



General Purposes Committee

Date: Monday, October 19, 2015

Place: Anderson Room
Richmond City Hall

Present: Mayor Malcolm D. Brodie, Chair
Councillor Chak Au
Councillor Derek Dang
Councillor Carol Day
Councillor Ken Johnston
Councillor Alexa Loo
Councillor Bill McNulty
Councillor Linda McPhail
Councillor Harold Steves

Call to Order: The Chair called the meeting to order at 4:00 p.m.

MINUTES

It was moved and seconded

That the minutes of the meeting of the General Purposes Committee held on October 5, 2015, be adopted as circulated.

CARRIED

DELEGATION

1. With the aid of a PowerPoint presentation (copy on file, City Clerk's Office), Richard Vetter, WealthSmart Incorporated, accompanied by Stephanie Clarke, Myriad Strategic Marketing, spoke to the potential to establish a Business Improvement Area (BIA) in Steveston. Mr. Vetter read from his submission attached to and forming part of these Minutes as Schedule 1.

In reply to queries from Committee, Mr. Vetter and Ms. Clarke provided the following information:

- an annual levy is added to the property tax of each landowner within a designated BIA, regardless of whether or not a particular landowner is in favour or opposed to the BIA;

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- the annual levy amount is typically calculated based on property assessment or on square footage;
- unanimous support for a BIA is improbable; however, a robust outreach campaign that explains in detail the anticipated benefits of a BIA can assist in increasing support;
- the proposed BIA boundary is anticipated to be properties within the immediate Steveston Village area; and
- a governance model has not been examined in detail; however, membership can include both property owners and business owners.

Discussion took place and it was noted that additional information regarding the proposed BIA would be valuable, and in particular, Committee requested that information regarding the Steveston Merchants Association (SMA), including the number of its members and who the members are would be appropriate. Also, Committee requested information regarding the activities of other BIAs in the Lower Mainland.

Ms. Clarke stated that she would recirculate the video link to Council. In reply to further queries from Committee, Ms. Clarke advised that there is no rush to establish a BIA in Steveston; instead, the SMA would like to maximize opportunities to reach out to as many property and business owners as possible.

In reply to queries from Committee, Mr. Vetter spoke to alternatives to the establishment of a BIA in Steveston, noting that the continuation of the SMA is challenging due to limited numbers of volunteers carrying out the work. Ms. Clarke advised that the BIA's boundary is determined at the time of establishment, and the boundary of the BIA remains the same during its term. Also, she stated that BIAs traditionally collaborate with their respective local governments, however, local governments do not have a formal say on how the levy is allocated.

Discussion ensued on a past attempt to establish a BIA in Steveston Village, and it was noted that the community was divided. Also, discussion took place on the potential to assist Steveston businesses by means of installing street banners and street furniture to better promote Steveston Village.

In reply to further queries from Committee, Mr. Vetter advised that not all businesses within a BIA would necessarily benefit to the same extent as other businesses; instead, he was of the opinion that a vibrant business community in general would reverberate to all businesses within the area.

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FINANCE AND CORPORATE SERVICES DIVISION

2. **STATUTORY RIGHT OF WAY OVER A PORTION OF 23560 WESTMINSTER HIGHWAY**

(File Ref. No. 06-2285-30-187) (REDMS No. 4571310 v. 2)

It was moved and seconded

- (1) *That the City secure a statutory right of way over ± 272.5 m² portion of 23560 Westminster Highway (PID: 027-095-878) from the British Columbia Transportation Financing Authority for Five Thousand Dollars (\$5,000.00) including applicable taxes; and*
- (2) *That the Chief Administrative Officer and the General Manager, Finance & Corporate Services be authorized to negotiate and execute all documentation to effect the transaction detailed in the staff report, dated September 29, 2015, including all agreements and Land Title Office documents.*

CARRIED

LAW AND COMMUNITY SAFETY DIVISION

3. **LESSONS LEARNED FROM THE WINDSTORM OF AUGUST 29, 2015**

(File Ref. No. 09-5125-03-01) (REDMS No. 4727701 v. 2)

In reply to queries from Committee, Deborah Procter, Manager, Emergency Programs, Tom Stewart, Director, Public Works Operations, Victor Wei, Director, Transportation, and Fire Chief John McGowan provided the following information:

- the cost of the City's response to the August windstorm was approximately \$26,000;
- the application for Disaster Financial Assistance is an onerous process;
- the inclusion of an alternative power source for traffic signals is prioritized to key intersections, including those that lead to a bridge, a highway or an arterial road; and
- E-Comm is aware of their technological limitations in light of the windstorm and is seeking solutions with their telecommunication provider; in addition, E-Comm is examining ways in which to manage behavioural issues such calls for non-urgent matters.

Discussion took place on forwarding a copy of the staff report to Metro Vancouver for information.

As a result of the discussion, the following **motion** was introduced:

3.

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It was moved and seconded

- (1) *That the staff report titled "Lessons Learned from the Windstorm of August 29, 2015," dated September 13, 2015, from the General Manager, Law and Community Safety, be received for information; and*
- (2) *That a letter be sent to Metro Vancouver, with a copy of the staff report titled "Lessons Learned from the Windstorm of August 29, 2015," dated September 13, 2015, from the General Manager, Law and Community Safety, for information.*

The question on the motion was not called as Committee commented on the City's fortune with regard to the limited damage caused by the windstorm and the uninterrupted use of power throughout it.

The Chair directed that staff convey Council's gratitude to staff for their proactive approach and hard work throughout the windstorm, noting that their efforts were instrumental in ensuring the City remained safe.

The question on the motion was then called and it was **CARRIED**.

ENGINEERING AND PUBLIC WORKS DIVISION

4. **UPDATE ON PORT METRO VANCOUVER PROJECT AND ENVIRONMENTAL REVIEW APPLICATION PROCESS**

(File Ref. No. 10-6160-01) (REDMS No. 4746931 v. 4)

The Chair suggested that staff's comments regarding the Port Metro Vancouver Project and Environmental Review Application Process be supplemented by Metro Vancouver's request (i) for formal recognition of municipal bylaws and Official Community Plans, (ii) that local government consultation be required for all project categories, and (iii) that a project appeal process be directed through the Port Metro Vancouver Board where there is a dispute.

Also, there was agreement that comments in the staff report, including the additional aforementioned comments be forwarded to the provincial Minister of Forests, Lands and Natural Resource Operations, and the provincial Minister of the Environment.

As a result of the discussion, the following **motion** was introduced:

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It was moved and seconded

- (1) *That comments in the staff report titled "Update on Port Metro Vancouver Project and Environmental Review Application Process" dated October 9, 2015 from the Director, Engineering for projects and activities within Port Metro Vancouver's jurisdiction, be revised to include that the Port Metro Vancouver Board incorporate the following elements into the PMV Project and Environmental Review process:*
 - (a) *that municipal bylaws and Official Community Plans be formally recognized;*
 - (b) *that local government consultation be required for all project categories; and*
 - (c) *that a project appeal process be directed through the PMV Board where there is a dispute; and*
- (2) *That comments, as amended by Committee, in the staff report titled "Update on Port Metro Vancouver Project and Environmental Review Application Process" dated October 9, 2015 from the Director, Engineering be forwarded to Port Metro Vancouver, local Members of Parliament, the federal Ministry of the Environment, the provincial Minister of Forests, Lands and Natural Resource Operations, and the provincial Minister of the Environment.*

The question on the motion was not called as Councillor Steves distributed maps of the City's shorelines (attached to and forming part of these Minutes as Schedule 2), and spoke to Port Metro Vancouver's category definitions under their new project and environmental review process for projects and activities within their jurisdiction; in particular, it was noted that categories A and B are defined as projects that are minor or relatively minor in nature.

Also, it was noted that Port Metro Vancouver has applied for exemption requests for their proposed Habitat Enhancement Projects; two of the four projects are along the City's shorelines: the South Arm Jetty Tidal Marsh and the Steveston Island Tidal Marsh. It was noted that additional information from staff on how these projects will affect the City's shorelines would be valuable and it was suggested that this matter be discussed at the October 21, 2015 Public Works and Transportation Committee meeting.

John Irving, Director, Engineering, advised that discussions with Port Metro Vancouver have been ongoing at the staff level regarding the two aforementioned projects, noting that thus far, staff has not been supportive of their plans. He advised that staff will continue to engage with Port Metro Vancouver staff in an effort to ensure that their activities along the City's shorelines are consistent with Council's objectives.

The question on the motion was then called and it was **CARRIED**.

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ADJOURNMENT

It was moved and seconded

That the meeting adjourn (5:05 p.m.).

CARRIED

Certified a true and correct copy of the Minutes of the meeting of the General Purposes Committee of the Council of the City of Richmond held on Monday, October 19, 2015.

Mayor Malcolm D. Brodie
Chair

Hanieh Berg
Legislative Services Coordinator

Schedule 1 to the Minutes of the
General Purposes Committee
meeting of Richmond City
Council held on Monday, October
19, 2015.



October 14th, 2015

His Worship Mayor Malcolm Brodie and Council
City of Richmond
6911 No. 3 Road
Richmond BC V6Y 2C1

Re: Oct 19th, 2015 Update to Mayor & Council on Steveston Business Improvement Association

Dear Mayor and Council,

The Steveston Merchants Association looks forward to providing Mayor and Council with an update on the activities towards the establishment of a Business Improvement Association (BIA) on October 19th, 2015 at Richmond City Hall.

Attached is a copy of our presentation. We have created a video with information about BIA's, some details on the process to initiate one and comments from the former Mayor of Langley, Honourable Peter Fassbender who has many years of experience working with a BIA.

Here is the link to the video: <https://youtu.be/dMrOyG5PQ-Q>

We hope to move forward with engaging Steveston commercial property owners and business operators in discussions about the benefits of a BIA in Steveston over the next several months. Our goal is rally support for a BIA and return sometime in the New Year with a presentation to council requesting the BIA initiative move to the formal petitioning process.

We welcome the opportunity to answer any questions you may have at any time.

Sincerely yours,

Stephanie Clarke
Steveston Merchants Association

Steveston Merchants Association
c/o Steveston Post Office, PO Box 31856
3811 Moncton Street
Richmond, BC V7E 3A0
info@exploresteveston.com

Steveston Business Improvement Association Initiative

Steveston Merchants Association Update to Council October 19th, 2015

Background:

The Steveston Merchants Association (SMA) became a registered non profit society formed in 2010 and has operated as a volunteer organisation relying on annual membership dues from various merchants and property owners. Over this period of time the SMA has invested over \$118,000 in cash, \$ \$13,000 in in-kind contributions and over 8200 volunteer hours totaling approximately \$180,000 in volunteer hours towards improving the experience and business opportunities for Steveston. A total value of approximately \$311,000.

The SMA has developed many beneficial activities and programs over the past 5 - 6 years with the goal of helping to create more interest in Steveston that the local and tourist community can enjoy that helps to increase business opportunities for a wide range of Steveston businesses. The SMA has annually put on a Christmas festival that is extremely well attended, a Halloween event that is a scary success, a Scarecrow Crawl which is entertaining and imaginative, a Girls Night Out shopping promotion that is very popular to name a few. These types of activities help to encourage visitors to continue to enjoy Steveston and to support local businesses. A thriving retail commercial district is a barometer of the overall health of the community at large. Both do not flourish without each other.

The SMA wants to continue to provide the benefits that can be gained by working as a whole to leverage what Steveston has to offer and to build on its potential and encourage investment not only in its busy season but all year long.

The model the SMA operates under is not sustainable. A handful of volunteers do most of the work and eventually they tire out. The model is not equitable either. Many benefit from the activities without contributing and this is realized on the backs of others trying to lead the way wanting to make a positive difference. Retail experts say the face of retail has never changed as drastically as it has in the last 5 years and it will again over the next 5. Steveston needs to keep pace with that wave rather than be washed over by it.

Establishing a Business Improvement Association (BIA)

Many commercial retail areas have looked at the success of the BIA model. There are roughly over 350 in Ontario and over 70 BIA's in the province of BC and more form every year. There is a provincially legislated process to form a BIA that all BIA's follow. It is not uncommon for the exploration of a BIA to take a period of years before it is ready to move toward to the formal

voting process. The discussion of a BIA in Steveston dates as far back as 1996. We believe that a BIA model is the best advantage Steveston can utilize to move forward, to begin to compete with our organised neighbours who have established BIA's such as White Rock, Langley, Tsawwassen, or the City of Vancouver that has 23 or with other competitors like indoor malls that have sizable marketing and promotional budgets at their disposal.

We have explored the BIA model. We began to test the waters. We learned we wanted to follow best industry practice approaches to moving forward the best way possible for Steveston. To do that we have brought someone on board to help that has extensive BIA experience at all levels. Stephanie Clarke has worked as the executive director for the provincial BIA organisation and has worked extensively with the provincial department that holds the legislation for the creation of BIA's. We are confident and committed to following the necessary steps to continue what we originally started and to expand our outreach so that more stakeholders can learn what particular benefit a Steveston BIA can have short and long term, to gather input from stakeholders to shape the BIA's direction so they are fully prepared to participate in the voting process when the outreach process is complete.

We are here today to provide an update to council about our activities and to continue this process in the right direction.

We are here to answer any questions you may have and to offer to share more information about BIA's and what other BIA's are doing locally in BC and beyond. We have included more detail in the information package and hope you have had a chance to review that.

No BIA has ever formed with unanimous support. This is precisely why the legislation was created in the first place. All that benefit contribute. Provincial governments recognize the value a BIA can provide on so many levels. Statistics prove that almost all opposition to a BIA is eliminated after the BIA has operated for its first term. Statistics show that no BIA in BC has been voted out once it has started. This is a very compelling reality and one we hope to prove to the Steveston business community.

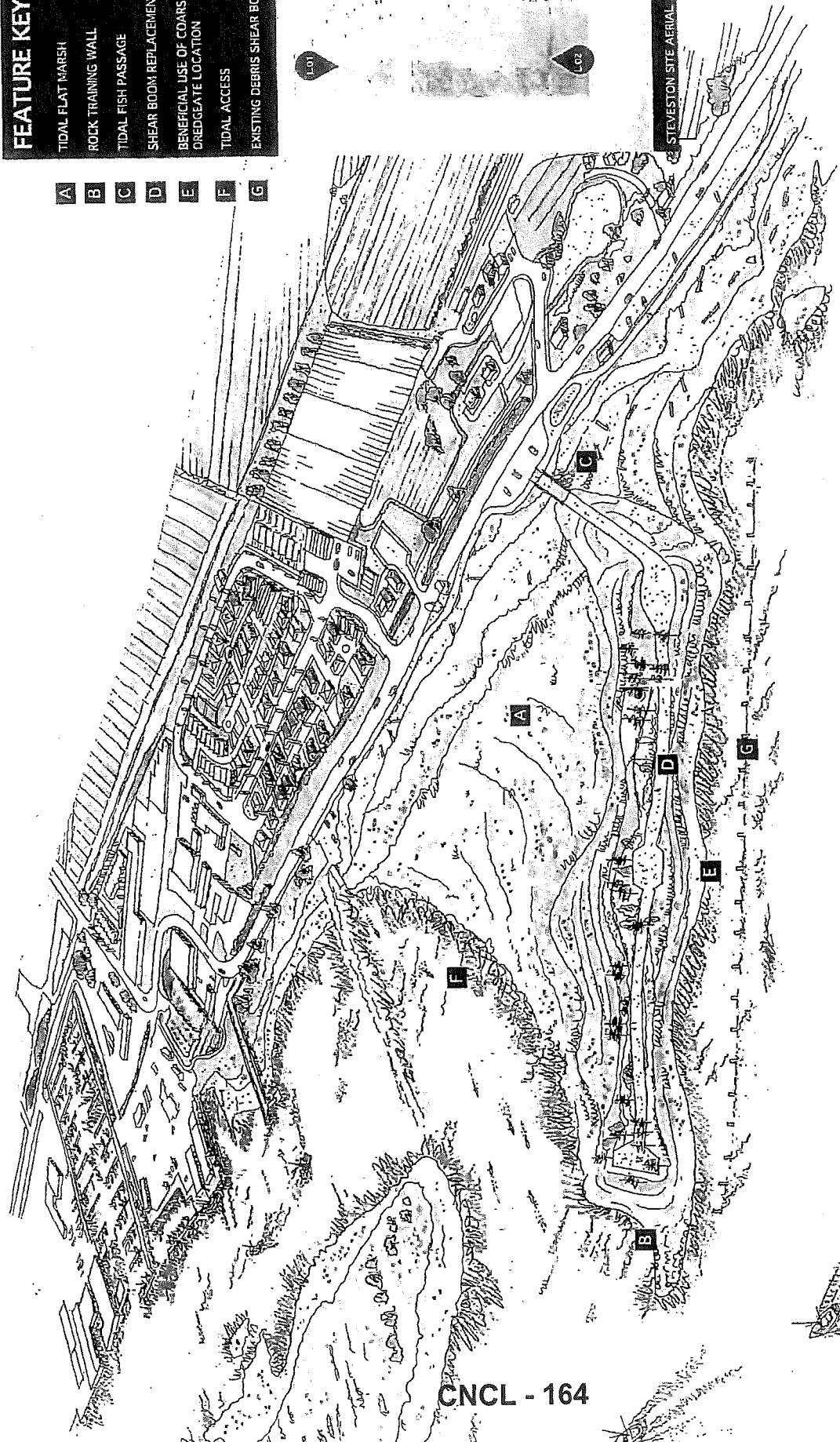
When the time comes we ask council to permit us to utilize the legislation and to allow us to move forward following the same method all of the other 70 BIA's in BC were created through and allow the business community to be responsible for the final outcome through the legislated voting process.

Thank you.

FEATURE KEY

- TIDAL FLAT MARSH
- ROCK TRAINING WALL
- TIDAL FISH PASSAGE
- SHEAR BOOM REPLACEMENT PROMENADE
- BENEFICIAL USE OF COARSE SAND DREDGE/ATE LOCATION
- TIDAL ACCESS
- EXISTING DEBRIS SHEAR BOOM

- A
- B
- C
- D
- E
- F
- G



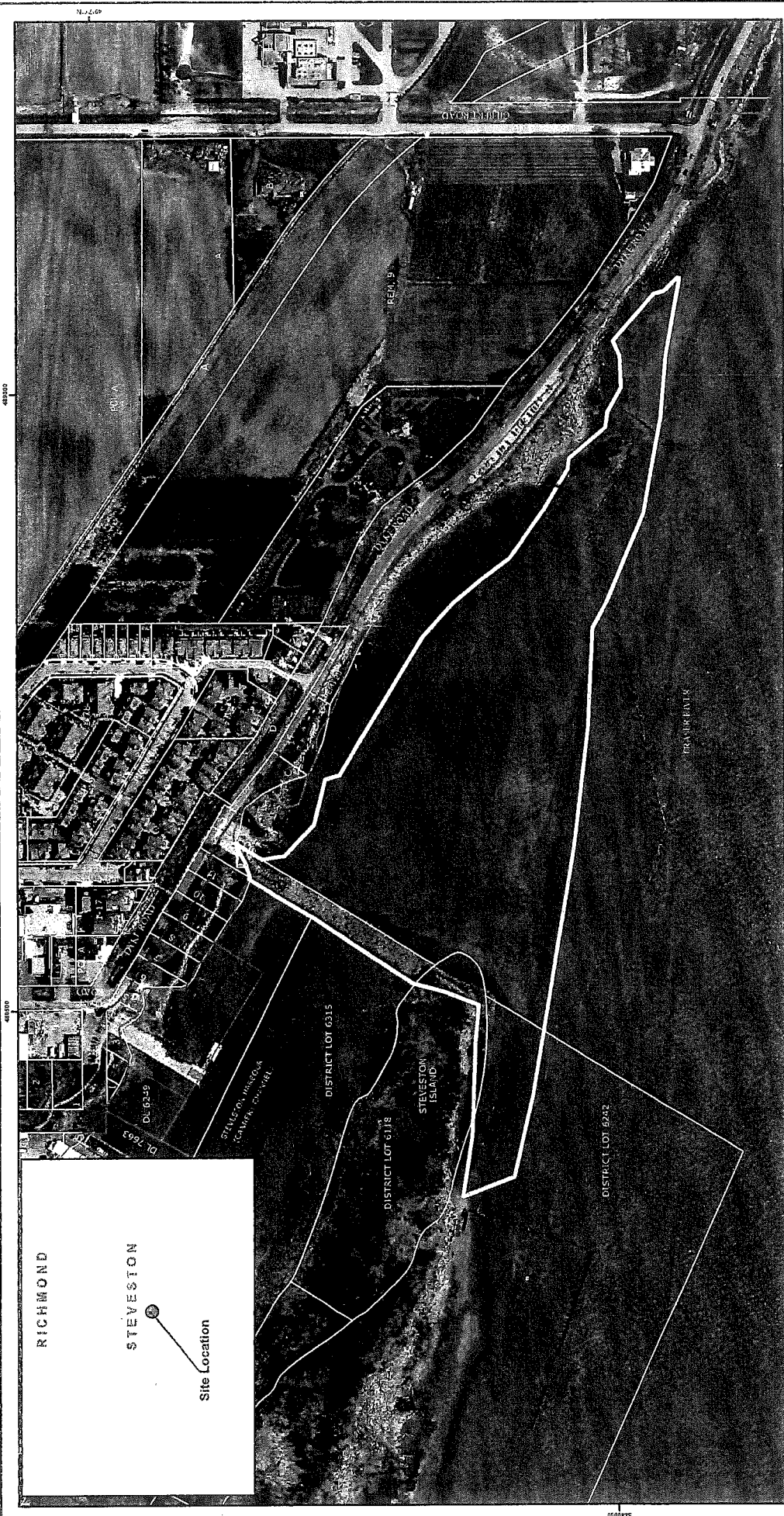
CNCL - 164

DATE	BY	REVISION

STEVESTON COMMUNITY FISHING HARBOUR -
LONG TERM DEVELOPMENT PLAN

2009

L.



FILE LOCATION: U:\YVR\907271\00719_P\Y_PMC\SER\10_E\m19_Geomatics\Figures Maps\HABITAT BANKING\2015-01-14_00719-ST-001_Proposed Lease Area Steveston Revy.mxd

Legend
 Lot Boundary
 District Lot
 Proposed Lease Area
 VFPA Navigational Jurisdiction

High Water Mark (2010)
 Low Water Mark (2010)

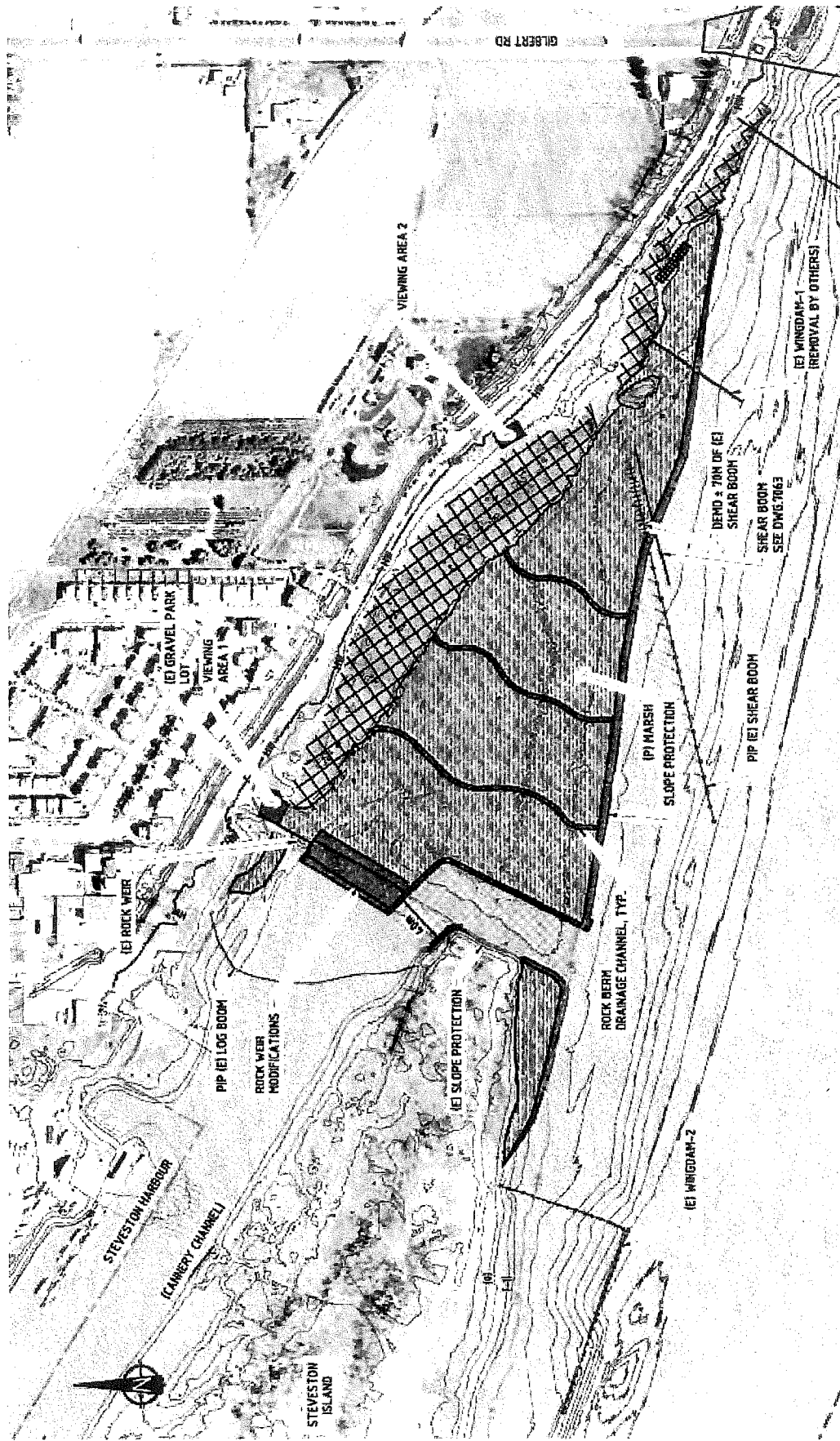
DRAFT

0 25 50 100
 Metres

OneWay
 SCALE: SHOWN TO AREA
 DATE: 15/01/2015
 DRAWN: KR
 EDITED:
 APPROVED:
 This drawing is prepared for the use of our customer as specified in the accompanying report. WorleyParsons Canada Ltd assumes no liability for the drawing if not submitted as approved.

WORLEYPARSONS PROJECT No. 307071-00719
 RIC No. 00719-ST-0001
 REV A

WorleyParsons
 Steveston Island Tidal Marsh Project
 Proposed Lease Area



OPTION 3A: NOTCH IN WEIR

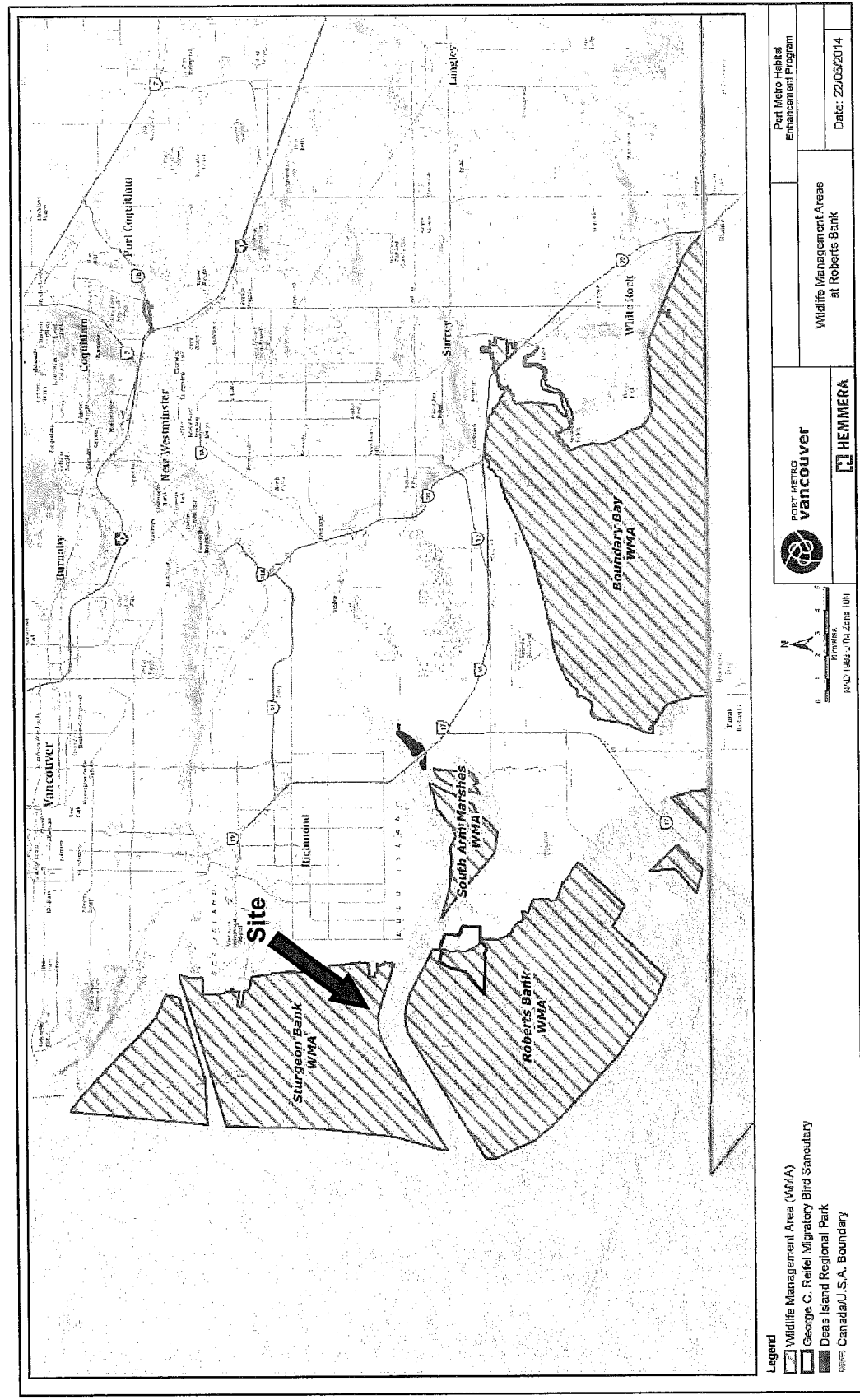


Figure 3 Location of the Sturgeon Bank WMA in relation to the Site