

Present:

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

Absent:

Councillor Martin

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. **Bill Roche, Student Entrepreneur Coordinator, PowerPlay Strategies
Anita Huberman, CEO, Surrey Board of Trade (SBOT)**
File: 0250-20; 550-20-10

In attendance before Council to introduce Cameron Adamson, winner of the Grade 6 Youth Entrepreneur – Fall 2016 competition.

The following comments were made:

- The SBOT has developed a youth initiative and action plan known as Youth Entrepreneur and Advocacy Action Plan (YEAAP).
- Under that programming, a partnership was formed with PowerPlay Strategies to work with youth in order to ensure that they have opportunities to develop and thrive within our local economy.
- The Program provides students from Grades 4 to Post Secondary with a "real world" platform where young entrepreneurs create their own unique products, conduct market research, sell their items and earn real money.
- The Program is designed to allow students hands-on experience and one-on-one interaction with customers, which helps to build confidence and develop their interpersonal communication skills.
- Students enrolled in the Program are challenged to donate 10% of their profits to charity. In determining their individual charity they undertake a research exercise to investigate various charities, weigh their merits and, determine which one they wish to personally support.

- Teachers guide the creative process and walk the students through conceptualization through to product development cycle and then coach them in marketing and sales technique. Student's parents are engaged in the process, share in the excitement and provide support and encouragement along the way.

Cameron Adamson, winner of the Grade 6 Youth Entrepreneur – fall 2016 competition, made the following comments:

- The product is called the "Sidekick" because it is a specially designed bookmark that sticks out of the side instead of the top of a book.
- What makes the product unique from other bookmarks on the market is that there is an additional feature that provides a split cut which allows readers to mark the exact sentence they left off at to ensure that they do not forget their place in the book. Additionally, both elderly and young readers can use the bookmark as a tool to help with reading.
- The target market for the product includes: teachers, parents, children and the elderly.
- In terms of marketing, the delegation asked a local print shop to sell his product at their front counter. Other marketing opportunities include local bookstores, department stores and online sales.
- 10% of net sales will go toward supporting the local SPCA.
- Bookmarks will have different designs and be offered in different colours and sizes; some would have cartoon characters and some will be designed for adults.

Mayor and Council congratulated Cameron on winning the contest and for successfully taking his "Sidekick" product from conceptualization through to development as it is both a unique and clever idea.

Mayor Hepner noted that City of Surrey is known as a Smart City and with young entrepreneurs such as Cameron the future looks very bright.

Mayor and Council provided Cameron with a special recognition and gift for his outstanding achievement.

B. ITEMS REFERRED BY COUNCIL

C. CORPORATE REPORTS

- D. DELEGATION REQUESTS
- E. COUNCILLORS' REPORTS
- F. OTHER COMPETENT BUSINESS
- G. ADJOURNMENT

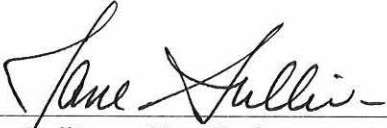
It was

now adjourn.

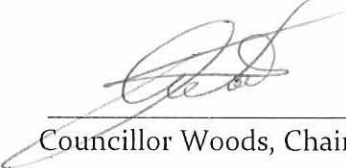
Moved by Councillor Steele
Seconded by Councillor Gill
That the Council-in-Committee meeting do

Carried

The Council-in-Committee adjourned at 5:41 p.m.



Jane Sullivan, City Clerk



Councillor Woods, Chairperson