



City of Surrey

Council-in-Committee

Minutes

Council Chamber
City Hall
14245 - 56 Avenue
Surrey, B.C.
MONDAY, FEBRUARY 23, 2004
Time: 4:24 p.m.

Present:

Chair: Councillor Steele
Councillor Villeneuve
Councillor Tymoschuk
Councillor Priddy
Councillor Bose
Councillor Watts
Councillor Hunt
Councillor Higginbotham

Absent:

Staff Present:

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

A. DELEGATIONS

- Pete Nichols, President**
Debra Hauptman, Vice-President
Dianne Bolton, Executive Director
Stephen Mikicich, Planet Consulting
Whalley Business Improvement Association
File: 6930-20 (W); 0550-20-10

Pete Nichols, President, Debra Hauptman, Vice-President, Dianne Bolton, Executive Director, Stephen Mikicich, Planet Consulting, Elfie Stumpf, Director, Adam Tobias, Director, Whalley Business Improvement Association (WBIA) were in attendance to make a presentation regarding their Strategic Plan that outlines strategies and goals for the coming year and complements and enhances the City's Whalley Revitalization Strategy.

Steven Mikicich provided the following comments:

- That the primary purpose of the presentation is to introduce a Strategic Plan for the WBIA.
- That the WBIA wished to thank Council for participating in the WBIA start-up process and supporting the local business community.
- That Business Improvement Association legislation was introduced in B.C. in the mid 1980's with the downtown revitalization movement.
- That the first generation BIA's were focused on marketing and promotions - with projects such as seasonal events, collective advertising, business directories, flower baskets and street banners.
- That he worked for the Mount Pleasant Business Improvement Association in the late 1980's, and helped to establish one of the first BIA's in Vancouver. The Mount Pleasant BIA had to address a wide array of social and economic problems in order to make the community a viable location for legitimate businesses.

- That the WBIA provides advocacy, lobbying, public image building, establishing positive relationships with Council and other levels of government, as well as community groups.
- That there are hundreds of business improvement associations across North America, many belonging to the International Downtown Improvement Association which will be holding its 50th annual conference in Vancouver in October 2004.
- That since 1989, the number of BIA's in the City of Vancouver has grown from 2 to 17; there are another 27 BIA's in the Lower Mainland; and 52 BIA's across B.C.
- That each organization plays a multi-faceted role in the marketing and promotion of each community through image building, business recruitment and retention, advocacy and lobbying.
- That a BIA is a key partner in the downtown revitalization process, working hand-in-hand with its municipal Council on a broad range of initiatives.
- That BIA's participate in a diverse range of issues such as economic development, community and land use planning, infrastructure upgrades, transportation and social planning, policy development and other areas that impact the community and business areas.
- That the WBIA's history includes:
 - 2001 - core group of Whalley business and property owners worked to reverse the economic decline of the area and formed a business association.
 - The Whalley Business Improvement Society was formed in 2002 as a legal entity and non-profit society that could apply for government, foundation grants and sponsor the establishment of a business improvement association.
- That the WBIA has undertaken a visioning workshop, distributed information brochures and questionnaires, two mass mail-outs, public meetings, one-on-one meetings with business and property owners, prepared a City By-law, a 30-day Council initiative process and finally by-law adoption.
- That the WBIA area was created April 1, 2003 encompassing all of City Centre area from 96 Avenue to 112 Avenue to the north, and between East and West Whalley Ring Roads.
- That the WBIA is the official voice for 1200 business and property owner members.
- That the WBIA's initial mandate of five years expires March 31, 2008 with a funding ceiling of \$2.5 million or an annual budget of \$500,000.
- That the WBIA's mission statement is "Businesses working together to create a vibrant, safe, and livable downtown".
- That the Whalley Business Improvement Association has a volunteer Board of Directors, comprised of local business and property owners.
- That the current Board of Directors for 2003/04 includes: Adam Tobias, Andrew Earle, David Pel, Debra Hauptman, Pete Nicholls, Kelly Dirksen, Elfie Stumpf, Glenda Onstad, and Jonathan Davidson.
- That the WBIA has undertaken three major projects: preparation of a strategic plan, hiring an Executive Director, and establishing a prominent business improvement association office.

- That Executive Director Dianne Bolton joined in the fall of 2003.
- That the WBIA is located on the third floor of 10524 King George Highway.
- That the WBIA needs a strategic plan to implement a series of plans for local business area, the purpose of which is to clarify its mandate and key objectives, detailing specific actions to be undertaken.
- That the strategic plan is a three-part document including: introduction, business communication response, baseline assessment, detailed inventory of existing conditions, action plan and working plan.
- That the role and mandate of the WBIA includes seven working committees, an Executive Director and staff.
- That the strategic plan outlines the opportunities and challenges in Whalley, based on interviews, research and public input and identifies short, medium and long term objectives.
- That the short term key objectives are to clean up the Whalley area of drugs, crime and prostitution, reverse the negative public image and physical decline by working in cooperation with the City of Surrey, other levels of government and organizations.
- That the medium local key objectives include economic initiatives, attracting new capital interest, and making the area a more desirable residential location.
- That membership will look to the WBIA as an advocate on a wide range of issues.

Debra Hauptman then provided the following comments:

- That the WBIA has representation on Whalley Community Arts, "Best Foot Forward" program, Holland Park redevelopment, and the Tourism Advisory Committee.
- That they are developing an advocacy strategy for Whalley, working with the Surrey Economic Development Division, and the Fraser Valley Real Estate Board to schedule a Spring real estate tour focusing on the Surrey City Centre for May 13, 2004.
- That the WBIA supports the City's bid to bring the RCMP "E" Division to Surrey, noting that they had received correspondence from the Solicitor General commenting that they are working with public works to design the framework for selection criteria and that moving "E" Division is a top priority for the RCMP.
- That the WBIA has planned retail opportunities and an inventory of development sites, initiated a bi-monthly newsletter, and is developing a website.
- That the WBIA participates in the Whalley Community Festival and noted that the former Central City Jazz Festival will expand into a Surrey Jazz Festival.
- That it has undertaken an advertising campaign in both local papers highlighting newsworthy and positive events in Whalley, creating some balance and improving the area's image.
- That the WBIA is developing a detailed member database.
- That the WBIA sponsored a baseball fundraiser for the Whalley Little League, raising \$4,000 towards the Canadian Championships in 2006.

- That a comprehensive safety and security audit has been undertaken targeting firms in the business improvement area that have had security issues and hired security services on their own.
- That the WBIA Annual General Meeting has been scheduled to take place on March 9, 2004 at the Surrey Day's Inn.

B. ITEMS REFERRED BY COUNCIL

C. CORPORATE REPORTS

D. DELEGATION REQUESTS

E. COUNCILLORS' REPORTS

F. OTHER COMPETENT BUSINESS

G. ADJOURNMENT

It was

now adjourn.

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

Carried

The Council-in-Committee adjourned at 4:57 p.m.

Chairperson