, 16% stay with friends locally, 16% in campgrounds, and 10% in bed and breakfast venues.
- The Surrey Board of Trade, Cloverdale Chamber of Commerce, and the White Rock/South Surrey Chamber of Commerce are all members, and STCA is pleased to support their initiatives.
- The STCA acknowledges the need to support local initiatives, and adequate funding required to host these events.
- STCA's goal is to attract visitors, recognizing the importance of community tourism.
- STCA is pleased with their partnership with local Chambers of Commerce and Boards of Trade and ensures their needs are addressed through events such as the Blueberry Festival and Santa Claus Parade.
- Many communities in B.C. receive funding from their cities through value added fee for services, funding, and the 2% Hotel Room Tax to be used for marketing.
- A large portion of their revenues go into the operation of their Visitors Centre; they are looking forward to the second Visitor Information Centre (soon to be opened) and administration expenses.
- To promote a vibrant tourism market in Surrey, the second largest city in B.C., beyond 2010, any assistance with funding to strengthen their marketing program would be greatly appreciated by the STCA.

B. CORPORATE REPORTS

1. The Corporate Reports, under date of January 15, 2007, were considered and dealt with as follows:

Item No. F001 Late Grant Applications - Sunnyside Acres
Heritage Society
File: 1850-20

The General Manager, Finance, Technology & Human Resources submitted a report concerning late grant applications, Sunnyside Acres Heritage Society.

The General Manager, Finance, Technology & Human Resources was recommending approval of the recommendations outlined in her report.

It was Moved by Councillor Hunt
Seconded by Councillor Steele
That Council approve a \$500 grant to
Sunnyside Acres Heritage Society for their 20th Anniversary Commemorative
2008 calendar project.

Carried

Item No. F002 Local Government Leadership Academy
File: 1850-20

The General Manager, Finance, Technology & Human Resources submitted a report concerning the Local Government Leadership Academy.

The General Manager, Finance, Technology & Human Resources was recommending approval of the recommendations outlined in her report.

It was Moved by Councillor Hunt
Seconded by Councillor Hepner
That Council approve a one-time
contribution to the Local Government Leadership Academy in the amount of
\$3,100 from Council Initiatives.

Carried

Item No. F003 Request for Upgrades to Bridgeview Park Ball Diamonds
File: 6140-20/B

The General Manager, Parks, Recreation & Culture submitted a report to provide information on the costs and effectiveness of upgrading the ball diamonds at Bridgeview Park.

The General Manager, Parks, Recreation & Culture was recommending approval of the recommendations outlined in her report.

It was Moved by Councillor Hunt
Seconded by Councillor Martin
That Council:

1. receive this report as information; and
2. recommend to Council that requested improvements to Bridgeview Park as described in this report be included in the 2007 Capital budget.

Carried

Item No. F004 Construction of Recreational Facilities - 2007 Capital
Financial Plan
File: 0760-20/C; 0850-01

The General Manager, Parks, Recreation & Culture, and the General Manager, Finance, Technology and Human Resources submitted a report to respond to Finance Committee's request at the Finance meeting held on December 11, 2006 for additional information regarding the development of a new multi-purpose recreation centre on the Cloverdale Fairgrounds. The report will also identify the provision of new recreation facilities in Surrey since 2000 and identify some of the demands for additional recreation amenities in the City. Options related to phasing in new amenities to meet some of the existing needs will be outlined.

The General Manager, Parks, Recreation & Culture, and the General Manager, Finance, Technology and Human Resources were recommending approval of the recommendations outlined in their report.

It was Moved by Councillor Martin
Seconded by Councillor Gill
That Council:

1. Receive this report as information; and
2. Recommend to Council that it approve Option 3, as described in this report, as the basis for completing the 2007 Capital Financial Plan.

Carried

Item No. F005 Construction of a Trade & Exhibition Centre -
2007 Capital Financial Plan
File: 0850-20 (Cloverdale Fairgrounds); 0850-01

The Acting General Manager, Planning & Development, the General Manager, Parks, Recreation & Culture, and the General Manager, Finance, Technology & Human Resources submitted a report to document and evaluate a number of options in relation to the potential construction of a trade and exhibition centre and obtain Council authorization to proceed with a recommended option; and

obtain Council direction in relation to completing a final Concept Plan for the redevelopment of the Fairgrounds and for the completion of the 2007 Capital Financial Plan.

The Acting General Manager, Planning & Development, the General Manager, Parks, Recreation & Culture, and the General Manager, Finance, Technology & Human Resources were recommending approval of the recommendations outlined in their report.

It was Moved by Councillor Hunt
Seconded by Councillor Steele
That:

1. Council endorse the Preferred Concept Plan option for the redevelopment of the Cloverdale Fairgrounds (the "Fairgrounds"), as presented in Corporate Report No. R243 (attached as Appendix "A") and authorize staff to continue the process to complete a final Concept Plan for the Fairgrounds as documented in that report; and further
2. Council approve Option 5 of this report as the basis for exploring potential partnership arrangements in support of developing a regional-scale event venue in the City and that this option be incorporated in the 2007 Capital Financial Plan.

Carried

It was Moved by Councillor Villeneuve
Seconded by Councillor Steele
That the Finance Committee recommends to
Council that the Request for Proposal include an Expression of Interest for a
partnership for a Multipurpose Centre.

Carried

Item No. F006 2007 - 2011 General Operating Five-Year Financial Plan
File: 1750-07

The General Manager, Finance, Technology and Human Resources, and the General Manager, Engineering submitted a report concerning the 2007 – 2011 General Operating Five-Year Financial Plan.

The General Manager, Finance, Technology and Human Resources, and the General Manager, Engineering were recommending approval of the recommendations outlined in their report.

It was
Moved by Councillor Hunt
Seconded by Councillor Martin
That:

1. The 2007 – 2011 General Operating Financial Plan be finalized without the introduction of a Road Utility in 2007, and
2. Staff be directed to continue to analyze the introduction of a separate utility or utilities with a view to providing a report complete with recommendations regarding this matter to Finance Committee in due course.

Carried

C. ADJOURNMENT

It was
Moved by Councillor Hunt
Seconded by Councillor Villeneuve
That the Finance Committee meeting do
now adjourn.

Carried

The Finance Committee adjourned at 6:06 p.m.

Certified as true and correct:

Margaret Jones, City Clerk

Chairperson: Councillor Tom Gill
Finance Committee