

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



July 9, 2019

A MEETING of the **TOUR DE WHITE ROCK COMMITTEE** will be held in the **CITY HALL BOARDROOM** on **TUESDAY, July 16, 2019, at 6:00 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 Tour de White Rock Committee adopt the July 16, 2019 agenda as circulated.

3. ADOPTION OF MINUTES

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a) June 20, 2019

RECOMMENDATION

THAT the Tour de White Rock Committee adopt the June 20, 2019 minutes as circulated.

4. SPONSORSHIP UPDATES

5. EVENT SUCCESSES

6. ROUTE SAFETY REVIEW

7. AREAS FOR IMPROVEMENT

8. 2019 SCHEDULE OF COMMITTEE MEETINGS

RECOMMENDATION

THAT the Tour de White Rock Committee approve the following meeting schedule for the remainder of 2019:

- September 19
- October 17
- November 21

9. CONCLUSION OF THE JULY 16, 2019 MEETING

PRESENT: A. Vigoda, Chairperson
M. Isherwood, Vice-Chairperson
B. Coates, Community Member
F. MacDermid, Community Member
L. Taylor, Community Member
R. Wright, Community Member
B. Dalziel, Race Director, Community Member

COUNCIL: Councillor D. Chesney (non-voting)

ABSENT: L. Xu, Community Member
G. Stonier, Community Member
A. Anderson, Community Member

STAFF: E. Stepura, Director of Recreation and Culture
J. Stech, Recreation Programmer
E. Tuson, Committee Clerk

Public: 0

Press: 0

1. CALL TO ORDER
The Chairperson called the meeting to order at 6:01 p.m.

2. ADOPTION OF AGENDA

2019-TOUR-018 **It was MOVED and SECONDED**
THAT the Tour de White Rock Committee adopts the June 20, 2019 agenda as circulated.

CARRIED

3. ADOPTION OF MINUTES
a) May 30, 2019

2019-TOUR-019 **It was MOVED and SECONDED**
THAT the Tour de White Rock Committee adopts the May 30, 2019 minutes as circulated.

CARRIED

4. SPONSORSHIP STATUS REPORT

Discussion ensued regarding sponsorship updates and staff noted the following:

- The City will be meeting with sponsors to go over vendor booth locations at the event.
- Current sponsorship is approximately \$39,000
- Contributions from the Rotary Club are still forthcoming, updates will be provided to the Committee when available.

5. **MARKETING AND PROMOTION STATUS REPORT**

Tour de White Rock Hashtags

The Committee noted that the Tour de White Rock hashtags are now in place. They are as follows:

- #marketfestivaltourdewhiterock and;
- #tourdewhiterock

Tour de White Rock Business Cards

Discussion ensued regarding the business cards and the following was noted:

- The cards have been picked up, the Committee will distribute them to the community as invitations.
- It was suggested that Committee members should hand them out as a personal invitation to their personal and business connections.
- The cards could also be given to the White Rock Business Improvement Association (BIA) as an official invitation.
- Members who have personal contacts with businesses in White Rock should also drop the cards off to them.

Discussion continued regarding the business cards and the Committee suggested they be distributed along Johnston Road, at the White Rock Farmers Market, and at Semiahmoo Mall.

Marketing Sub-Committee Update

There was no update provided at this time.

Promotion at Farmers Market

There was no update provided at this time.

Wayfinding Maps for Spectators and Participants

Staff distributed a final product of the wayfinding map to the Committee for information.

ACTION: Staff to email an electronic version of the map to the Committee for information.

Discussion ensued regarding the wayfinding map and staff noted that volunteers will have the maps with them to distribute to attendees at the event.

It was noted that additional information on parkade access and the bike valet company, once finalized, should be added.

Discussion ensued regarding the bike valet and the Committee provided the following updates:

- The Committee is looking into finalizing the bike valet services during the race.
- They have spoken with three (3) bike shops that are interested in

participating.

In response to a question from the Committee, Staff noted that White Rock residents who live within the closed off areas during the race will receive a letter from the City that details how to get out of their driveways and the hours that the closures will be taking place.

6. **VOLUNTEER RECRUITMENT STATUS REPORT**

Staff noted the following updates:

- 135 volunteers have been acquired for the road race.
- 32 volunteers have been acquired for the Crit.
- The White Rock Farmers' Market has been great for recruiting volunteers.

7. **VIP RECEPTION REPORT**

Staff noted the following updates:

- The City met with the Boathouse Restaurant and a draft schedule for the reception has been established.
- The reception event will take place from 9:00 a.m. – 12:00 p.m.
- The Mayor will speak at 9:30 a.m.
- The race will start at 10:00 a.m.
- Food at the reception will be served from 9:00 a.m. – 11:00 a.m.
- VIP's are asked to park in the Montecito parking lot across from the new parkade and in the new parkade (both are located at the corner of Vidal Street and Victoria Avenue).
- Invites for this event will be distributed early next week.

8. **VARIOUS 40th ANNIVERSARY ACTIVITIES**

Kids' Zone

Staff noted that everything is in order for the Kids' Zone to run similar to last year.

Beer Garden

Logistics for the beer garden would be finalized in the near future.

Marketplace

The following was provided in regard to the marketplace:

- There will be approximately fifty (50) vendors this year.
- Five (5) food trucks.
- The Market has had over 4,000 hits on its website.
- Sponsors have given the Market approximately \$1,000 in gift cards for donations which will be used to thank the volunteers.
- The bike zone setup location is being worked on.

In regard to reserving parking spots on private property, the Committee would have to approach the owner personally to see if they would be willing to use some of their parking for the event (e.g. the concert bands).

Beachfront and Beach Activities

The Committee noted that no discussion of this was necessary as it has been finalized at a previous meeting.

2019-TOUR-020

It was MOVED and SECONDED

THAT the Tour de White Rock Committee removes Beachfront and Beach Activities from future meeting agendas.

CARRIED

Concert Post Road Race

Councilor Chesney distributed the concert line-up to the Committee for information.

Discussion ensued regarding the band line-up and it was noted that the concert will be from 2:00 p.m. – 6:30 p.m.

The following information was provided in regard to concert banners: they have been priced out and ordered to display in vacant store fronts. Locations for display are still to be determined, the banners should be available for next week.

Staff noted that the 40th annual anniversary Tour de White Rock volunteer t-shirt colour for this year is neon yellow with red lettering. Sponsor t-shirts are teal with white lettering.

ACTION: Staff to look into talking with local businesses about distributing t-shirts to them for their employees to wear/advertise.

Staff noted that the traffic control management plan costs have not been determined yet as they are waiting to hear back from the traffic control company. It is anticipated that the traffic management plan will be provided to staff by next week.

ACTION: Staff to send a copy of the City's existing entertainer contract to Councilor Chesney, to be provided to post road race concert bands for their signature.

Discussion ensued regarding the overlap between the post-road race take-down and concert set-up, and staff provided the following information:

- The road race finishes later so it would be best to move the concert start time back one (1) hour to accommodate for race clean up.
- Marine Drive will stay shut down roughly 1.5 hours after the race is over.
- Due to the take down of the race stage, there will be no access across the

Marine Drive hump until about 3:30 p.m.

- The race will finish at approximately 1:30 p.m. The awards ceremony will finish around 2:00 p.m.
- Post-race awards will take approximately thirty (30) minutes.
- Race stage take down will take approximately two (2) hours.

The Committee noted the following in regards to noise of the road race stage take-down:

- Coordinating the logistics of tear down and set up of both the race and concert stage would be helpful.
- Arranging a meeting with the two (2) sound companies and the stage crew for both the race and concert stages will be helpful.
- Councilor Chesney and staff to connect regarding the two (2) sound companies and stage companies to discuss logistics.

ACTION: Staff to send the Committee a timeline of the traffic control requirements and costs when available.

9.

BUDGET

Staff noted that the traffic control management plan may bring the Committee over budget for the 2019 Tour de White Rock event. This is due to the need for more personnel because of the increased regulations from Work Safe BC regarding traffic control.

10.

OTHER BUSINESS

Staff noted that they received invites to the other BC Super Week bike races. If a Committee member wishes to attend another cities race, they can connect with staff to request tickets.

Discussion ensued regarding the Tour de White Rock Instagram frame and it was noted that plastic Choroplast attached to wooden stakes could be more cost effective than getting a frame printed.

ACTION: A. Vigoda, Chairperson, to connect with L. Xu, Committee member, about the Instagram frame.

M. Isherwood, Committee member, noted that she is working on door prizes for the volunteer dinner. She will be contacting more sponsors this weekend for donations. There will be goodie-bags and prizes that dinner attendees will have a chance to win.

Staff suggested that displaying the previous year's Tour de White Rock volunteer t-shirts at the volunteer dinner for attendees to see.

ACTION: Councillor Chesney to email all pictures of the volunteer t-shirts to staff for the volunteer dinner slide show.

11. **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:

- July 18 – post-race debrief

2019-TOUR-021 **It was MOVED and SECONDED**

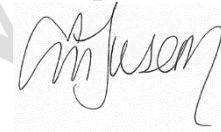
THAT the Tour de White Rock Committee amend their meeting schedule as follows:

- ~~July 18~~ July 16 – post-race debrief.

CARRIED

13. **CONCLUSION OF THE JUNE 20, 2019 MEETING**

The Chairperson declared the meeting concluded at 6:56 p.m.



A. Vigoda, Chairperson

E. Tuson
Committee Clerk