



THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

September 7, 2018

A MEETING of the **ECONOMIC INVESTMENT COMMITTEE** will be held in the **GALLERY, WHITE ROCK COMMUNITY CENTRE**, 15154 Russel Avenue, White Rock on **WEDNESDAY, SEPTEMBER 12, 2018, at 4:00 p.m.** for the transaction of business listed below.

Tracey Arthur  
Director of Corporate Administration

## A G E N D A

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1. **CALL TO ORDER**

2. **AGENDA APPROVAL**

**RECOMMENDATION**

THAT the Economic Investment Committee adopts the agenda for the September 12, 2018 meeting as circulated.

3. **ADOPTION OF MINUTES**

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**RECOMMENDATION**

THAT the Economic Investment Committee adopts the July 11, 2018 minutes as circulated.

4. **COMMERCIAL REAL ESTATE PERSPECTIVE IN WHITE ROCK**

R. Gurney to provide information regarding commercial real estate and commercial development.

5. **HEALTHY LIVING COMMUNITY**

Dr. B. Byrne to provide information regarding the development of a Healthy Living Community.

6. **MARINE DRIVE SIDEWALK PROGRAMMING – DIRECTOR OF PLANNING AND DEVELOPMENT SERVICES**

An update on the Sidewalk Programming Project will be provided.

7. **BUSINESS FORUM – CHAIRPERSON**

An update on the Business Forum will be provided.

8. **MEETING SCHEDULE**

The 2018 meeting schedule was adopted by the Committee at its meeting on November 8, 2017, and upcoming meetings are noted for reference purposes:

- November 14

9. **CONCLUSION OF THE SEPTEMBER 12, 2018 ECONOMIC INVESTMENT COMMITTEE MEETING**

**PRESENT:** B. Bezubiak, Chairperson  
T. Blume  
G. Cameron  
A. Gupta  
J. Lawrence  
R. Jackson  
W. McKinnon  
S. Moir  
G. Saunders  
D. Walker

**NON-VOTING MEMBERS:** C. Annable (SS/WR Chamber of Commerce)  
E. Klassen, BIA  
A. Nixon, BIA

**ABSENT:** Councillor G. Meyer  
S. Dahl  
Y. Makogonsky  
R. Pearson

**STAFF:** D. Bottrill, Chief Administrative Officer (arrived 4:20 p.m.)  
C. Johannsen, Director, Planning & Development Services  
G. Diogan, Committee Clerk  
  
Press: 0  
Public: 3

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**1. CALL TO ORDER**  
The meeting was called to order at 4:01 p.m.

**2. AGENDA APPROVAL**

2018-EIC-012 **It was MOVED and SECONDED**  
THAT the Economic Investment Committee removes Item 5 and adopts the agenda for the July 11, 2018 meeting as amended.

**CARRIED**

**3. ADOPTION OF MINUTES**

2018-EIC-013 **It was MOVED and SECONDED**  
THAT the Economic Investment Committee adopts the May 9, 2018 minutes as circulated.

**CARRIED**

Member Klassen introduced Mr. Alex Nixon, the new Executive Director of the BIA.

**4. MARINE DRIVE SIDEWALK PROGRAMMING – DIRECTOR OF PLANNING AND DEVELOPMENT SERVICES**

The Director of Planning and Development Services provided a verbal update on the Sidewalk Uses and Programming Project. He reported that the initiative begins to address some of the challenges that have emerged due to vacant storefronts and patios. The project will involve three (3) phases:

- Phase 1 – Pilot Project involves the creation of temporary seating areas. City staff are currently in the process of sourcing furniture that will be appropriate for various weather conditions, easily located, yet sturdy enough to withstand relocation, if necessary. Installation will begin in mid-late August 2018.
- Phase 2 – Patios and Sidewalk Use. City staff will be liaising with businesses to receive their input and gauge interest in whether those businesses may be interested in expanding/using the patio spaces adjacent to them.
- Phase 3 – Enclosed Patios. This phase would look into the feasibility of patio enclosures which would allow the use of patios year round in all weather conditions.

It was noted that the City continues to look at ways to make improvements to the appearance of Marine Drive, and Council has authorized the use of funding for Phase 1 – Pilot Project. Further details regarding the Marine Drive Temporary Sidewalk Uses and Programming Project may be found in the Corporate Report to the Governance and Legislation Committee dated May 28, 2018 (available on the City's Council Committees [webpage](#)).

The Chair invited questions from the Committee regarding Marine Drive and the following was noted:

- The Memorial Park construction continues and a portion of the site will be open to the public by the end of August, 2018. Completion of the project will likely lead into 2019.
- Ridership statistics are available for the shuttle and statistics for ridership of the trolley have been requested. The statistics will assist in determining the overall usage and decision making for such transportation in the future.
- According to an East Beach restaurant owner, the first concert in the TD concert series held on July 5, 2018 had a positive effect on reservations for that day, however there was less positive feedback from West Beach businesses. As the BIA represents and supports all businesses in the City, it was recommended that holding the concerts at different locations within the City rather than at one set venue is beneficial to the broader business community.

**5. GATEWAY FEATURE SELECTION COMMITTEE RECOMMENDATION – CHIEF ADMINISTRATIVE OFFICER**

This item was not discussed as it was removed from the agenda.

**6. BUSINESS FORUM – CHAIRPERSON**

Committee Member Moir provided an update on the Business Forum Sub-Committee meeting that took place on July 9, 2018. She highlighted the ideas and outline for the forum, as well as the potential dates of October 23, 2018 and November 6, 2018. The Committee provided input, and the following was noted:

- While there will be a guest list for planning purposes, the event will not be exclusive, and open to anyone interested in attending.
- It would be ideal for the forum to become an annual event, or have several smaller events throughout the year.
- A budget should be determined for the forum.
- The BIA may be able to provide financial sponsorship, and help with sending out invitations.

The next sub-committee meeting planning session will be held from 4:00-5:00 p.m. on Wednesday, July 18 at the White Rock Community Centre and all committee members were invited to attend.

**7. MEETING SCHEDULE**

The 2018 meeting schedule was adopted by the Committee at its meeting on November 8, 2017, and upcoming meetings are noted for reference purposes:


- September 12
- November 14

**8. CONCLUSION OF THE JULY 11, 2018 ECONOMIC INVESTMENT COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 5:01 p.m.

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B. Bezubiak, Chairperson



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G. Diogan, Committee Clerk