

Present:

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

Absent:

Councillor Hayne

Staff Present:

City Manager
City Clerk
Deputy City Clerk
Acting General Manager, Corporate Services
General Manager, Engineering
General Manager, Finance
General Manager, Parks, Recreation & Culture
General Manager, Planning & Development
Deputy City Solicitor

A. DELEGATIONS**1. Cathy James, Executive Director, Discover Surrey**

File: 0250-20; 0550-20-10

The delegation provided a PowerPoint presentation regarding the Changes to BC's Provincial Tax and to provide an update on the Surrey Tourism and Convention Association and highlighted the following information:

- BC Tourism Matters Week is scheduled from May 27 - June 2, 2018. The initiative is a national campaign to bring awareness to the economic opportunity available to Canada through travel and tourism.
- Tourism contributed \$17 billion to the provincial economy in 2016 and provides over 133,000 jobs.
- Discover Surrey promotes the benefits of Surrey to tourists, sport event planners and meeting and convention organizers and more. Surrey is also marketed as an alternative overnight area to other areas in the Lower Mainland due to its proximity to weekend gateway markets such as Bellingham, Bellevue, Seattle, Hope, Kamloops and Kelowna.
- Discover Surrey utilizes marketing initiatives such as Google Display, YouTube pre-roll advertisements, video creation and sponsorship of the Surrey Trip Advisor page to fulfill its mandate.
- Discover Surrey has developed ventures with neighbouring destination marketing organizations, including Kid Approved with Tourism Delta and White Rock.
- Discover Surrey sponsors staple community events, provides on-site support and volunteer training. In addition, Discover Surrey is a contracted media strategist and conducts media FAM tours.

- Surrey's hotel occupancy rate was 58% and the average daily occupancy rate has grown 11% in 2017.
- The Municipal and Regional District Tax (MRDT) is a legislated taxation program and is collected from customers of the commercial accommodation sector. The tax is intended to assist designated recipients fund tourism marketing, programs and projects. The MRDT program provides predictable resourcing and allows tourist organizations the ability to plan in five-year horizons. However, there has been recent competition for resources such as MRDT funds between the tourism industry and local governments. Should MRDT funds be allocated to non-tourism uses, hotels may be unlikely to sign-off on a MRDT renewal agreement.
- Air BnB has an agreement in place with the provincial government to collect 2 or 3% of rental rates in each community. Monies collected are then remitted back to the local government.

In response to questions from Council, the delegation provided the following information:

- The Strategic Plan of Discover Surrey did not meet local hoteliers' requirements to sign the MRDT agreement. Discover Surrey will be seeking approval of the MRDT agreement in the future.
- Air BnBs that are licenced or regulated would be required to pay the MRDT if it were implemented in Surrey.
- Surrey tourism is hindered by a lack of hotels and arenas with large spectator seating (2000+ seats).

Council requested that staff draft a policy that is supportive of Air BnB units paying the MRDT.

2. Louise Turner, CEO of Innovation Boulevard

File: 0400-01; 0550-20-10

The delegation provided a PowerPoint presentation outlining the achievements and current status of Innovation Boulevard and highlighted the following information:

- The role of Innovation Boulevard is to act as a catalyst for partnerships between the City, Simon Fraser University (SFU) and Fraser Health.
- Innovation Boulevard has three major points of intersection - economic growth, health, wellness & quality of life, and technology transfer.
- To support economic growth, Innovation Boulevard provides physical locations for growth healthcare companies, as well as mentoring.

Innovation Boulevard also works closely with SFU for opportunities to provide the skills needed for healthcare companies.

- There are currently seven Innovation Boulevard-supported tenants in City Centre, with room available for additional tenants. There is a total of 35 companies in Surrey receiving support from Innovation Boulevard.
- Innovation Boulevard is focused on addressing inefficiencies in the health care system. Once these inefficiencies have been addressed, Innovation Boulevard will focus on sales.
- Canadians desire a mix of qualities from healthcare; however, improvement is a quality that is currently missing from the healthcare system. Innovation Boulevard is exploring means by which it can be a pathway to change in healthcare by building trust in healthcare providers, testing solutions to maximize success and adding economic trials to proposals.

In response to a question from Council, the delegation advised that while SFU Surrey does not currently have a medical facility in Surrey, they have expertise in health and economics. There are also other educational institutions and health authorities that Innovation Boulevard is working with.

3. **Patrick Klassen, Community Planning Manager**

File: 0620-20; 0550-20-10

Note: See Corporate Report 2018-R112 of the Regular Council – Public Hearing Agenda.

The delegation provided Council with a summary of the Parks, Recreation and Culture Strategic Plan and highlighted the following information:

- The Strategic Plan was developed through an evidence-based decision making approach that combined community and stakeholder consultation with a research-based needs assessment.
- The engagement process for the Plan consisted of three phases: exploring early ideas, issues and opportunities; establishing directions to discuss key priorities; and reviewing the key elements of the draft plan.
- The key priorities that were identified were:
 - Protect and celebrate nature;
 - Greater program variety;
 - More community engagement;
 - Inclusion and access;
 - Intercultural appreciation; and
 - Surrey as a parks, recreation and culture destination.
- The Plan establishes a vision that Surrey is a healthy, green, inclusive community, where individuals, culture and the environment thrive. The mission statement is Surrey serves the community to improve the quality

of life for everyone through exceptional delivery of parks, recreation and culture amenities, programs and services.

- The Plan outlines 73 recommendations for parks, community & recreation and culture, as well as department wide objectives. The Plan includes a ten year capital plan and operating plan to implement the recommendations.

In response to a question from Council, staff advised that the new art gallery and café will be provided through a private mixed-use development.

Council expressed appreciation for the amount of new and expanded parks included as part of the Strategic Plan.

B. ITEMS REFERRED BY COUNCIL

C. CORPORATE REPORTS

D. DELEGATION REQUESTS

E. COUNCILLORS' REPORTS

F. OTHER COMPETENT BUSINESS

G. ADJOURNMENT

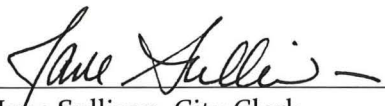
It was

now adjourn.

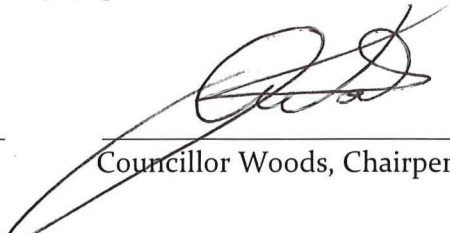
Moved by Councillor Gill
Seconded by Councillor Villeneuve
That the Council-in-Committee meeting do

Carried

The Council-in-Committee adjourned at 5:48 p.m.



Jane Sullivan, City Clerk



Councillor Woods, Chairperson