

Action: L. Xu to generate a scan (QR) code and assist with creating a template for a Chinese language version of the business card.

Action: Councillor Chesney to select a printing company, and have the Tour de White Rock business cards printed.

- **May 16, 2019 Meeting with White Rock Tourism, White Rock BIA and White Rock/ South Surrey Chamber of Commerce:**

Staff reported that the meeting held on May 16, 2019 with select members of the Committee, White Rock Tourism, the White Rock BIA and the White Rock/South Surrey Chamber of Commerce went well. The importance of information sharing (such as the hashtags being utilized by the Tour) was stressed between all members present.

It was noted that the White Rock BIA made several suggestions regarding how the Committee can support and encourage support for the race from local businesses, one of which was using a better wayfinding map for the event. Discussion ensued, and the Committee agreed that spending a portion of their funding on a clearer wayfinding map would be a beneficial. This map would then be available in hard copy, on the Tour de White Rock website and through social media channels. It was further suggested that maps could be distributed by volunteers during the race and also ahead of the race at the White Rock Farmers' Market.

Staff reported that in addition to the wayfinding map, a traffic management plan would need to be established for the Tour de White Rock. Staff are currently looking into acquiring a quote for this, and will provide a further update when available.

- **40th Anniversary Tour de White Rock Logo:**

Staff reported that we now have a final version for the 40th Anniversary of the Tour de White Rock logo. The image for the logo will be provided in a variety of electronic formats, and will be sent to Committee members when available.

The Committee provided the following discussion points:

- The 40th Anniversary Tour de White Rock logo needs to be utilized on all materials that relate to the event.
- The design for t-shirts is currently underway. It was suggested that some shirts have just the Tour logo, while others have the logo along with the event sponsors.
- Volunteer shirts should be made available in advance of the event, and volunteers should be encouraged to wear them to advertise for the Tour.
- Shirts could be picked up by volunteers at the White Rock Community Centre a week or two before the race weekend, rather than being provided at the volunteer dinner.
- Race posters should be displayed at least three weeks before the race.

- Lawn signs will be used again for race advertising.
- A Tour de White Rock Instagram frame could be developed at the Waterfront to attract attention and further promote to the event.
- It was encouraged that marketing and advertising for the Tour de White Rock take place at the White Rock Farmers' Market on June 16, June 30, and July 7.

Staff reported that the Sea Festival Committee had provided a recommendation to Council at their May 13th Regular Council meeting for funding for the design and implementation of double sided banners throughout White Rock. The proposed banners would have the 70th Anniversary of the Sea Festival on one side, and the 40th Anniversary of the Tour de White Rock on the other side.

Council had requested that a quote be provided on the cost of this request through a corporate report. Staff noted that the City has 176 banner locations throughout the community, and that the cost of producing and installing that number of banners would be \$14,000.

The Committee agreed that they were in support of this recommendation; however, it was suggested that staff reach out to the White Rock BIA to see how many banners have been installed in the past. Installing a smaller amount of banners could be more cost efficient.

- **Marketing Sub-Committee Update:**
There was no update at this time.

7. **VOLUNTEER RECRUITMENT STATUS REPORT**

G. Stonier, Committee member, reported that a Captains and Assistant Captains meeting had been held last month. Captains are currently building their volunteer teams, with the next meeting being held on June 6, 2019.

8. **VIP RECEPTION REPORT**

Staff reported that Canadian Western Bank would be hosting the VIP reception at the Boat House restaurant this year. It was further noted that there would be no VIP event held at the Crit.

9. **VARIOUS 40th ANNIVERSARY ACTIVITIES**

- Kids' Zone;
- Beer Garden
 - Staff reported that the Beer Garden for the Tour de White Rock had been approved by Council.
 - B. Coates, Committee member, reported that fundraising through the Beer Garden would be put towards the restoration of the Pier.

- Marketplace
 - It was suggested that a meeting with the Volunteer Captain at the Crit location, L. Taylor, Committee member, and staff take place to discuss the logistics for vehicles arriving and departing from the Marketplace and the Kids Zone.
- Beachfront and Beach Activities
 - A further update regarding this will be provided at the next Committee meeting.
- Concert Post Road Race
 - Concerts to take place from 1:00 p.m. to 6:00 p.m. at the Memorial Park Plaza.
 - It was suggested that a bike valet be considered, or the Committee could look into creating their own on Marine Drive. If this went ahead, volunteers would be required to assist with bike security. The Committee discussed the potential for liability issues.

ACTION: B. Coates, Committee Member, to follow up with the Rotary Club regarding liability coverage for a bike valet service.

- Car-Free Day (Marine Drive)
 - It was reported that the proposed Car Free Day on Marine Drive will not be going ahead.

10.

BUDGET

Staff reported that an initial draft budget for 2019 had been sent out to all Committee members via email. Finalized numbers would be provided to the Committee when available.

The Committee discussed the remaining funds from the \$25,000 provided by Council for the Tour event. It was determined that a portion of these funds (approximately \$8,000) be allocated towards hiring a social media coordinator for the Tour de White Rock.

Any additional funds left over would be put towards traffic control measures.

11.

OTHER BUSINESS

Donated Tour de White Rock t-shirts from the collection of race volunteer S. Young:

A. Anderson, Committee member, reported that S. Young volunteered for the Tour de White Rock for 38 years. Following his passing, his widow, F. Young has offered to donate her husband's 38 consecutive Tour de White Rock shirts to the Committee in his honour.

The Committee noted their appreciation to both S. Young and F. Young for their continued dedication to the Tour de White Rock event.

ACTION: A. Anderson to invite F. Young to either the May 30th or June 5th Committee meeting to formally present the Committee with the 39 Tour de White Rock shirts.

General discussion ensued regarding volunteer t-shirts for this year's Tour de White Rock event. The Committee noted that having a high visibility colour (such as bright green or yellow) would be preferred, as it makes volunteers easy to locate throughout the event.

12. 2019 SCHEDULE OF COMMITTEE MEETINGS

The 2019 meeting schedule was adopted by the Committee at its meeting on March 21, 2019, and the upcoming meetings are noted for reference purposes:

- May 30
- June 5
- June 20
- July 18 – Post-race debrief

13. CONCLUSION OF THE MAY 16, 2019 TOUR DE WHITE ROCK COMMITTEE MEETING

The Chairperson declared the meeting concluded at 7:07 p.m.

A. Vigoda, Chairperson



D. Johnstone, Committee Clerk