



# City of Surrey

## *Council-in-Committee*

### *Minutes*

Council Chamber  
City Hall  
14245 - 56 Avenue  
Surrey, B.C.  
MONDAY, APRIL 24, 2006  
Time: 5:37 p.m.

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**Present:**

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

**Absent:**

**Staff Present:**

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

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**A. DELEGATIONS**

**1. Laurie Larsen**  
**New Westminster & District Labour Council**  
File: 0250-20; 0550-20-10

Laurie Larsen, New Westminster & District Labour Council was not in attendance to make a "Day of Mourning" presentation with respect to workers' health and safety issues and to provide information on regulatory changes that have impacted BC's workplace accident and fatality rates.

**Note:** One minute of silence will be observed for the Day of Mourning at the Parks Operations Yard at 14645 - 66 Avenue on Friday, April 28, 2006, at 7:15 a.m.

The Chair noted that Laurie Larsen has requested this item be rescheduled to a future meeting.

**2. W. Joe Punko**

W. Joe Punko was in attendance regarding a safety issue with respect to traffic between 96 and 98 Avenues along 152B Street.  
File: 5460-90; 0550-20-10

Joe Punko provided the following comments:

- He wished to express concern regarding painting of double lines on the road between 96 and 98 Avenues along 152B Street.
- He noted he had spoken with Council members and staff regarding this matter.
- He stated concerns regarding speeding traffic.

- He commented that the double lines were only painted to 97 Avenue and should have been continued.
- He is requesting the double line be run down 152B Street, past William Davidson Elementary School and Johnson Heights Senior Secondary School; increased signage; and speed humps.

**3. Daljit DJ Parmar  
A Community that Cares**

Daljit DJ Parmar, A Community that Cares was in attendance to make a presentation regarding their Youth Against Gang Violence campaign.

File: 5120-01; 0550-20-10

Daljit DJ Parmar provided the following comments:

- The goal of the organization is to provide education and positive awareness of the dangers of gangs and drugs to parents and children.
- They are proposing a large scale media campaign based on the campaigns of MADD and CounterAttack, successful campaigns proven to change behaviours of drinking driving fatalities.
- They are proposing similar campaigns to do the same for gangs and drugs, using adopted methods proven to work such as radio and television PSA commercials.
- The benefit of this campaign is the reduction of traditional barriers that are normally placed on programs offered to youth; ads could be placed in media watched by youth in multiple formats such as radio, television and web-based.
- Their Board of Directors include members of the community, probation officers, youth care workers, learning grade center tutors, and media relations officers.
- Media plays a big part in the gang / drug culture and their goal is to counter this type of messaging.
- He and his business partner met a year ago and decided to tackle community issues, creating "A Community That Cares".
- They produced commercials for impaired driving which has been played by every major network and received a lot of media attention.
- There is a need to start embedding in youth the importance of making positive lifestyle choices.
- Their website offers information to help youth to make good choices.
- They have many partners assisting with this campaign such as DVD Canada, other media outlets, a local Gurdhwara.
- They plan to create a well-rounded campaign targeting ethnic and mainstream channels.
- Production costs for the campaign are \$40,000.
- A fundraiser dinner was held last fall and netted \$7,000 and they have also received funding from the Solicitor General's office and local Gurdhwara.
- Gangs and drugs have had a huge effect on the city's youth – there are many troubled youth from different ethnicities.

- A report was released by the "Group of Ten" (Canada Heritage) discussing how to attack gang violence in B.C.; fundraising options; and how to develop a media campaign.
- They are requesting a grant in the amount of \$10,000 from the City of Surrey.

It was

Moved by Mayor Watts  
Seconded by Councillor Steele  
That the information as submitted by

Daljit DJ Parmar be received.

Carried

**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 Hunt  
Seconded by Mayor Watts  
That the meeting do now adjourn.  
Carried

The meeting adjourned at 6:07 p.m.

Certified as true and correct:

  
Margaret Jones, City Clerk

  
Chairperson: Councillor J. Higginbotham  
Council-in-Committee