



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

July 17, 2019

A MEETING of the **ARTS & CULTURAL ADVISORY COMMITTEE** will be held in the **GALLERY ROOM AT THE WHITE ROCK COMMUNITY CENTRE**, 15154 Russell Ave, on **July 24, 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

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**1. CALL TO ORDER**

**2. ADOPTION OF AGENDA**

**RECOMMENDATION**

THAT the Arts and Cultural Advisory Committee (the Committee) adopts the agenda for the July 24, 2019 meeting as circulated.

**3. ADOPTION OF MINUTES**

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a) June 25, 2019

**RECOMMENDATION**

THAT Arts and Cultural Advisory Committee (the Committee) adopts the minutes of the June 25, 2018 meeting as circulated.

**4. DEFINITIONS OF ART AND CULTURE**

**5. CULTURAL STRATEGIC PLANNING NEXT STEPS**

- 2014-2018 Implementation Plan Update

**6. COMMITTEE ROUNDTABLE**

**7. UPDATE OF ACTIVITIES HAPPENING IN THE COMMUNITY**

**8. 2019 SCHEDULE OF COMMITTEE MEETINGS**

The 2019 Arts and Cultural Advisory Committee schedule was adopted by the Committee at its June 25, 2019 meeting. The following upcoming meeting dates are noted for reference purposes:

- September 24
- November 26

## **9. CONCLUSION OF THE JULY 24, 2019 MEETING**

**PRESENT:** J. Adams, Chairperson  
M. Partridge, Vice-chairperson  
M. Bali  
E. Cheung (left at 4:58 p.m.)  
J. Davidson  
S. Fairbairn  
P. Higinbotham  
P. Petrala  
D. Thompson  
H. Vanderwolf

**NON-VOTING:** K. Bjerke-Lisle (non-voting)

**COUNCIL:** Councillor D. Chesney (non-voting)

**ABSENT:** K. Breaks

**STAFF:** E. Keurvorst, Manager, Cultural Development  
S. Lam, Deputy Corporate Officer (left at 4:17 p.m.)  
E. Tuson, Committee Clerk

Public: 0

Press: 0

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1. **CALL TO ORDER**  
Councilor Chesney called the meeting to order at 3:59 p.m.

2. **ADOPTION OF AGENDA**

2019-ACAC-001 **It was MOVED and SECONDED**

THAT the Arts and Cultural Advisory Committee (the Committee) adopts the agenda for the June 25, 2019 meeting as circulated.

**CARRIED**

3. **2019 COMMITTEE ORIENTATION**

The Committee Clerk provided an orientation PowerPoint presentation to the Committee. Committee meeting procedures were discussed.

4. **ELECTION OF CHAIRPERSON AND VICE-CHAIRPERSON**

2019-ACAC-002 **It was MOVED and SECONDED**

THAT the Arts and Cultural Advisory Committee (the Committee) appoint the following members as Chairperson and Vice-Chairperson for the 2019 Committee Year:

- Chairperson: J. Adams
- Vice-Chairperson: M. Partridge

**CARRIED**

**5. ADOPTION OF MINUTES**

- a) September 25, 2018

2019-ACAC-003 **It was MOVED and SECONDED**

THAT the Arts and Cultural Advisory Committee (the Committee) adopts the minutes of the September 25, 2018 meeting as circulated.

**CARRIED**

**6. COMMITTEE TERMS OF REFERENCE REVIEW**

The Manager, Cultural Development, reviewed the Arts and Cultural Advisory Committee Terms of Reference for the Committees information.

**7. CIVIC CULTURAL DEVELOPMENT ACTIVITIES REVIEW**

The Manager, Cultural Development, provided an overview of the arts and cultural activities currently in progress in the community.

Staff noted that there is an events calendar for all arts and cultural events on the City website.

Staff listed the following examples in regards to what the City of White Rock Recreation and Culture department encompasses:

- Special events listed on the Events Calendar on the City's website.
- Arts and Culture Grants-In-Aid
- Public art (e.g. Coastal Cradle).
- The Landmark Pop-Uptown Gallery (call for 2020 Artists now on the City's website).
- The Busking and Artist Walk Program (call for participants on the City's website).
- The White Rock Community Centre.
- On location filming coordination.

The Committee noted that the Landmark Pop-Uptown gallery is having its official opening on Friday, July 5, 2019. After the grand opening, the regular hours of operation will be Thursday – Friday 1:00 p.m. – 5:00 p.m. and Saturday 11:00 a.m. – 5:00 p.m.

Staff noted that Council adopted a new Special Events Policy in order to categorize the types of special events the City hosts. It is as follows:

- Category A: City-Produced Events.
- Category B: City as a Producing Partner.
- Category C: City as a Supporter.

**ACTION:** Staff to send out the following relevant policies:

- Recreation and Culture – 710 Community Special Events Policy
- Finance – 302 Grants-In-Aid
- Recreation and Culture – 708 Public Art

**Note:** J. Adams assumed the role of Chairperson.

**8. BUSKERS PROGRAM AND FESTIVAL SUB-COMMITTEE APPOINTMENTS**

The Manager, Cultural Development provided an overview of the City’s buskers program and the proposed Busker Festival.

Staff noted the following regarding this year’s Buskers Festival:

- Council has provided \$20,000 to help with the Busker’s Festival for 2019.
- The White Rock Business Improvement Association (BIA) has contributed \$7,000.
- The name of this year’s festival will be the “Buskers and Comedy Festival: Lighten Up”.
- The festival will be taking place from September 27 – 28, 2019 at the Blue Frog Studio.

2019-ACAC-004 **It was MOVED and SECONDED**

THAT the Arts and Cultural Advisory Committee (the Committee) appoint the following members be to the Buskers Sub-Committee in order to review auditions for new applicants to the Civic Busker Program and assist with the organizing of the 2019 Buskers Festival:

- M. Bali

**CARRIED**

**Note:** Committee Members E. Cheung and M. Partridge were previously appointed to the Busker’s Sub-Committee.

The Committee suggested that the hearing impaired community is often underrepresented in White Rock. Having text or sign language incorporated at the Buskers Festival as well as having accommodating seating could be considered.

**9. CULTURAL STRATEGIC PLANNING PROCESS**

The Manager, Cultural Development, presented the 2014 – 2018 Cultural Strategic Plan and discussed the Cultural Strategic Planning Process provided in the agenda as follows for future meetings:

- Review the cultural strategy vision and six goal areas.
- Review the 2014-2018 Cultural Strategic Plan achievements.

- Conduct a Strengths, Weaknesses, Opportunities and Threats (S.W.O.T) and gap analysis.
- Brainstorm to address S.W.O.T and gaps and to establish strategic goals and actions.
- Consult with the public on draft strategic goals and actions through a public meeting, focus groups and online feedback.
- Confirm and prioritize strategic goals and actions.
- Sort strategic goals into a matrix identifying actions, who is the lead responsible for delivering the action, key agencies and partners, timeline for achievement and resources required over five years.
- Present the final revised Cultural Strategic Plan and corporate report to Council for adoption and resourcing as needed.

**ACTION:** Staff to send out Cultural Strategic Plan and Economic Strategy to Committee for information.

Staff added that the S.W.O.T analysis will be an important aspect for this Committee to address. An update about the Cultural Strategic Plan will be provided at the next Committee meeting.

The Plan is meant to help create activity and growth in the Community. One (1) goal for this Committee will be to help guide ways in which to make the Plan better. The Plan was developed in 2013 and was put in place in 2014.

In response to a question from the Committee, Staff suggested that meaningful outreach and finding opportunities via events will be important when encouraging White Rock residents to engage and interact with art and culture in the community.

**10. COMMITTEE ROUNDTABLE**

Discussion ensued regarding the Committees vision for art and culture in White Rock. Several ideas were discussed.

**11. 2019 MEETING SCHEDULE**

Chairperson reviewed the following schedule of 2019 Committee meetings:

- July 24
- September 24
- November 26

2019-ACAC-005 **It was MOVED and SECONDED**

THAT the Arts and Cultural Advisory Committee (the Committee) approves the 2019 meeting schedule as presented.

**CARRIED**

**12. CONCLUSION OF THE JUNE 25, 2019 MEETING**

The Chairperson concluded the meeting at 5:16 p.m.



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J. Adams, Chairperson

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E. Tuson  
Committee Clerk

UNAPPROVED