

Present:

Chairperson - Councillor Villeneuve
Councillor Gill
Councillor Hayne
Councillor LeFranc
Councillor Martin
Councillor Starchuk
Councillor Steele
Councillor Woods
Mayor Hepner

Absent:**Staff Present:**

City Clerk
City Manager
City Solicitor
General Manager, Engineering
General Manager, Finance & Technology
General Manager, Human Resources
General Manager, Parks, Recreation & Culture
General Manager, Planning & Development

A. DELEGATIONS**1. Cathy James, Tourism Surrey**

File: 6980-01; 0550-20-10

In attendance before Council to provide an update on tourism activities in Surrey.

The following comments were made:

- Tourism Surrey is the Destination Marketing Organization (DMO) in Surrey;
- Since 2002, the BC Tourism industry has seen remarkable growth despite recent external setbacks, namely the global economic downturn;
- Tourism is the third largest industry in BC, attributing \$16 billion as an export ready sector;
- Tourism accounts for 618,300 jobs in Canada, with 18% of BC's population working in the tourism industry;
- Role of Destination Marketing Organizations has changed due to changes in technology, as DMO's are no longer sales channel managers, destination information counsellors, or information broadcasters getting the message out to the masses;
- 83% of travellers now make their plans prior to arriving at their destinations;
- Destination marketing organizations are now expanding their traditional roles and entering into destination development and brand management for both the leisure and group sales market;
- Tourism Surrey's goal is to serve as the community's corporate hub, representing the organization behind the destination, providing relevance for the stakeholders, municipality and industry alike;
- Tourism Surrey is the foundation upon which various programs are built, enabling these initiatives to succeed and impact the community;

- Currently focusing on two marketing campaigns: a business facing campaign called “True Community” and a consumer campaign called “True Surrey”;
- “True Community” campaign designed specifically for the tourism stakeholders, with a mission of creating an empowered, actively engaged business community that is mutually beneficial to local businesses and to the DMO;
- “True Community” equips our partners with the tools they need to grow and feel supported so that they can become an active , proud and empowered part of Tourism Surrey;
- “True Surrey” is the consumer facing brand, a grass roots movement created by Tourism Surrey that serves as a platform to connect the people in the community and give them a voice through the True Surrey brand and blog;
- “True Surrey” aims to:
 - Articulate our regional identity, values and differentiating factors;
 - Promote the City from the inside out by empowering Surrey residents to become True Surrey ambassadors; and,
 - Invite residents and champions to join the conversation as an enriching participant rather than as a controlling broadcaster;
- Tourism Surrey has identified three main areas of focus where the community and market ready product are competitive: Sport Surrey, Food With Thought and Golf Surrey;
- Sport Surrey is a partnership between the City of Surrey and Surrey Tourism, and was recently selected as one of three finalists for the Canadian Sport Tourism Alliances Prestigious Award;
- Sport Tourism is one of the fastest growing markets of Tourism in Canada;
- Sport Surrey promotes and develops Surrey as a premier sport hosting destination and provides sporting event organizers with assistance in grants/funding, bid development, event coordination and volunteer information resources;
- On April 14, 2015 the second annual Provincial Sport Organizations (PSO) Workshop will be hosted with the aim of encouraging communication between PSO’s and the City of Surrey to build a strong sport hosting community;
- Food With Thought is a culinary focused campaign that highlights Surrey’s growing culinary scene;
- Farm to table movement and local restaurants are highlighted;
- Food With Thought shares the stories behind restaurateurs and their passion for food and the City of Surrey;
- 2015 plans include a revised content plan with dynamic and engaging storytelling, stakeholder consultation and collaboration for new campaigns and continued promotion through digital marketing;

- Recently have created an alliance with other DMO's in the Lower Mainland to promote culinary tourism on a much larger scale;
- Golf Surrey is a cooperative partnership between 4 Surrey golf courses: Peace Portal, Hazelmere, Morgan Creek, and Northview;
- Launched in 2011, Golf Surrey sets out to increase awareness of the golf product in Surrey. A Golf Surrey pass was developed to encourage golfers to actually experience golf in Surrey;
- Today the Golf Surrey pass sells out in record time and is highly sought after;
- E-Newsletter campaign offers subscribers and Golf Surrey Pass holders discounts and deals, information on events and industry insider information;
- Plans for 2015 include a tee time booking engine for golfsurrey.ca and a pilot project in marketing to the Korean and Chinese markets.
- Social Media is becoming a prominent player in our marketing initiatives and have undertaken a number of strategies to this end;
- In terms of Social Media, 84% of people turn to social media sites for their travel inspiration and travellers trust social media more than destination websites;
- Have experienced tremendous growth in Tourism Surrey's online presence through connections with both residents and visitors;
- In terms of Website Metrics, for the year 2014, Tourism Surrey branded website garnered 163,516 visits and the first quarter of 2015 has already experienced 72,144 visits;
- Year over year visits have increased 35% to date; and,
- To reinforce the growth in online presence, our blog about the story of "Charlie's Tree" was posted in December 2014 and by the end of January 2014 the social media statistics were great and indicative of the community's support of unique stories within their City.

Council expressed appreciation to the delegation and the hard work undertaken to date relative to the publications and extensive social media campaign.

2. **George Passmore, Program Manager, Counselling and Addiction Services, SOURCES Community Resources Centres; and Kuldip Gill, Counsellor and Prevention Specialist, BC Responsible and Problem Gambling Program**
File: 7450-30; 0550-20-10

Note: See Corporate Report R050 of the Regular Council – Public Hearing Agenda

In attendance before Council to provide an overview of the annual Substance Use Awareness Week May 24 - 30, 2015.

The following comments were made:

- The Substance Use Awareness Team has a broad vision that includes:
 - Heighten public awareness of substance use;
 - Build a community that encourages substance use awareness and prevention;
 - Work cooperatively with community partners;
 - To build safer and healthier communities; and,
 - To view substance use with compassion.
- In terms of today's situation, crime reduction is about implementing effective crime prevention measures and focusing on the root cause of crime;
- Focus is to build awareness and educate the public about substance use and abuse, accomplished through the creation of an annual alcohol and drug awareness week started in 2011;
- Awareness work has involved the preparation of various educational fact sheets, public displays, mall booths, and presentations;
- Awareness campaign targets specific groups, such as older adults who are at risk of overusing prescription drugs and alcohol;
- Other target groups include parents, process addictions(ie. gambling);
- Trends related to body image and substance use have been explored (ie. steroids, weight loss pills);
- Work has also focused around the mythology of other drugs, such as tobacco, alcohol and marijuana;
- The Doda and Afeem trend in the South Asian community was addressed through awareness and education;
- Medications Return Program has been highlighted in awareness work;
- In 2014, the Surrey Habit Change Program was initiated whereby individuals were invited and asked to consider adding a healthy habit to their lives and reducing/eliminating an unhealthy habit;
- On May 24, 2015, the Surrey Habit Change Challenge will take place;
- Going forward, it is important to reflect that problematic substance use and addiction remains one of the largest burdens on our healthcare system, law enforcement and on the social fabric of our community;
- Approaching the problematic substance use and awareness requires the combined force of evidence-based approaches, early intervention/outreach, residential services (campus of care), self-help groups and enlightened social policy at all levels of government;
- A Vision for an Aware Surrey understands the relationships people have with substances and gambling and raises awareness of the potential harm and also availability of resources to assist;
- A vision for an Aware Surrey will mean that community leaders who influence city policy are informed about substance use and gambling issues and are committed to stigma reduction; and

- Furthermore, professionals who interact with residents, who struggle with problematic substance use, do so in an engaging and compassionate manner.

Council expressed appreciation for the presentation and advised a corresponding Corporate Report and Proclamation would be considered by Council at the Regular Council Public Hearing later that day.

3. **Craig Richmond, President & CEO and Anne Murray, Vice President
Marketing & Communications, Vancouver Airport Authority**
File: 8400-01; 0550-20-10

In attendance before Council to present their second annual report highlighting the Airport Authority's initiatives and activities in 2014 and to describe upcoming consultations on YVR's long term development plan.

The following comments were made:

- An update is provided by YVR on an annual basis, as the organization is a community based non-profit and is accountable to its community partners;
- YVR has no share-holders, receives no government funding, and re-invests all monies to keep up with the demands of our communities;
- Board is comprised of 14 members nominated by communities;
- Similar to YVR, Surrey is a transportation hub and plays a significant role as one of the largest municipalities;
- Surrey and YVR share many similarities, including its human resources – currently, 15% of YVR's employees reside in Surrey;
- Recently, YVR received the Skytrax Award as the Best Airport in North America, for an unprecedented six years in a row;
- In the past year, much work has continued on our terminal project to meet the expected growth and needs of our customers;
- In addition, improvements have been undertaken to the domestic terminal and to the baggage and terminal upgrades via the expedited transfer facilities project;
- To further ease the transit experience, we have continued to promote the border kiosks technology to help facilitate passengers to quickly cross borders;
- Work is proceeding on the designer outlet centre close to the airport, a shopping destination located on a transit route that will open in late spring creating 600 jobs;
- YVR's vision is to be a world class hub, one that connects Asia to the Americas resulting in a number of new routes/airlines joining the YVR;
- Incorporation of Air France and the direct Paris to Vancouver service is indicative of YVR's aim to increase connectivity and meet customer needs;

- In terms of economic impact, YVR is anticipating year 2015 to have over 20 million passengers, with a goal of reaching 25 million passengers by 2020;
- Ultimately, the goal of YVR is to create business and to create jobs;
- YVR is exploring opportunities in the Asia-Pacific perishables market, including Surrey-grown blueberries;
- While the aim is to increase economic growth, YVR also has focuses on its communities, as in 2014 \$920,000 was donated to local not-for-profit agencies;
- Year 2014 saw YVR sponsor a pavilion at the City of Surrey's Fusion Festival and YVR looks forward to being involved in year 2015;
- As a sustainable gateway, YVR works to provide social and economic benefits to the communities we serve while protecting the environment;
- In 2014, YVR renewed its Five-Year Environmental Management Plan aiming to reduce greenhouse gas emissions by 33%, reduce waste by 50%, reduce potable water consumption by 30%, and improve the overall ecosystem health;
- In 2015, work has commenced on revising the Master Plan that helps to guide the land use on Sea Island for the next 40 years;
- A three stage public engagement process will be followed as part of the Master Plan update and YVR is seeking input relative to the individuals/groups/key stakeholders who should be part of the public engagement process;
- YVR expressed appreciation for the opportunity to present and work with the community.

Council expressed appreciation for the delegation's presentation and continued work with the City.

B. ITEMS REFERRED BY COUNCIL

C. CORPORATE REPORTS

D. DELEGATION REQUESTS

E. COUNCILLORS' REPORTS

F. OTHER COMPETENT BUSINESS

G. ADJOURNMENT

It was

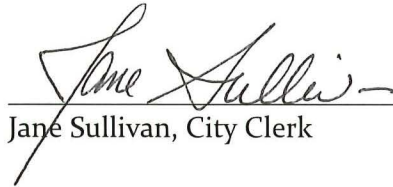
Moved by Councillor Martin
Seconded by Councillor Steele


That the Council-in-Committee meeting do

now adjourn.

Carried

The Council-in-Committee adjourned at 5:40 p.m.


Jane Sullivan, City Clerk


Councillor Villeneuve, Chairperson