



City of Surrey

Council-in-Committee

Minutes

Council Chamber
City Hall
14245 - 56 Avenue
Surrey, B.C.
MONDAY, JANUARY 30, 2006
Time: 5:00 p.m.

Present:

Chair: Councillor Bose
Mayor Watts
Councillor Villeneuve
Councillor Steele
Councillor Gill
Councillor Martin
Councillor Hepner
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

A. DELEGATIONS

1. Gary Hollick, Publisher, General Manager The Now Regional Newspaper File: 1540-01; 0550-20-10

Gary Hollick, Publisher, General Manager, The Now Regional Newspaper was in attendance to present an overview of their 'I Love Surrey' campaign.

The following comments were provided:

- The "I Love Surrey" campaign started approximately two years ago to counter the negative media publicity Surrey.
- Surrey is a fast growing city and there are going to be problems associated with this rapid growth.
- The "I Love Surrey" 2006 campaign recognizes the wonderful benefits of the community and plans to involve Surrey citizens in promoting and participating in concepts and activities that instill civic and community pride, and enhance talent and achievements involving business, tourism, sports, the arts, charitable giving and more.
- The City of Surrey is a rich, diverse and distinct community with much to celebrate in business, tourism, sports, the arts, volunteerism, charitable giving and more.
- The NOW newspaper's graphic artist designed the "I Love Surrey" pin.
- New York City had similar problems thirty years ago relative to crime.
- The decision was made to use a similar template, hence the "I Love Surrey" pin was conceived.
- Over the course of the last 1.5 years, the "I Love Surrey" program has blossomed to the point beyond what the NOW newspaper is capable of handling.
- The NOW newspaper can't be administrator to the whole program, which entails events such as competitions in the schools surveys.
- The pins have become so popular that the NOW newspaper has spent \$95,000 and ordered another 20,000 pins.

- The decision was then made to strike an "I Love Surrey" Advisory Board, comprised of a wide variety of community members.
- A good portion of the population would use this Advisory Board for resources as well as advisory services.
- The "I Love Surrey" Advisory Board would oversee qualified groups/community members wanting to use the "I Love Surrey" stamp as a measure of quality assurance.
- The "I Love Surrey" logo would be positioned within the campaign as the brand of quality and quality assurance.
- This copyrighted logo must be authorized for use by the NOW's "I Love Surrey" executive only obtained after meeting criteria which establishes the bearer as meeting the objectives of the campaign of civic and community pride.

Steven Miller, President, B.C. Lions Society then provided the following comments:

- He is promoting the Kermode Spirit Bear program and is seeking City's support.
- The New Spirit Bear program raises funds for youth and would consist of three custom fiberglass life-size bears to use in approved display locations.
- Local artists, in partnership with sponsoring individuals or organizations, create a unique design, which is then displayed in prominent public spaces in participating cities.
- The program is modeled after other successful community art projects such as Chicago's 'Cows on Parade', Toronto's 'Moose in the City', Vancouver and Victoria's 'Orcas in the City'.
- A 'Kermode Spirit Bear Trial Guide' would be created and distributed throughout participating communities.
- Orca sculptures are coded in special resin coatings providing graffiti protection.
- He gave a brief overview of other fundraising events such as the B.C. Talent Search, B.C. Junior Talent Search, Here for Kids Expo and Pet Fair 2006, Surrey Firefighters' Charitable Society's Fundraising Campaign 'Focus on Change'.
- The NOW newspaper would commit in excess of \$850,000 to put these programs in place.

Mr. Hollick continued with the following comments:

- If the City of Surrey commits, it will receive a premier sponsorship opportunity at all events and have the use of the 'I Love Surrey' logo at its fullest.
- He thanked Council for their consideration and noted the program was about the future of Surrey and instilling civic pride.

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 Higginbotham

Seconded by Councillor Bose

That the Council-in-Committee meeting do

now adjourn.

Carried

The Council-in-Committee adjourned at 5:24 p.m. p.m.

Margaret Jones, City Clerk

Chairperson