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



September 19, 2019

**CANCELLED DUE TO LACK OF QUORUM**

A MEETING of the **WHITE ROCK SEA FESTIVAL COMMITTEE** will be held in the **CITY HALL COUNCIL CHAMBERS** located at 15322 Buena Vista Avenue, White Rock, BC, on **September 25, 2019 at 4:00 p.m.** for the transaction of business as listed below.

T. 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) adopt the agenda for September 25, 2019 as circulated.

3. **ADOPTION OF MINUTES**

- a) August 22, 2019

**RECOMMENDATION**

THAT the White Rock Sea Festival Committee (the Committee) adopt the August 22, 2019 meeting minutes as circulated.

4. **SUB-COMMITTEES AND TASK FORCES**  
Committee Clerk to outline the differences between a sub-committee and a task force for the Committees information.
5. **SPONSORSHIP TASK FORCE UPDATE**

6. **MARKETING TASK FORCE**

**RECOMMENDATION**

THAT the White Rock Sea Festival Committee (the Committee) appoint the following members to the marketing task force:

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7. **PROGRAMMING TASK FORCE**

**RECOMMENDATION**

THAT the White Rock Sea Festival Committee (the Committee) appoint the following members to the programming task force:

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8. **2019 WHITE ROCK SEA FESTIVAL ATTENDEE SURVEY RESULTS**
9. **CONCLUSION OF THE SEPTEMBER 25, 2019 WHITE ROCK SEA FESTIVAL COMMITTEE MEETING**

CANCELLED

**PRESENT:** D. Campbell, Chairperson  
B. Sullivan, Vice-Chairperson  
H. Crawford (left at 5:05 p.m.)  
I. Filonova (arrived at 4:06 p.m.)  
F. Kubacki  
A. Nielsen (arrived at 4:30 p.m.)  
C. Poppy  
A. Shah  
S. Sullivan (arrived at 4:21 p.m.)  
P. Zheng (left at 5:00 p.m.)

**ABSENT:** K. Huang

**STAFF:** E. Keurvorst, Manager of Cultural Development  
C. Westwood, Special Events Coordinator  
E. Tuson, Committee Clerk

Public: 1  
Press: 0

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**1. CALL TO ORDER**

The Chairperson called the meeting to order at 4:05 p.m.

**2. ADOPTION OF AGENDA**

2019-SFC-18 **IT was MOVED and SECONDED**

THAT the White Rock Sea Festival Committee adopt the August 22, 2019 agenda as circulated.

**CARRIED**

**3. ADOPTION OF MINUTES**

a) August 1, 2019

2019-SFC-19 **IT WAS MOVED AND SECONDED**

THAT the White Rock Sea Festival Committee adopt the August 1, 2019 minutes as circulated.

**CARRIED**

**Note:** Agenda items were discussed out of order.

**4. EVENT SUCCESSES**

It was noted that the 2019 Sea Festival was an overall success. The Committee discussed the achievements of the following aspects of the event:

- The Torch Light Parade.
- Pirates in the Park.
- The Youth Zone.
- Event volunteers.
- The opening ceremonies.
- The Pulse FM selfie contest.

The following was discussed regarding areas for improvement for the Torch Light Parade:

- The earlier start time of the parade was controversial.
- Participant registration started too early.
- Suggested volunteers be given radios to assist with timing of the floats.
- Traffic management staff need to be placed at the end of the parade to assist with exiting.
- Security should be placed near the parade participants prior to the parade.
- There were two (2) first aid incidences prior to the start of the parade and it was difficult to find the first aid attendants.
- It would be beneficial to send out parade invites via an online platform. It would act as an electronic tracking system that could be used for invites, thank-you cards, etc.
- Finding enough cars for the parade participants was challenging. It may be more realistic to only focus on acquiring cars for Mayor and Council.

The Committee noted some improvements that could take place next year (2020):

- Changing the direction of the parade to move from East Beach to West Beach could be a possibility. This would incorporate more East Beach businesses.
- Moving the Pirate Parade to Semiahmoo Park could be a possibility.
- More marketing and social media posting ahead of time to help Pirates in the Park (PIP) gain traction for the Pirate Parade.
- Having emcee's for the PIP area.
- Including entertainment in the opening ceremonies as well as speeches.

The following was discussed regarding the Youth Zone:

- How to make Sunday in the Youth Zone more engaging.
- Advertising about the youth area on the main stage and in the PIP.
- Expanding the Youth Zone further down East Beach.
- Putting up signage around the Youth Zone to indicate what time events take place.

The Committee noted that recruiting sponsors needs to start sooner next year and they need to find a way to engage the sponsors in the events. Having a sub-committee focus solely on sponsorship would be beneficial.

2019-SFC-20 **IT was MOVED and SECONDED**

THAT the White Rock Sea Festival Committee appoint the following members to the Sponsorship Sub-Committee:

- A. Shah
- S. Sullivan
- ~~B. Sullivan~~
- ~~I. Filonova~~
- D. Campbell
- F. Kubacki

**CARRIED**

**Note:** C. Westwood, Special Events Coordinator, noted she would assist with the Sponsorship Sub-Committee.

**Note:** *After the meeting it was noted that six (6) voting members constitutes quorum. As a result, B. Sullivan and I. Filonova, Committee members, have stepped down from the Sponsorship Sub-Committee.*

Discussion continued regarding the event volunteers and the following areas for improvement were noted:

- Give out volunteer t-shirt on the day of the event due to no shows.
- It could be helpful to include a document on how to deal with difficult situations in the volunteer package.
- Dividing the Committee volunteer coordinator role into a recruiting role and a scheduling role will alleviate the number of duties one person has to perform.
- There was confusion with the volunteer registration. Next year, it should be categorized alphabetically.
- Before recruiting for volunteers it will be helpful to determine the number of volunteers needed for each area of the event.

**ACTION:** Staff to schedule a Committee meeting for September, October, and November of 2019.

Staff noted that any volunteer who is looking for recognition of their volunteer hours can be directed to staff to receive an official statement of recognition from the City.

The Committee noted that acknowledging some of the key volunteers would be a nice gesture (e.g. a letter from the Chairperson on behalf of the Committee thanking them for their hard work).

**ACTION:** Staff to put volunteer survey on the City website and email the link to all volunteers for them fill out.

Staff noted that they have developed a “Thank You” card. These can be sent out to sponsors, volunteers, and VIP attendees.

**ACTION:** Committee members to send A. Shah, Committee member, the names of all the sponsors who should receive a thank-you card.

It was noted that a Programming Sub-Committee, to work closely with staff, could be helpful for planning next year. The Committee will appoint members to the Programming Sub-Committee at the next scheduled Committee meeting.

The Committee discussed advertising on social media and in the Peace Arch Newspaper sooner next year. It was noted that having a Marketing Sub-committee could help with developing a marketing plan/ strategy. The Committee will appoint members to the Marketing Sub-Committee at the next scheduled committee meeting.

The Committee thanked the City for organizing the traffic management plan.

**5. AREAS FOR IMPROVEMENT**

**Note:** This was discussed under item 4.

**6. SURVEY UPDATE**

Staff will report back at the next scheduled Committee meeting with sponsorship and attendee survey updates.

**7. COMMITTEE CORRESPONDENCE**

**Facebook message dated August 6, 2019 regarding the Torch Light Parade**  
The Committee noted this was addressed under item 4.

**8. CONCLUSION OF THE AUGUST 22, 2019 MEETING**

The Chairperson deemed the meeting concluded at 5:47 p.m.

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D. Campbell, Chairperson



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E. Tuson  
Committee Clerk