



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

May 31, 2019

A MEETING of the **WHITE ROCK SEA FESTIVAL COMMITTEE** will be held in the **CITY HALL COUNCIL CHAMBERS**, 15322 Buena Vista Avenue, on **June 6, 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 June 6, 2019 meeting as circulated.

3. APPROVAL OF MINUTES

May 2, 2019

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RECOMMENDATION

THAT the Committee adopts the minutes of the May 2, 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 4
- July 25
- August 1 – (Volunteer Orientation 6p-8pm following the Committee Meeting)
- August 22 – Debrief Meeting

14. CONCLUSION OF THE JUNE 6, 2019 MEETING

PRESENT: D. Campbell, Chairperson
H. Crawford
I. Filonova
K. Huang
A. Nielsen
C. Poppy
S. Sullivan
P. Zheng

COUNCIL: Councillor H. Fathers (non-voting)

ABSENT: F. Kubacki
B. Sullivan, Vice-Chairperson
A. Shah

STAFF: E. Stepura, Director of Recreation and Culture
E. Keurvorst, Manager of Culture
C. Westwood, Special Events Coordinator
D. Johnstone, Committee Clerk

Public: 0
Press: 0

1. **CALL TO ORDER**
The meeting was called to order at 4:02 p.m.

2. **ADOPTION OF AGENDA**

2019-SFC-08 **It was MOVED and SECONDED**
THAT the White Rock Sea Festival Committee adopts the agenda for the
May 2, 2019 meeting as circulated.

CARRIED

3. **APPROVAL OF MINUTES**

2019-SFC-09 **It was MOVED and SECONDED**
THAT the White Rock Sea Festival Committee adopts the April 4, 2019 minutes as
circulated.

CARRIED

4. PROGRAM OF EVENTS

Follow-Up On Ideas For The 70th Platinum Year:

The Committee provided the following suggestions:

- Banners for the float should recognize the 70th Anniversary of the festival. As the parade float will be placed in the New Westminster Hyack Festival, it was suggested that these banners be created in time for their parade date (May 25, 2019), if possible.
- The White Rock Business Improvement Association (BIA) was involved with the creative work for banners in previous years, with the City of White Rock being responsible for the installation.
- Implementing and designing street banners advertising the 70th Anniversary of the Sea Festival on one side, and the 40th Anniversary of the Tour de White Rock on the other side was suggested.
- Costs associated with the banners would include the graphic design, production of the banner and installation.
- As this banner would be for both the Tour de White Rock and the White Rock Sea Festival event, it was suggested that additional funding be requested from City Council.

2019-SFC-10

It was MOVED and SECONDED

THAT the White Rock Sea Festival Committee request that Council consider funding a double-sided banners displaying advertising for the 70th Anniversary of the White Rock Sea Festival and the 40th Anniversary of the Tour de White Rock.

CARRIED

Entertainment Group Update:

The Committee discussed several surprise entertainment opportunities for the Festival. In honour of the 70th Anniversary, it was suggested that music from 70 years ago (1949) be featured. Staff reported that the tentative music schedule would be to have a tribute band on the Saturday night, a pop cover band on Sunday and a variety of music from local entertainers playing throughout the weekend.

The Committee suggested that an entertainer/band or street buskers could be considered prior to the parade to entertain the crowds.

In response to a question from the Committee, Staff noted that they are looking into a concert at Memorial Park Plaza following the Sea Festival Parade.

70th Anniversary Brand/Logo:

Staff provided a draft 70th Anniversary logo to the Committee for their consideration, noting that this design would be incorporated into the Sea Festival logo for all marketing and promotional items. Consultation with the Semiahmoo First Nation would take place before moving forward with the design.

Follow-up: Previous Parade Princesses and/or Parade Marshals:

The White Rock Museum and Archives has provided a list of previous Ms. White Rock participants. Committee members are working to contact these individuals to invite them to participate in the parade.

5. MARKETING AND COMMUNICATIONS

- Marketing last year through Pulse FM's Selfie Contest was successful. Additional conversations with local businesses will take place to increase the size and/or number of prize baskets.
- The Committee suggested that the 70th anniversary theme be included in the Selfie Contest in some way (ie: Seven (7) winners for the contest, 70th entry gets a bonus prize, or a customized selfie filter).
- Pulse FM will provide a radio promotion prize for the winner of the best corporate entry in the parade.
- An advertisement could be placed in the Peace Arch News, or an invitation letter could be sent to community centers in the area to invite White Rock residents who were living in the community 70 years ago to the parade and/or another festival event.
- The Friday Night Movie featured during Semiahmoo Days could feature a 70's movie, or attendees could come dressed in their 70s attire.
- It was suggested that past photographs from the Sea Festival be displayed at the White Rock Museum and Archives, or at the White Rock Community Centre Gallery.

Marketing Through Business Advertising (P. Zheng):

P. Zheng, Committee member, discussed the possibility of advertising for the Sea Festival through a one (1) page flyer. Consultation with the Chinese business community could take place, with a Sea Festival flyer being distributed along with other promotional materials.

The Committee noted that a quote from a printer would likely be required to provide this level of advertising. Staff reported that posters and event programs will be displayed for the Sea Festival throughout the City.

The Committee suggested that targeted Facebook, We Chat, and South Rock Buzz advertisements be considered to ensure that the information on the Sea Festival is distributed to a variety of cultures and languages.

Invitation For Sea Festival To Sister-City La Connor Washington:

ACTION ITEM: Director of Recreation and Culture 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

The following discussion points were noted:

- A Grand Marshall for the Parade has been selected.
- It was requested that invitations be provided to Mayor and members of Council soon so that logistics (such as the number of cars required) can be determined.
- Restaurant gift certificates will be provided for in-kind gestures/ payment of the Master of Ceremonies etc. It was suggested that a gift basket could also be created reaching out to vendors at the White Rock Farmers Market.

Parade Float uses:

It was reported that the Sea Festival parade float would be showcased in the New Westminster Hyack Festival Parade on Saturday, May 25, 2019.

7. SPONSORSHIP UPDATES

Staff reported that the Sea Festival has raised approximately \$17,350. The Committee was encouraged to reach out to potential sponsorship opportunities within the next couple of weeks to secure any additional funding.

In response to a question from the Committee, staff noted that the Sea Festival does not have a title sponsor.

8. VENDORS

Staff reported the following information:

- Food carts would be utilized during the festival to bring in food/refreshments not currently offered by restaurants on Marine Drive.
- Offering food carts in the Pirates in the Park area would require a discussion with the Semiahmoo First Nation.
- Requests for vendor space for non-profit organizations should go through the Special Events Coordinator. It was noted that a specific area could be established for non-profit groups.

9. TRANSPORTATION

Staff reported that they are looking into provincial transportation regulations and a traffic management plan. Shuttle support to and from the West Beach parkade is also being considered, along with additional bus services provided by TransLink.

The Committee noted that in previous years a shuttle bus had been used to transfer people from the parking lot at Semiahmoo Secondary School to Marine Drive. Last year this service was discontinued; however, many members of the public were unaware of this change. The Committee requested that it be made clear to the public that this service would no longer be offered.

The Committee discussed parking options for parade participants, especially those attending in larger groups. It was suggested that a shuttle bus could be utilized to transport parade participants from the Semiahmoo First Nations parking lot to the start of the parade. Parking passes for parade participants were also discussed.

10. LOGISTICS UPDATE

Staff reported that the City is currently working on a variety of logistical elements for the Sea Festival, including a transportation plan, quotes on security for the event, and hiring a sound company.

11. VOLUNTEER

The following discussion points were noted:

- Approximately fifty (50) people volunteered through the Semiahmoo Secondary Job Fair.
- Volunteers for the Tour de White Rock and Canada Day events could be contacted to see if they would also be interested in volunteering for the Sea Festival.
- The Launching Pad will offer volunteer support.
- Community policing through the RCMP will assist at the Festival as they have in years prior.

12. BUDGET

2019 Draft Budget:

Staff reported that Council has allocated an additional \$25,000 for the 70th Anniversary Event. A detailed budget will be provided to the Committee at their next meeting.

The Committee suggested that additional funds be put towards first-aid services if possible.

Pirates in the Park (H. Crawford)

It was noted that \$5,500 was allocated to Pirates in the Park in 2018, with additional items such as port-a-potties, garbage receptacles, and hand wash stations being provided by the City. Staff reported that they will work to incorporate the same amount of funding into the budget for 2019.

13. 2019 MEETING SCHEDULE

The following 2019 Parking Task Force meeting schedule was approved by the Committee at its March 7, 2019 meeting and is noted for information purposes.

- June 6
- July 4
- July 25
- August 1 – (Volunteer Orientation 6p-8pm following the Committee Meeting)
- August 22 – Debrief Meeting

14. CONCLUSION OF THE MAY 2, 2019 MEETING

The Chairperson declared the meeting concluded at 5:36 p.m.

D. Campbell, Chairperson



D. Johnstone, Committee Clerk

UNAPPROVED