



City of Surrey

Council-in-Committee

Minutes

Council Chamber
City Hall
14245 - 56 Avenue
Surrey, B.C.
MONDAY, DECEMBER 18, 2006
Time: 5:39 p.m.

Present:

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

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
Manager, Area Planning & Development, North Division
Manager, Area Planning & Development, South Division
Land Development Engineer

A. DELEGATIONS

1. **Kevan J. Ridgway, President & CEO** **Vancouver Coast & Mountains** File: 6980-01; 0550-20-10

Keven J. Ridgway, President & CEO, Vancouver Coast & Mountains was in attendance to make a presentation regarding the value of tourism and how Vancouver Coast & Mountains and the City can work together with respect to community tourism interests including assistance in leveraging funds available for tourism. Kathy James, Executive Director, and Rick Sair, President, Surrey Tourism & Convention Association were also in attendance.

The following comments were provided:

- Surrey is part of the South Coastal playground as featured on pages 31 and 32 of the Travel Visitors guide.
- Vancouver Coast & Mountains is managed by Canadian Tourism Commission, responsible for selling Canada to the world.
- Tourism B.C. is a crown corporation and responsible for marketing Supernatural British Columbia to the world.
- There are six regional destinations with the province; Vancouver Coast & Mountains (VCM) is one of them.
- VCM focuses on product and services to offer customers in the region.
- There a number of communities in each of the six regions; VCM has 39 community partners of which Surrey is one.
- VCM is a non-profit organization and works under contract from Tourism B.C. to develop corporate marketing programs and encourages prospective tourists to visit.
- There are a variety of reasons people come to the province to visit: attractive areas, shopping, and sight seeing are listed as the top 3 reasons people come to visit any destination.

- Significant changes have occurred at VCM recently. They have moved from a membership driven organization to being a stakeholder organization for anyone considered part of the tourism industry. They can participate in programs and services without paying membership fees first.
- In terms of size of the industry we are dealing with, it was noted that B.C. enjoyed 22 Million visitors in 2005 on overnight stays. 50% are people living in B.C. that travel around the region (defined as driving 80 km away from home and staying overnight).
- Those visitors contributed \$9.8 billion into our local economy.
- 70% of those dollars were spent in the Vancouver Coast & Mountain region.
- Other type of activities the organization is engaged in include cooperative nature publications, travel guides, corporate advertising opportunities for the public and travel agencies.
- They also work with media relations and develop programs to bring writers, website coordinators here to experience the products and write about it to their audiences.
- They engage an outside company every two years to evaluate programs offered. In 2005, 72% people asked for information to visit and the average party (3.1 persons per party) spent 6.9 nights in the region.
- The average length of stay in downtown Vancouver is 1.8 nights.
- These tourists spend about \$150.00 per person per night in the region indicating that for every dollar invested in district marketing, tourists spend \$34.00.
- The Premier's goal is to double tourism revenues by 2015.
- VCM will watch numbers closely for ways to encourage high yield visitors without increasing the volume of visitors; develop new products to take to the market; and encourage people to come here and spend money.
- It is critical to the province's success and the region's success that we work in partnership with many people and organizations such as the STCA.
- The power of partnerships is the primary focus of attention and they asked for staff and Council's support.

2. **Barbara Christensen**

Debbie Barton

Nancy Zamora

Cathy Palasthy

File: 5460-20; 0550-20-10

Barbara Christensen was in attendance to discuss street safety issues, specifically, the entrance to Green Timbers Park located at 100 Avenue between 144 & 148 Streets, and the inaccessibility to the bus stop and Hawthorne Park entrance at 104 Avenue between 140 & 144 Streets.

Barbara Christensen provided the following comments:

- There are 3 entrances on 96 Avenue located between Fraser Highway and 148 Street to the Green Timbers Park area and another 4 located within the general area.

- Four of those entrances are vehicle access only.
- 3 are gate controlled; 3 are paths only.
- There is no wheelchair access into Surrey Green Timbers Park.
- There is a crosswalk at 100 Avenue and 148 Street that goes into a special pedestrian walkway, which is too narrow for wheelchair access.
- The path is impassable and too hard to access with a regular wheelchair.
- She requested a pedestrian-activated crosswalk be installed.

It was

Moved by Councillor Villeneuve
Seconded by Councillor Martin
That the correspondence as submitted by

Barbara Christensen 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 Councillor Higginbotham
That the Council-in-Committee meeting do

now adjourn.

Carried

The Council-in-Committee adjourned at 5:55 p.m.

Margaret Jones, City Clerk

Chairperson