

THE NEW VIEW



TAKE A GOOD LOOK

T
A
B
L
E

O
F

C
O
N
T
E
N
T
S

- **1-2** 2025 DSBIA AGM
- **3-8** Celebrating Business Milestones
- **9** Welcome to the Neighbourhood ★
- **10** Mr Pretzel ★
- **11** Smart Frames & Accents
- **12** Explore the George: Guacamole Mexican Grill ★
- **13** Explore the George: Pho Tam
- **14-15** Feb/Mar Community Calander



SPOTLIGHT ON DOWNTOWN: SHAPING THE FUTURE AT THE 2025 DSBIA AGM



The Downtown Surrey Business Improvement Association (DSBIA) is gearing up for an engaging Annual General Meeting (AGM) on Wednesday, February 19, at the Civic Hotel, located at 13475 Central Avenue, Surrey. Join us in the Boulevard Room for an afternoon of updates, insights, and celebrations. Registration begins at 11:15 a.m., with a complimentary lunch for DSBIA members at 11:30 a.m. The AGM is scheduled to begin at noon and run until 12:20 p.m.

This year's AGM promises to be an important event for the Downtown Surrey business community. The DSBIA will unveil the 2025 budget and conduct elections for its board of directors, shaping the direction of our vibrant downtown district.

SPOTLIGHT ON DOWNTOWN: SHAPING THE FUTURE AT THE 2025 DSBIA AGM

A special highlight of the afternoon is a keynote address by Surrey Police Service (SPS) Chief Norm Lipinski. Following the AGM, he will deliver a keynote speech titled "Surrey Police Service: The Way Forward," sharing his vision and plans for the future of policing in Surrey. This promises to offer valuable insights for local businesses.



The AGM will also feature a celebration of milestone anniversaries for a number of local businesses. This year, we honour 99 Nurseries & Florist, ICBA, Gus's Shop, Surrey Natural Foods, Mason Locksmiths, North Surrey Chiropractic Clinic, Beautyland Salon, David Pel & Company, Budget Brake & Muffler, PCRS, and Westcoast Piercing. These businesses have been contributing to our community, and their achievements deserve recognition. For more details about these remarkable organizations, check out pages 3-8 of the New View.

Don't miss this opportunity to connect with fellow business owners, celebrate local successes, and gain a deeper understanding of the future of Downtown Surrey. Preregistration is required and can be completed via Eventbrite at www.dsbiaagm2025.eventbrite.ca.

For more information about the AGM, including the agenda, minutes, Year End Report, and financial statements, visit www.downtownsurreybia.com/AGM/2025.

330 – 10362 KING GEORGE BLVD., SURREY. BC V3T 2W5

TELEPHONE: (604) 580-2321 || FAX: (604) 580.6321

WEBSITE:
DOWNTOWNSURREYBIA.COM
SURREYCITYCENTRE.CA

TWITTER/X: @DTSURREYBIA

COMMENTS, QUESTIONS, OR STORY IDEAS CAN BE DIRECTED TO:
INFO@DOWNTOWNSURREYBIA.COM

PUBLISHER: DOWNTOWN SURREY BUSINESS IMPROVEMENT ASSOCIATION

CONTRIBUTING WRITERS: CHIARA LEONE & NATHAN SCHROEDER

GRAPHIC DESIGN: CHIARA LEONE



CONGRATULATIONS TO OUR LOCAL BUSINESSES ON THEIR MILESTONE ANNIVERSARIES THIS YEAR

99 Nurseries & Florist Inc. – 60 Years

For six decades, 99 Nurseries & Florist Inc. has been a cherished local institution, proudly serving Surrey as one of the region's largest garden centers. Family-owned and operated, they are deeply committed to offering the finest floral arrangements and gifts, all backed by friendly, knowledgeable service. Because every customer matters, their professional staff goes the extra mile to ensure each bouquet and garden item exceeds expectations. This personalized attention has helped generations of gardeners cultivate stunning landscapes and memorable floral displays. Over the years, 99 Nurseries & Florist Inc. has also supported numerous community events, donating flowers and expertise to bring color and life to local celebrations. As they mark 60 years, they remain dedicated to upholding their roots in customer care, horticultural passion, and strong community involvement.



Gus's Shop - 50 Years

Celebrating a half-century of service, Gus's Motorcycle Repair Shop marks its 50th anniversary this year. Owned by Gus Berkelaar since 1975, the shop in Surrey, British Columbia, has been a cornerstone of quality workmanship and reasonable rates. As we honor this significant milestone, we reflect on Gus's dedication to excellent motorcycle maintenance and repair. Here's to many more years of keeping our community's wheels smoothly turning!



CELEBRATING BUSINESS MILESTONES

Mason Locksmiths – 50 Years

Founded in 1974 by Cecil Mason, Mason Locksmith is known as Surrey's original locksmith shop and has safeguarded local homes, businesses, and vehicles for half a century. Their range of services includes quick, accurate key duplication, chip and transponder key programming, and a wide selection of locks, padlocks, deadbolts, and safes—featuring the high-security ABLOY PROTEC ELITE line. The company's dedication to prompt, reliable assistance is backed by a fully equipped mobile service, ensuring help is always close at hand. Now under the leadership of President Darren Pinch, Mason Locksmith continues to prioritize customer safety and satisfaction, staying at the forefront of evolving security technologies. As they celebrate 50 years in business, they remain committed to community support and innovation in all aspects of locksmithing.



Surrey Natural Foods – 50 Years

Since 1975, Surrey Natural Foods has been a trusted resource for organic and natural products, serving the Whalley community with a steadfast focus on passion, knowledge, and education. This customer-driven ethos is reflected in a diverse selection of high-quality vitamins, supplements, and fresh groceries, all curated to promote holistic wellness. Over the past five decades, the store has hosted numerous educational sessions, empowering customers to make informed decisions about their health and well-being. Its commitment to partnering with local suppliers and offering in-depth guidance has helped establish Surrey Natural Foods as a cornerstone of community wellness. As they approach their 50th anniversary on July 21, 2025, Surrey Natural Foods remains dedicated to supporting a healthier future for Whalley and beyond.



CELEBRATING BUSINESS MILESTONES

Budget Brake & Muffler Auto Centres – 50 Years

Celebrating 50 years at its Surrey location, Budget Brake & Muffler Auto Centres has become a trusted destination for comprehensive automotive care. Originally established in 1972, the company built its reputation province-wide by providing outstanding advice, dependable service, and transparent pricing. Their Surrey team continues this legacy, offering brake repair, muffler replacement, routine maintenance, and more—all backed by a 1 year/20,000 kilometre parts and labour warranty. With a dedicated staff that understands both the community and each customer's unique automotive needs, Budget Brake & Muffler Auto Centres embodies the promise: "We'll fix it right, to your satisfaction." This unwavering commitment to quality and reliability has earned them a loyal client base. As they mark five decades of service, the Surrey location remains focused on the core values that have guided them since day one: safety, trust, and genuine care for every driver on the road.



Independent Contractors and Businesses Association (ICBA) – 50 Years

For five decades, the Independent Contractors and Businesses Association (ICBA) has championed the open-shop construction industry, representing more than 4,000 entrepreneurs, sub-trades, and resource development companies that collectively employ 150,000 Canadians. Established in 1975, ICBA provides industry-leading training, group benefits, and advocacy, cultivating an environment where independent contractors can flourish. As the largest sponsor of trades apprentices in BC, the association actively invests in building a skilled workforce that fuels the province's economic growth. Beyond equipping businesses with essential tools and knowledge, ICBA is committed to fair competition, safety excellence, and innovation in every facet of construction. Approaching its 50th anniversary in 2025, the organization continues to strengthen both industry and community, upholding a longstanding dedication to building a better British Columbia.

CELEBRATING BUSINESS MILESTONES

North Surrey Chiropractic Clinic – 40 Years

Serving Surrey and the surrounding communities since 1984, North Surrey Chiropractic Clinic has spent four decades helping individuals find relief, improve spinal health, and embrace ongoing wellness. Their philosophy balances immediate “relief care” with a proactive approach—encouraging patients to view health as a journey rather than a destination. Led by practitioners like Dr. Linda Gordon, the clinic fosters a welcoming environment where patients are encouraged to take charge of their health goals. Whether addressing an injury or guiding patients toward better lifestyle habits, the team offers personalized plans grounded in the belief that “you’re the boss” of your own well-being. As they celebrate their 40-year legacy of service, North Surrey Chiropractic Clinic remains steadfast in its mission to enhance quality of life for every member of the community.



Pacific Community Resources Society (PCRS) – 40 Years

Pacific Community Resources Society (PCRS) has supported communities across British Columbia for 40 years, including significant contributions to Surrey since 1989. Rooted in the belief that everyone deserves accessible, high-quality resources, PCRS works in areas such as education, employment, housing, substance use, mental health, and youth and family support. Their innovative programs, including the Surrey Youth Resource Centres (now known as the City Centre Youth Hub and Newton Youth Hub), have provided vital assistance to young people. Operating on the unceded, ancestral, and traditional territories of the Coast Salish Peoples, PCRS partners with individuals, businesses, and governments to address issues like poverty, child abuse, mental health, substance use, violence, and homelessness. As they mark this milestone, PCRS remains dedicated to community-based advocacy, research, and development.



CELEBRATING BUSINESS MILESTONES

Beautyland Salon – 35 Years

Since 1990, Beautyland Salon has offered a creative, professional, and welcoming environment in downtown Surrey—one where clients can leave looking great on the outside and feeling even better on the inside. Under the ownership of President Nazia Bajwa since 1999, the salon has evolved with the beauty industry's latest trends and techniques, offering services such as hairstyling, coloring, magic straightening, threading, waxing, permanent makeup, and advanced skincare treatments. For 35 years, Beautyland's highly qualified team has placed customer satisfaction at the forefront, customizing services to meet each client's needs. As they look ahead, Beautyland Salon remains dedicated to enhancing confidence and well-being for the Surrey community.



David Pel & Company Inc. – 34 Years

For over three decades, David Pel & Company Inc. has provided comprehensive accounting services in Surrey, combining up-to-date industry expertise with a personalized, client-first approach. As a mid-sized firm, they pride themselves on creating a welcoming environment where individuals and businesses alike receive tailored strategies and solutions—never feeling like just another number. Their seasoned accountants stay current with the latest rules and regulations, ensuring that every client's needs are met with accuracy and professionalism. This emphasis on open communication, customized service, and timely advice has enabled David Pel & Company Inc. to build lasting relationships and a reputation for integrity and dedication. As they celebrate 34 years of success, the firm remains committed to delivering the highest level of customer care and helping clients thrive in an ever-evolving financial landscape.

CELEBRATING BUSINESS MILESTONES

Westcoast Piercing – 25 Years

For a quarter century, Westcoast Piercing has set the standard for safe, high-quality body piercing and fine jewelry in Surrey. Established by owner and president Kelly Brookes as the first Association of Professional Piercers (APP) member-run studio in the Lower Mainland, the shop features advanced sterilization technology and precision procedures. Manager and piercer Julie Green leads a skilled team dedicated to client education and exceptional customer care. Westcoast Piercing's vast selection of top-tier jewelry—from brands like Anatometal, BVLA, and Industrial Strength—reflects the belief that using quality materials is vital for optimal healing. Beyond their commitment to professionalism, they actively engage in the Surrey community through local events and charitable initiatives. Celebrating 25 years, Westcoast Piercing continues to champion innovation, style, and client-focused service, empowering individuals to safely celebrate their bodies with confidence.



The Downtown Surrey BIA extends sincere thanks to our Bike Patrol team for their vital role in community safety. Running Monday to Saturday from 9 AM to 7 PM throughout 2024, they've managed nearly 4,000 incident reports and coordinated with local services to address emergencies and community concerns like graffiti and illegal dumping. We deeply appreciate their dedication to keeping our community safe and secure.

BIKE PATROL



WELCOME TO THE NEIGHBOURHOOD

Meet Ben Rodrigue, an inspector with the D-1 Surrey Police Service. Ben, originally from Quebec, brings over three decades of diverse policing experience. His career began under the influence of his father, a Montreal City police officer, inspiring Ben to join the RCMP in 1993. After various roles across Canada and a brief stint outside the RCMP, he recently transitioned to his current position at the District 1 Community Police Office.



Ben's role in Surrey involves overseeing around 100 frontline officers in Whalley, focusing on operational strategies and community engagement. He tackles local issues proactively, like the warming fires in homeless encampments, by collaborating with community groups to find safe and practical solutions. This approach underscores his commitment to community policing, balancing safety with sensitivity to social issues.

Outside of work, Ben leads an active lifestyle, enjoying wakesurfing in the summer and skiing in the winter, always making the most of his time outdoors with his family. His favorite places in Surrey reflect his deep connection to the community he serves. When it comes to dining, Ben's top pick is All About Pho, although he recently discovered and enjoyed Guacamole Mexican Grill.

Ben Rodrigue's commitment to his new role at the D-1 Surrey Police Service is set to greatly enhance community safety and cohesion. His extensive experience and personal approach to policing are assets that will undoubtedly benefit Surrey's residents.



MR. PRETZELS - CENTRAL CITY

If you've been to Central City Shopping Centre, you've probably noticed the tempting smell of fresh pretzels in the air. That scent leads to Mr. Pretzels, a go-to spot for a tasty, made-from-scratch snack.

Every pretzel is hand-rolled and baked right in front of you, ensuring a warm, soft, and flavorful bite. The dough is made fresh all day, with many options to choose from. Whether you like their most popular items that include cinnamon sugar or classic salt, or something a little more untraditional, they have flavours for everyone. Beyond their signature flavors, seasonal specials and limited-time offerings keep the menu exciting for returning customers.

Since opening in 1994, Mr. Pretzels has expanded to 20 countries. Canada got its first location in Montreal in 2013, and the brand has been growing ever since. Mr Pretzels has a goal of serving pretzels in every continent, to prove that delicious tastes transcend borders.

The best part? These pretzels are made with natural ingredients and no preservatives, so you can enjoy them guilt-free. Next time you're in Central City Shopping Centre, stop by Mr. Pretzels near the food court, or just follow the delicious smell and grab a warm, fresh pretzel, you won't regret it.



SMART FRAMES & ACCENTS - CENTRAL CITY

Discover the art of custom decor at Smart Frames & Accents, conveniently located at Central City Shopping Centre, where specialized framing and printing services cater to both personal and professional spaces. Whether showcasing family photos, prized artwork, or enhancing your office environment, Smart provides tailored solutions that bring your walls to life.

Smart Frames & Accents is known for its careful attention to detail. They offer custom framing and advanced printing services, ensuring that every piece, from digital images to limited edition prints for artists, is displayed in its best light. The store uses high-quality materials to craft frames that enhance and preserve the quality of your art.

A unique service they offer is paper printing that is laminated, coated, and mounted on foam boards for a sleek presentation. This method is particularly popular among artists and photographers who seek to protect their work while maintaining a high-quality finish.

Smart also showcases a collection of Indigenous art, featuring works from notable artists like Valencia Bird. This introduces a cultural dimension to their offerings and invites customers to explore and connect with a variety of stories and traditions.

Denise, who has been with Smart Frames & Accents for over 20 years, adds a personal touch to the experience. "You get to know the artists and their stories, which is so meaningful," she says. This deep connection between the art, the artists, and the customers highlights the community and cultural engagement that Smart fosters.

Visit Smart Frames & Accents to explore the possibilities for your home or office. Their commitment to quality and customer satisfaction makes them a great choice for personalized and meaningful art and decor. Transform your walls into a gallery of your own stories and experiences with Smart Frames & Accents.



By Chiara Leone

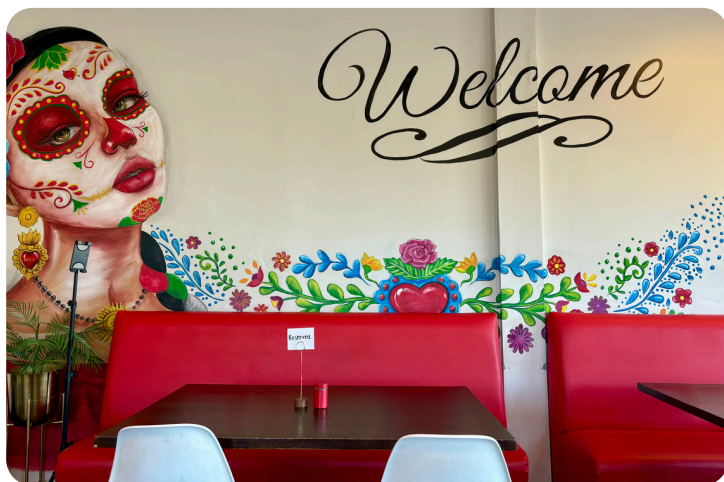
EXPLORE THE GEORGE: GUACAMOLE MEXICAN GRILL

Located in the King George area of Surrey at 10671A King George Blvd, Guacamole Mexican Grill has quickly become a local favorite since opening. This family-run restaurant is known for its authentic Mexican cuisine, using recipes handed down through generations. The atmosphere is inviting, and you're often welcomed by the delicious smells of tacos, burritos, and quesadillas being prepared.

Adding to the lively ambiance, the restaurant occasionally hosts traditional live music and karaoke nights, creating a festive and engaging environment for guests. The menu has a variety of classic Mexican dishes made with fresh ingredients. A standout is their fried birria tacos, which come with slow-cooked meat in a crispy shell, paired with a savory consommé for dipping. These tacos are a crowd-pleaser for their rich flavors and excellent texture.

As an intern at the Downtown Surrey BIA, I've had the chance to visit several spots in the area, and Guacamole Mexican Grill immediately caught my attention. The staff was friendly and helpful, making the dining experience enjoyable. The fried birria tacos are a must-try. Whether you're alone or with friends, it's a great place to unwind and enjoy a meal.

If you're a fan of Mexican food or just eager to try something new, Guacamole Mexican Grill is worth a visit. The combination of tasty food and warm service makes it easy to see why it's become a popular spot along the George, and why I plan to return.



EXPLORE THE GEORGE: PHO TAM

Tucked off of King George Boulevard at 10302 City Pkwy, Surrey, Pho Tam might not grab your attention at first glance. It's simple and minimalist setup keeps the focus on what really matters: the food. Step inside and you'll immediately notice the steady stream of diners who keep coming back for more. This place is always busy, and for good reason.

What makes Pho Tam stand out is its consistency. While there's no shortage of pho spots in the area, this authentic restaurant has built a strong reputation for Vietnamese flavours at affordable prices. The star of the menu? The Pho Dac Biet House Special, a steaming bowl of rich, flavorful broth filled with beef balls, rare meat, tendon, tripe, brisket, well-done meat, and silky rice noodles. It's the ultimate comfort food and a go-to for regulars.

On my visit, I went for the Lemongrass Chicken and Spring Rolls, and it did not disappoint. The chicken was tender and perfectly grilled. The spring rolls, crispy and golden, were stuffed with a delicious filling that made every bite satisfying. The freshness of the ingredients and the balance of flavors showed just how much care the kitchen puts into each dish.

Pho Tam isn't flashy, but its warm, wholesome atmosphere and consistently great food make it a standout. Whether you're in the mood for a quick, comforting bowl of pho or a tasty rice dish, this spot delivers. If you're in Surrey and craving an authentic Vietnamese meal, Pho Tam is definitely worth a visit.



FEBRUARY COMMUNITY CALENDAR

Craft 'N' Yarn Tuesdays, | 6:00pm – 8:30pm | City Centre Library Join us for a casual crafting session. Bring your current project to work on in the company of others. Crafters of all kinds, abilities, and ages welcome, but this is not an instructional class. Drop-in. No registration required.

Babytime Wednesdays | 10:00am - 11:00am | City Centre Branch This program is for babies 0-1 and their caregiver. Join us for songs, stories, rhymes and bounces to help your baby develop speech and language skills. After a 30 minute storytime, there will be a social time for babies and their caregivers.! 604.598.7427 or surreylibraries.ca.

Family Storytime Fridays | 1:30pm – 2:30pm | City Centre Branch This program is for children of all ages and their caregivers. Join us for fun stories and songs for the whole family! Help imaginations grow and build a love of reading.

Meat Draws every Saturday and Sunday tickets on sale at 4pm at Whalley Legion #102 - 10626 City Parkway, Surrey.

Live Bands at Whalley Legion every Friday, Saturday and Sunday evening at Whalley Legion.

04 | Karaoke at Whalley Legion 7-11pm

05 | LA Bingo Wednesdays at Whalley Legion from 1-3pm

08 | South Asian Forum: Brain Health City of Surrey and Alzheimer Society of BC are partnering to offer this free event in Punjabi and English. Surrey City Hall - Centre Stage 13450 - 104 Avenue Contact info agefriendlyforseniors@surrey.ca

11 | Karaoke at Whalley Legion 7-11pm

12 | LA Bingo Wednesdays at Whalley Legion from 1-3pm

18 | Karaoke at Whalley Legion 7-11pm

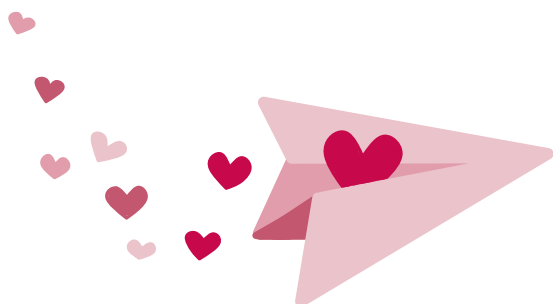
19 | LA Bingo Wednesdays at Whalley Legion from 1-3pm

22 | Paper Playground A relaxed and playful interactive dance performance for young imaginations. Presented by Surrey SPARK Stages. 11:00am - 11:40pm or 2:30pm - 3:10pm Studio Theatre at Surrey Arts Centre 13750 88 Avenue, Surrey BC Tickets & pricing Child \$16 | Adult \$21

22 | Movie at the Library `Beauty and the Beast` from 2-4pm City Centre Library

25 | Karaoke at Whalley Legion 7-11pm

26 | LA Bingo Wednesdays at Whalley Legion from 1-3pm



**Celebrating Valentine's Day
with a special someone?
Check out our 2024
Restaurant Guide for
inspiration!**

MARCH COMMUNITY CALENDAR

Craft 'N' Yarn Tuesdays, | 6:00pm – 8:30pm | City Centre Library Join us for a casual crafting session. Bring your current project to work on in the company of others. Crafters of all kinds, abilities, and ages welcome, but this is not an instructional class. Drop-in. No registration required.

Babytime Wednesdays | 10:00am – 11:00am | City Centre Branch This program is for babies 0-1 and their caregiver. Join us for songs, stories, rhymes and bounces to help your baby develop speech and language skills. After a 30 minute storytime, there will be a social time for babies and their caregivers.! 604.598.7427 or surreylibraries.ca.

Family Storytime Fridays | 1:30pm – 2:30pm | City Centre Branch This program is for children of all ages and their caregivers. Join us for fun stories and songs for the whole family! Help imaginations grow and build a love of reading.

Meat Draws every Saturday and Sunday tickets on sale at 4pm at Whalley Legion #102 - 10626 City Parkway, Surrey.

Live Bands at Whalley Legion every Friday, Saturday and Sunday evening at Whalley Legion.

01 | Family LEGO® Club 2–4pm, this program is for children of all ages and their caregivers. Join us for family playtime. We provide the LEGO® (and DUPLO®). You provide the ideas. City Centre Library 10350 University Drive, Surrey 120 Contact 604-598-7427 Drop in. No registration required

04 | Karaoke at Whalley Legion 7-11pm

05 | LA Bingo Wednesdays at Whalley Legion from 1-3pm

08 | Magnetic North A sonic adventure with the natural world! A Surrey SPARK Stages presentation. 7-8pm Centre Stage at Surrey City Hall 13450 104 Ave, Surrey, Tickets & pricing Child \$16 | Adult \$21

09 | Family Art Party Make art with friends and family! Surrey Art Gallery - 13750 88 Ave 12-4pm. FREE

11 | Karaoke at Whalley Legion 7-11pm

12 | LA Bingo Wednesdays at Whalley Legion from 1-3pm

14 | Surrey Steps Up Join the movement of positivity! 5-9pm FREE Surrey City Hall, 13450 104 Ave, Surrey

15 | Family LEGO® Club 2–4pm, this program is for children of all ages and their caregivers. Join us for family playtime. We provide the LEGO® (and DUPLO®). You provide the ideas. City Centre Library 10350 University Drive, Surrey 120 Contact 604-598-7427 Drop in. No registration required

18 | Karaoke at Whalley Legion 7-11pm

19 | LA Bingo Wednesdays at Whalley Legion from 1-3pm

22 | Family Movie How to Train Your Dragon 2 -4pm City Centre Library Branch. Free

25 | Karaoke at Whalley Legion 7-11pm

26 | LA Bingo Wednesdays at Whalley Legion from 1-3pm

What are you doing this
Saint Patrick's Day?

