



City of Surrey

Council-in-Committee

Minutes

Council Chamber
City Hall
14245 - 56 Avenue
Surrey, B.C.
MONDAY, JANUARY 12, 2004
Time: 4:00 p.m.

Present:

Chair: Councillor Hunt
Mayor McCallum
Councillor Villeneuve
Councillor Tymoschuk
Councillor Steele
Councillor Priddy
Councillor Bose
Councillor Higginbotham

Absent:

Staff Present:

City Manager
City Clerk
General Manager, Planning & Development
City Solicitor
General Manager, Engineering
General Manager, Finance, Technology & HR

A. DELEGATIONS

- 1. Gerry Spielmacher, President
Cloverdale Rodeo & Exhibition Association
David Youngson, Consultant, Skyrocket Creative
File: 0250-20; 0550-20-10**

Gerry Spielmacher, President, Cloverdale Rodeo & Exhibition Association, and David Youngson, Consultant, Skyrocket Creative were in attendance to make a presentation outlining the New Mission Statement and objectives of the Cloverdale Rodeo & Exhibition Association. Introductions of the Board Directors were then made.

David Youngson provided the following comments:

- That he provided information relative to the proposed Master Plan strategy for the Cloverdale fairgrounds.
- That the Cloverdale Rodeo and Exhibition has been held since 1888.
- That over 80,000 people attend annually.
- That the mission of the Cloverdale Rodeo and Exhibition Association is to preserve our legacy while providing unsurpassed events and family entertainment for all.
- That consumer interests and concerns indicate the desire for a Tradex-like facility, and new facilities such as a canine facility, concert and demonstration venues.
- That the current site has a total covered area of 61,947 sq. ft.
- That evolution of the marketplace is due to growth of local regional market, increased sophistication of market, increased cultural diversity, and increased client/consumer expectations.
- That the current community conditions indicate there are larger and more families, younger families with a higher income, and a higher level of home ownership.

- That influencing factors include the revitalization of Cloverdale as a new entertainment experience for the area.
- That there are four key elements or partners: the Cloverdale Rodeo & Exhibition Association, Cloverdale Chamber of Commerce, Surrey Parks, Recreation & Culture, and Fraser Downs.
- That the site is in a central location, and the different venues would be joined by a heritage trolley.
- That plans include a themed attraction, outdoor theatre, flea market, and agric-trade complex.
- That the key goal is to build a major facility reestablishing the site as a major community entity.
- That the site needs to be cleaned up and major partnerships developed to build a venue providing space for festivals and cultural centres.
- That redevelopment of 176 Street, signage, gateways and a marquee would be required.
- That there are opportunities for full time tenants, a heritage building style mall featuring retail shops, brew pub/restaurant, outdoor theatre, amusements, hotel, cultural center similar to the Gilman Village in Washington, USA.
- That it is proposed that the amphitheatre be developed as a controlled outdoors concert venue for community celebrations, trade shows, and other events.
- That the estimated annual revenue for a trade and conference facility is \$7.8 million.
- That it would cost approximately \$22.2 million to refurbish the site.
- That the next step is to secure commitment to the Master Plan strategy, establish a working committee, design development, secure partners, construction, and operation.

B. ITEMS REFERRED BY COUNCIL

C. CORPORATE REPORTS

D. DELEGATION REQUESTS

E. COUNCILLORS' REPORTS

F. OTHER COMPETENT BUSINESS

G. ADJOURNMENT

It was

Moved by Councillor Tymoschuk
Seconded by Councillor Higginbotham
That the Council-in-Committee meeting do

now adjourn.

Carried

The Council-in-Committee adjourned at 4:25 p.m.

Chairperson