

Present:

Chairperson – Mayor McCallum
Councillor Annis
Councillor Elford
Councillor Guerra
Councillor Hundial
Councillor Locke
Councillor Nagra
Councillor Patton
Councillor Pettigrew

Absent:**Staff Present:**

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

A. DELEGATIONS**1. Julia Barreiros, Vice-Chair and General Manager of the Sheraton Four Points, and Angeline Chew, Executive Director Discover Surrey**

The delegation provided a PowerPoint presentation update regarding tourism and the 2021 marketing and recovery initiatives led by Discover Surrey. The following information was highlighted:

- The tourism sentiment score for Surrey is average compared to BC. Feelings of joy and happiness are driven by golf and architecture while the closure of restaurants and the cancellation of festivals, events and concerts drive negative sentiments. Discover Surrey conducted a stakeholder survey to assess the level of awareness of familiarity and satisfaction with Discover Surrey. The survey indicated that most stakeholders are aware of Discover Surrey and trusts them to market Surrey effectively; however, there is opportunity to better connect stakeholders through increased engagement. The top three barriers for tourism growth in Surrey were identified as lack of unique attractions, reputation and crime rates and government issues and regulations.
- As BC enters into Step 2 of the COVID-19 recovery timeline, it signals the beginning of recovery for the hotel industry, as it was one of the first sectors to be shut down and will likely be one of the last to recover. Step 2 will lift some restrictions, including recreational travel within BC; however, the industry likely will not be able to recover until the US-Canada border reopens and the population is 70% vaccinated. It is anticipated that full recovery could take three to four years.

- To support partners who have been hardest hit by the pandemic, Discover Surrey has developed marketing campaigns to highlight local businesses and events including the Spice Trail, "Discover Surrey" campaign, blog posts and supporting campaigns of local influencers. Website analytics indicate that traffic increases each year and most website traffic is from within Surrey. In addition, Discover Surrey has leveraged its partnerships with other local Destination Marketing Organizations on BC sector projects including the BC Bird Trail, West Coast Foods and the BC Ale Trail. Discover Surrey is also included in Destination BC's Iconics Strategy that takes seven Provincial travel routes and creates multi-destination and activity routes.

2. **Chief Harley Chappell, Semiahmoo First Nation, and Christy Juteau, Arocha Canada**

The delegation provided a PowerPoint presentation regarding the work that has been done to improve the water quality and outfall in Semiahmoo Bay, with the goal to reopen shellfish harvesting for the Semiahmoo First Nation. The following information was highlighted:

- The Shared Waters Alliance (SWA) is a transboundary working group focused on the water quality of the shared waters of Boundary Bay. Indigenous people, including the Semiahmoo First Nation, have traditionally harvested fish and shellfish for their livelihood and cultural practices. The primary impetus for the creation of SWA was the closure of shellfish harvesting on the Canadian side of Boundary Bay due to bacteriological contamination. The SWA aims to gain a better understanding of water quality status, trends and contamination sources to: inform decision-making; engage a broad cross-section of interests in collaborative efforts to improve water quality in ways that also advanced the realization of the UN Declaration of the Rights of Indigenous Peoples; and engage and encourage leadership from all orders of government, civil society and the private sector to take collaborative action.
- The SWA currently meets two to three times annually to share information, resources and brainstorm strategies and action plans. They have also engaged a water quality technical working group to develop and implement a collaborative water quality monitoring plan in the Tatalu (Little Campbell) River watershed, which is where the majority of water contamination originates. The goals and activities of SWA are aligned with many of Surrey's policies, programs and priorities including the Official Community Plan, water quality monitoring programs, sharing data and information and the Salmon Habitat Restoration Program (SHaRP).
- The SWA is currently engaging municipal leadership to take a more active role in collaborative work. It is requested that members of Council attend a meeting with local and Indigenous government leaders to explore ways to collaborate more actively on shared water quality and reconciliation goals. In addition, it was requested that a designated staff person work more actively with the SWA to support alignment and synergies and facilitate follow-up briefings to Council.

3. **Allison Felker, Interim Executive Director, and Letizia Romei, Program Manager, Homelessness & Housing Initiatives, Vancity Community Foundation Surrey Homelessness and Housing Society**

Note: See Corporate Report No. 2021-R116 on the Regular Council – Public Hearing agenda for additional information.

The delegation provided a PowerPoint presentation overview of the Surrey Homelessness and Housing Society's (SHHS) 2020 activities. The following information was highlighted:

- The Society has granted over \$7 million to over 150 "Made in Surrey" solutions and initiatives to address homelessness. The Society's vision is that everyone in Surrey has a home and supports this vision by raising, managing and distributing funding to support programs, projects and initiatives that make a difference in the lives of people experiencing or are at-risk of homelessness.
- The SHHS was created in 2007 with \$9 million in seed funding in response to the growing issues of homelessness and need for affordable housing. The Vancity Community Foundation managed and supports the activities of the SHHS fund, on behalf of the Society.
- In 2020, in response to COVID-19, the Society was able to grant \$600,000 to 30 local projects through two granting cycles. Projects included safe food or meal programs, purchasing necessary safety equipment and basic needs supplies, creating units or maintaining housing through programming and increasing staffing capacity. In addition to COVID-19 grants, the SHHS is committed to providing \$3.9 million to the City over 10 years to support three capital projects: the Olive Branch Shelter, Cove Shelter and Newton Modular Housing.

B. ADJOURNMENT

It was

Moved by Councillor Guerra

Seconded by Councillor Patton

That the Council-in-Committee meeting be

adjourned.

Carried

The Council-in-Committee adjourned at 5:39 p.m.

Jennifer Ficocelli, City Clerk

Mayor Doug McCallum, Chairperson