



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

June 27, 2019

A MEETING of the **WHITE ROCK SEA FESTIVAL COMMITTEE** will be held in the **CITY HALL COUNCIL CHAMBERS**, 15322 Buena Vista Avenue, on **July 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 July 4, 2019 meeting as circulated.

3. APPROVAL OF MINUTES

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a) June 6, 2019

RECOMMENDATION

THAT the White Rock Sea Festival Committee (the Committee) adopts the minutes of the June 6, 2019 meeting as circulated.

4. PROGRAM OF EVENTS

- Follow-up on ideas for the 70th platinum year
- Entertainment group update
- 70th Anniversary brand/logo
- Follow-up - previous parade princesses and/or parade marshals

5. MARKETING AND COMMUNICATIONS

- Invitation for Sea Festival to Sister-City La Connor Washington

6. PARADE

7. SPONSORSHIP UPDATES

8. VENDORS

9. TRANSPORTATION

10. LOGISTICS UPDATE

11. VOLUNTEER

12. BUDGET

13. 2019 MEETING SCHEDULE

Review the following schedule of 2019 Committee meetings:

- July 25
- August 1 – (Volunteer Orientation 6 p.m.-8 p.m. following the Committee Meeting)
- August 22 – Debrief Meeting

14. CONCLUSION OF THE JULY 4, 2019 MEETING

Minutes of a Sea Festival Committee Meeting
City of White Rock, held in the
City Hall Council Chambers
June 6, 2019

PRESENT: D. Campbell, Chairperson
B. Sullivan, Vice-Chairperson
H. Crawford (arrived at 4:38 p.m.)
F. Kubacki
A. Nielsen (arrived at 4:14 p.m.)
C. Poppy (arrived at 4:03 p.m.)
A. Shah
S. Sullivan
P. Zheng

COUNCIL: Councillor H. Fathers (non-voting) (left the meeting at 5:08 p.m.)

ABSENT: I. Filonova

STAFF: E. Keurvorst, Manager of Culture
C. Westwood, Special Events Coordinator
E. Tuson, Committee Clerk
D. Johnstone, Committee Clerk

Public: 0
Press: 0

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

2. **ADOPTION OF AGENDA**
The Sea Festival Committee accepted the agenda as circulated.

3. **APPROVAL OF MINUTES**

2019-SFC-11 **It was MOVED and SECONDED**
THAT the Sea Festival Committee adopts the May 2, 2019 minutes as circulated.

CARRIED

4. **PROGRAM OF EVENTS**

Follow-up on ideas for the 70th platinum year
Staff distributed an on table Sea Festival event schedule.

Discussion ensued regarding the event schedule for Saturday, August 3rd, and the following points were noted:

- Friday movie night at Spirit Park will still be taking place.
- The main stage for concerts will be at Memorial park and vendors will be set up along the promenade.

Minutes of a Sea Festival Committee Meeting
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- There will be food carts at the promenade as part of the City's food cart program.
- The concert headliner will start at 9:00 p.m.
- Fireworks will begin at 10:15 p.m.
- Paddle board and skim board demos will be offered.

Discussion continued regarding the event schedule and the following items were noted for Sunday, August 4th:

- The Waiters Race will be taking place on Memorial Park Plaza.
- Staff are currently working on a traffic management plan.
- Security has been acquired for the parade.

Staff noted the follow locations for road closures for the 2019 Sea Festival:

- Full road closure on Marine Drive from High Street to Oxford Street from 10:00 a.m. – 8:45 p.m. with area residents being able to enter/exit if deemed safe by RCMP/Traffic Control. Hard closure at 4:00 p.m.
- Full road closure on Marine Drive from Oxford Street to Parker Street from 5:00 p.m. – 11:00 p.m. or earlier if safe to re-open as determined by White Rock RCMP.
- Full Road closure on Marine Drive from Parker Street to Stayte Street from 8:00 p.m. – 11:00 p.m. or earlier if safe to re-open as determined by White Rock RCMP.

Additional event updates were also noted:

- Staff are currently looking into directional signage for event attendees.
- Student actors will be utilized throughout the festival weekend.
- Staff noted that they are looking into compiling old Sea Festival photos to put a slide show together for the volunteer orientation night.

In response to questions from the Committee, staff noted that there will only be approved food carts along the promenade as part of the City's food cart program, in addition to the restaurants on Marine Drive, for the attendees to buy food.

Entertainment group update

Staff noted that bookings for event entertainment are almost complete.

70th Anniversary brand/logo

Staff noted that the sand dollar logo will be put on Sea Festival programs and posters and will be incorporated into other branding (e.g. concert stage backdrop etc.)

Follow-up - previous parade princesses and/or parade marshals

It was reported that Committee members are currently looking into the availability of previous Ms. White Rock princesses invited to participate on the parade float.

It was suggested that the White Rock Youth Ambassadors could also be incorporated into other aspects of the Sea Festival (e.g. handing out cookies, helping with volunteer duties, etc.).

Staff noted that name tags will be created for Sea Festival Committee Members.

5. MARKETING AND COMMUNICATIONS

Discussion ensued regarding marketing and communications and the following topics were noted by Staff:

- The double sided banner for the Sea Festival and the Tour de White Rock has been completed and will be going up around the city for event promotion.
- There will be online marketing taking place (e.g. South Rock Buzz, Pulse FM, and Peace Arch News) in addition to the City's social media and information on the City website.
- A volunteer call out was included in the Recreation and Culture newsletter. There will also be additional marketing information going out in the Recreation and Culture newsletters in the future.
- Posters and programs will be printed to display throughout the community.

ACTION: Staff to distribute the Sea Festival event programs and posters to the Committee when available for their information.

Invitation for Sea Festival to Sister-City La Connor Washington

ACTION: Staff to discuss an invitation to the City of White Rock's Sister-City La Connor, Washington with the Mayor's office, for the 70th Anniversary Sea Festival.

6. PARADE

C. Poppy, Committee member, noted the following:

- The Sea Festival float entered the New Westminster Hyack Parade on May 25, 2019 and won two awards.
- It was suggested that invitations be distributed through the Blaine Parade on July 4th, as the Sea Festival float would be in attendance at the event.
- To date there have been five (5) floats confirmed for the Sea Festival parade. Members would be reaching out to potential parade float leads in the coming weeks.

ACTION: C. Poppy, Committee member, to contact the Blaine Chamber of Commerce regarding the use of their pirate ship for the Sea Festival.

C. Poppy, Committee member, requested that Committee members assist as float traffic coordinators for the initial parade and float sendoff.

7. SPONSORSHIP UPDATES

Discussion ensued regarding event sponsorship and the following discussion points were noted:

- Sponsorship for the event is complete.
- It was suggested that current and potential sponsors be invited to the VIP reception at Memorial Park.
- Reaching out to potential sponsors for 2020 to illustrate current marketing and sponsorship for this year's event could be considered.
- The Committee discussed an interest in obtaining feedback from White Rock businesses on the event, as it relates to sales.

2019-SFC-12 **It was MOVED and SECONDED**

THAT the White Rock Sea Festival Committee recommends that Council consider approaching the BIA to conduct a survey on the value of the Sea Festival for their businesses members in order to assess the impact it has on sales.

CARRIED

Staff also suggested that an exit survey for the Sea Festival attendees and volunteers would be a good way to assess their experience with the event.

2019-SFC-13 **It was MOVED and SECONDED**

THAT the White Rock Sea Festival Committee recommend that Council consider working with Explore White Rock to conduct a survey with the attendees of the Sea Festival to measure the economic and social impact of the event.

CARRIED

The Committee noted that they will also look into conducting a post-event survey with the event sponsors.

8. VENDORS

There was no update at this time.

9. TRANSPORTATION

B. Sullivan, Committee member, reported that he is currently looking into coordinating the pick-up for convertibles for the parade.

General discussion ensued regarding a pancake breakfast and the Committee agreed to table this item until next year's Sea Festival (2020).

10. LOGISTICS UPDATE

Staff distributed an on table task list to the Committee for their information. The Committee was encouraged to email any additional items to the Chairperson so they can be added to the list.

The Committee suggested that the parade time-line/ task list and the logistics (set-up and tear down) for the Pirates in the Park be added to the task list.

ACTION: D. Campbell, Chairperson, to email a copy of the task list to the Committee for their information.

Discussion continued regarding the logistics of the event and the following topics were noted:

- Staff is working with Launching Pad to create site maps, which will help with volunteer placement.
- Before the volunteer dinner on August 1, there will be a Committee operations meeting at the White Rock Community Center at 4:00 p.m.

ACTION: Staff to provide the Committee with member's phone numbers to facilitate with communication during the event.

11. VOLUNTEER

F. Kubacki, Committee member, has emailed Semiahmoo, Elgin Park, South Ridge, White Rock Christian, and Earl Marriot High Schools to recruit for volunteers. There has been a positive response.

Discussion continued regarding volunteer recruitment and the following points were noted:

- The Committee suggested that they reach out to other high schools in South Surrey, Surrey, and Delta for volunteer recruitment.
- A volunteer recruitment tent could be set up at the White Rock Farmer's Market, Canada Day event, and other city events.
- The City has also contacted past volunteers to recruit them.

- Suggested contacting the White Rock/South Surrey Hospice society for recruitment.
- Additional information and application forms for volunteers can be found on the City website.

ACTION: Committee members S. Sullivan and F. Kubacki to work with staff on follow-up calls for volunteers.

Staff reported that a command centre location for the Committee, volunteers, VIPs, and event material, would be determined.

ACTION: Staff to look at the event budget for getting City of White Rock water bottles for volunteers, vendors, etc.

12. BUDGET

Staff reported that the budget for the event is on track.

The Committee noted an amendment to the event schedule. The Salmon B.B.Q. and Pirates in the Park both close at 4:00 p.m.

H. Crawford, Committee member, reported that she is attending a meeting for Semiahmoo Days, and that a further update will be provided to the Committee at their next meeting.

13. 2019 MEETING SCHEDULE

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- July 4
- July 25
- August 1 – (Volunteer Orientation 6:00 p.m.-8:00 p.m. following the Committee Meeting)
- August 22 – Debrief Meeting

14. CONCLUSION OF THE JUNE 6, 2019 MEETING

The Chairperson declared the meeting concluded at 5:24 p.m.



D. Campbell, Chairperson

E. Tuson
Committee Clerk