



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

March 29, 2019

A MEETING of the **WHITE ROCK SEA FESTIVAL COMMITTEE** will be held in the CITY HALL COUNCIL CHAMBERS, 15322 Buena Vista Avenue, on **APRIL 4, 2019**, at 4:00 p.m. for the transaction of business listed below.

Tracey Arthur,
Director of Corporate Administration

A G E N D A

1. CALL TO ORDER

2. ADOPTION OF AGENDA

RECOMMENDATION

THAT the White Rock Sea Festival Committee (the Committee) adopts the agenda for the April 4, 2019 meeting as circulated.

3. APPROVAL OF MINUTES

March 7, 2019

RECOMMENDATION

THAT the Committee adopts the minutes of the March 7, 2019 meeting as circulated.

4. PROGRAM OF EVENTS

- Ideas for the 70th platinum year (D. Campbell)

5. MARKETING AND COMMUNICATIONS

6. PARADE

- Parade marshal suggestions (B. Sullivan)
- Parade float use (E. Stepura)

7. SPONSORSHIP UPDATES

- Tent request- the Launching Pad (D. Campbell)

8. VENDORS

9. TRANSPORTATION

- Handicap and senior access (event location, transportation) (B. Sullivan)

10. LOGISTICS UPDATE

11. VOLUNTEER

- Schedule to recruit volunteers (B. Sullivan)

12. BUDGET

- Pirates in the Park (H. Crawford)
- Funds committed, and fund raising prospects (B. Sullivan)

13. 2019 MEETING SCHEDULE

Review the following schedule of 2019 Committee meetings:

- April 4
- May 2
- June 6
- July 4
- July 25
- August 1 – (Volunteer Orientation 6p-8pm following the Committee Meeting)
- August 22 – Debrief Meeting

14. CONCLUSION OF THE APRIL 4, 2019 MEETING

PRESENT: D. Campbell, Chairperson
B. Sullivan, Vice-Chairperson
H. Crawford
F. Kubacki (arrived at 4:08 p.m.)
A. Nielsen
C. Poppy
A. Shah
S. Sullivan
P. Zheng (arrived at 4:05 p.m.)

COUNCIL: Councillor C. Trevelyan (non-voting)

STAFF: E. Stepura, Director of Recreation and Culture
E. Keurvorst, Manager of Culture
C. Westwood, Special Events Coordinator
D. Johnstone, Committee Clerk

Public: 1
Press: 0

1. CALL TO ORDER

The meeting was called to order at 4:02 p.m.

The Director of Recreation and Culture assumed the role of Chair and round table introductions were made.

2. ADOPTION OF AGENDA

2019-SFC-01 **It was MOVED and SECONDED**

THAT the White Rock Sea Festival Committee (the Committee) adopts the agenda for the March 7, 2019 meeting with the inclusion of Council Policy 153 – Terms of Reference: White Rock Sea Festival Committee.

CARRIED

3. REVIEW/APPROVAL OF MINUTES

2019-SFC-02 **It was MOVED and SECONDED**

THAT the Committee adopts the August 23, 2018 minutes as circulated.

CARRIED

4. ELECTION OF CHAIRPERSON AND VICE-CHAIRPERSON

Members of the Committee to appoint a Chairperson and Vice-Chairperson for the 2019 Committee year.

2019-SFC-003 **IT WAS MOVED AND SECONDED**

THAT the Committee appoints as the Chairperson for the 2019 Sea Festival Committee Year:

- Chairperson: D. Campbell

CARRIED

2019-SFC-004 **IT WAS MOVED AND SECONDED**

THAT the Committee appoints as the Vice-Chairperson for the 2019 Sea Festival Committee Year:

- Vice-Chairperson: B. Sullivan

CARRIED

D. Campbell assumed the role of Chair.

5. **COMMITTEE TERMS OF REFERENCE REVIEW – DIRECTOR OF RECREATION AND CULTURE**

The Director of Recreation and Culture reviewed the Terms of Reference and mandate for the Committee.

In response to a question from the Committee, staff noted that the Semiahmoo First Nation has requested that they partner with the City to discuss both the Sea Festival and Semiahmoo Days through a joint sub-committee.

ACTION: Staff to provide Sea Festival Committee minutes to SFN for their information.

6. **FESTIVAL PLAN – MANAGER, CULTURAL DEVELOPMENT AND SPECIAL EVENTS COORDINATOR**

The Manager of Cultural Development and the Special Events Coordinator reviewed the Incident Command List of Duties and Responsibilities. Key positions for City staff and Committee members were highlighted, along with the tasks associated with their role.

The criteria for Committee coordinator positions were discussed by staff and the Committee. The following discussion points were noted:

- Coordinator positions have the ability to recruit their own teams to assist with workload and various tasks.
- The float coordinator position was previously held by a member of the Chinese Village Club. The Committee expressed an interest in reaching out to see if that person could fill the position again.
- **ACTION:** P. Zheng to follow up on the float coordinator position and report back to the Committee.
- The parade coordinator and the float coordinator positions could be merged into one position.
- About 70 volunteers would be required for the festival.
- The sponsorship coordinator position has a broader reach outside of the community, while the business liaison position works with the White Rock Business Improvement Association (BIA) and local businesses.

- Government sponsorship requests should indicate that two or three positions are required for the festival.
ACTION: F. Kubacki to work with staff on Government funding applications.
ACTION: D. Campbell to reach out to previous Committee member S. John (from Pulse FM) to enquire if she would have any contacts who may have an interest in working with the Committee.
- The Committee suggested reaching out to the White Rock BIA regarding the Business Liaison Coordinator position.
ACTION: Follow up with the White Rock BIA to see if they would be interested in being involved in the Committee, with the support of the City.
ACTION: C. Poppy to discuss the business liaison opportunity with members of the Real Estate Committee.

COMMITTEE MEMBER COORDINATOR POSITIONS – SEA FEST 2019			
Coordinator Position	Responsibilities	Background That Would be Beneficial	Committee Member Name
Parade Coordinator	Oversee the Torch Light Parade: <ul style="list-style-type: none"> • Schedule, Operations, Route layout, Safety • Liaise with City Staff regarding position lineup 	Expertise in planning and organizing community parades	C. Poppy (A. Nielsen will assist).
Float Coordinator	<ul style="list-style-type: none"> • Design, decorate and maintain the City’s parade float. • Arrange for the float to visit other community festivals. 	Parade float design, decorating and coordination experience.	To be determined.
Transportation Coordinator	<ul style="list-style-type: none"> • Work with City Staff to develop and manage a festival parking and transportation plan 	Transportation and parking planning experience	B. Sullivan
Volunteer Coordinator	<ul style="list-style-type: none"> • Oversee recruiting, orientation and training of volunteers. • Assist City staff in planning a volunteer recognition event. 	Past experience in recruiting, orienting and training volunteers for community festivals and/or events.	F. Kubacki
Sponsorship Coordinator	<ul style="list-style-type: none"> • Recruit local and regional businesses to contribute cash and in-kind donations to build part of the operating budget and to offset budget line items. • Recognize event sponsors. 	Member of the local business community, experienced in corporate fundraising (business owner, or charitable agency Board member or employee)	Sub-Committee: A. Shah (Chair) F. Kubacki S. Sullivan
Children’s Activity Coordinator	<ul style="list-style-type: none"> • Plan, organize and implement a children’s activity area 	Festivals, arts, sports or entertainment event coordination background	H. Crawford.
Marketing & Communications	<ul style="list-style-type: none"> • Raise awareness to enhance participation, volunteer 	Ability to create marketing and communication plans, connections with	Special Events Coordinator.

Coordinator	recruitment and spectator attendance. <ul style="list-style-type: none"> Oversee media relations and photography/video for the event 	local and regional media (newspaper publisher, television producer, PR consultant)	P. Zheng to assist with communication and promoting in other languages for the Chinese community.
Business Liaison Coordinator	<ul style="list-style-type: none"> Recruit local businesses to help support the event through special theme promotions, event sponsorship and event marketing at their place of business 	Member of the local business community experienced in event promotions (BIA or Chamber of Commerce Board member or employee)	To be determined.

The Director of Recreation and Culture reported that:

- Memorial Park and the parkade are expected to be completed by the end of March.
- The Promenade extension area, from the White Rock on the beach to the bear statue, will be completed by the end of April.
- Work on the four railway crosswalks along Marine Drive will be completed by the end of April.
- Construction on the pier is not expected to be completed until the end of August.

7. COMMITTEE TO LIAISE WITH SEMIAHMOO FIRST NATION RE: SEMIAHMOO DAYS/SEA FESTIVAL

- The Chairperson
- Children’s Activities Coordinator
- City Staff Representative

D. Campbell and H. Crawford volunteered to join the Semiahmoo Days/Sea Festival sub-committee, along with City staff.

ACTION: The Director of Recreation and Culture to contact JoAnn Charles to set up the first Semiahmoo Days/Sea Festival sub-committee meeting, preferably during the day.

8. SPONSORSHIP PACKAGE FOR DISTRIBUTION TO COMMITTEE MEMBERS

The Committee reviewed the Sponsorship package, which staff provided as on-table information at the meeting.

In response to questions from the Committee, staff noted the following:

- In an effort to ensure that businesses are recognized appropriately, Community and Media partners would be acknowledged for both their donations and their in-kind contributions.

- The financial contributions for each category would be dependent on budget.
- Opportunities for sponsorship can be customized depending on interest – brand promotion, involvement in the festival, etc.
- The City has approached several potential sponsors with a one-time ask for City of White Rock summer events including Canada Day, Tour de White Rock and the Sea Festival.
- City funding for the festival will still need to be approved by Council through the Financial Plan.
- Last year the festival raised \$36,100 through sponsorship.
ACTION: Special Events Coordinator to provide budget break down from the 2018 event to the sponsorship sub-committee for their information.
ACTION: Special Events Coordinator to organize sponsorship sub-committee meeting prior to the next Sea Festival Committee meeting.

9. **2019 MEETING SCHEDULE**

- March 7
- April 4
- May 2
- June 6
- July 4
- July 25
- August 1 – (Volunteer Orientation 6p-8pm following the Committee Meeting)
- August 22 – Debrief Meeting

2019-SFC-005

IT WAS MOVED AND SECONDED

THAT the White Rock Sea Festival Committee approves the 2019 meeting schedule as presented.

CARRIED

General discussion ensued, and the Committee noted the following:

- August 3rd and 4th are the dates for the 2019 Sea Festival.
- This would be the 70th Anniversary for the Festival, and as such it is important for the Committee to promote the event.
- The start time for the parade could be earlier to better accommodate families. A 6:30 p.m. start time was suggested.
- In the event that the parade starts earlier logistics would need to be considered for people at west beach needing to get to east beach.

ACTION: Committee Clerk to do a call out to Committee members for agenda items one week in advance of the agenda distribution date.

ACTION: 2019 Budget to be provided to the Committee when available.

10. **CONCLUSION OF THE MARCH 7, 2019 MEETING**

The Chairperson declared the meeting concluded at 5:10 p.m.



D. Campbell, Chairperson

D. Johnstone, Committee Clerk

UNAPPROVED