

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



June 13, 2019

A MEETING of the **TOUR DE WHITE ROCK COMMITTEE** will be held in the **CITY HALL COUNCIL CHAMBERS** on **THURSDAY, June 20, 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 June 20, 2019 agenda as circulated.

3. ADOPTION OF MINUTES

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a) May 30, 2019

RECOMMENDATION

THAT the Tour de White Rock Committee adopt the May 30, 2019 minutes as circulated.

4. SPONSORSHIP STATUS REPORT

5. MARKETING AND PROMOTION STATUS REPORT

- Tour de White Rock hashtags
- Tour de White Rock business cards
- Marketing sub-committee update
- Promotion at Farmers Market
- Wayfinding maps for spectators and participants

6. VOLUNTEER RECRUITMENT STATUS REPORT

7. VIP RECEPTION REPORT

8. VARIOUS 40th ANNIVERSARY ACTIVITIES

- Kids' Zone
- Beer Garden
- Marketplace
- Beachfront and Beach Activities
- Concert Post Road Race

9. BUDGET

10. OTHER BUSINESS

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

13. CONCLUSION OF THE JUNE 20, 2019 MEETING

Minutes of a Tour de White Rock Committee
City of White Rock, held in the
Council Chambers
May 30, 2019

PRESENT: A. Vigoda, Chairperson
M. Isherwood, Vice-Chair
A. Anderson, Community Member
B. Coates, Community Member
F. MacDermid, Community Member
L. Taylor, Community Member
L. Xu, Community Member

ABSENT: B. Dalziel, Race Director, Community Member
G. Stonier, Community Member
R. Wright, Community Member

STAFF: E. Stepura, Director of Recreation and Culture
J. Stech, Recreation Programmer
S. Lam, Deputy Corporate Officer
E. Tuson, Committee Clerk

Public: 0
Press: 0

1. **CALL TO ORDER**
The Chairperson called meeting to order at 6:02 p.m.

2. **ADOPTION OF AGENDA**

2019-TOUR-014 **It was MOVED and SECONDED**
THAT the Tour de White Rock Committee amends the May 30, 2019 agenda by moving Item 9 (Budget) after Item 3; and,

THAT the agenda be adopted as amended.

CARRIED

3. **ADOPTION OF MINUTES**
a) **May 16, 2019**

2019-TOUR-015 **It was MOVED and SECONDED**
THAT the Tour de White Rock Committee adopt the May 16, 2019 minutes as circulated.

CARRIED

Note: As per 2019-TOUR-014, item 9 was discussed following item 3.

9. **BUDGET**
Staff reported that traffic management costs are over-budget due to weekend and over-time rates.

Committee members discussed alternate flagging options. It was noted that when seeking other flagging companies for the event, the city's Request for Proposal (RFP) process must be applied.

Discussion continued regarding alternate flagging options and the following comments were noted:

- It was suggested that volunteers take a course to become a professional flagger which may save money and eliminate the need to hire a professional service in the future.
- Volunteers must be provided all the necessary safety equipment (e.g. hard hats etc.).
- Approximately 50 flaggers would be needed for the event.

In response to a question from the committee, staff reported the following information:

- The advertising budget decreased this year as past marketing materials can be reused. It was noted there would be no pier banner this year.
- The city stage will be used at the Crit on Saturday.
- The City will be responsible for the concert stage on Sunday.
- The Sunday concert will be organized by the City.
- The Saturday concert part of the TD Concert Series.

4. **SPONSORSHIP STATUS REPORT**

Current sponsorship is now at approximately \$39,000. B. Coates, Committee member, advised that contributions from the Rotary Club are forthcoming.

Committee member Isherwood reported that marketing materials (posters) will be finalized shortly.

Action: Staff to distribute the draft poster to the committee.

5. **MARKETING AND PROMOTION STATUS REPORT**

- **Tour de White Rock Hashtags:**
Chairperson A. Vigoda reported he will have the finalized budget completed for the next meeting.
- **Wayfinding Maps for Spectators and Participants:**
Staff and the White Rock Business Improvement Association (BIA) to work together the wayfinding maps.

2019-TOUR-016

It was MOVED and SECONDED

THAT the Tour de White Rock committee recommends that Council direct staff to produce a wayfinding map for distribution that shows people how to get to the Tour events.

CARRIED

• **T-Shirt Promotion**

Action: M. Isherwood, Committee member, to work with farmer's market vendors on Tour de White Rock logo distribution.

In response to a question from the committee, staff reported that:

- Council approved production of a double-sided banner to be posted on lamp posts throughout the city.
- The banner will include the Tour de White Rock logo on one side and the upcoming White Rock Sea Festival logo on the other.
- Banners are anticipated to be on display after the week of June 10th.
- The Corporate Report can be viewed on the City's website under the May 27, 2019 Regular Council Agenda.

Discussion ensued regarding the volunteer t-shirts and the following topics were considered:

- Colour of the t-shirts.
- Logo placement.

Action: Staff will forward the t-shirt logo to the Committee for information.

2019-TOUR-017

It was MOVED and SECONDED

THAT the Tour de White Rock Committee select the colour neon yellow for the 40th anniversary t-shirt.

CARRIED

6. **VOLUNTEER RECRUITMENT STATUS REPORT**

The following updates were provided regarding the status of volunteer recruitment:

- A volunteer captain meeting will be taking place next week.
- A recruitment advertisement was included the May Recreation and Culture newsletter.
- The volunteer dinner will take place July 11, 2019.

7. **VIP RECEPTION REPORT**

The following updates were provided regarding the VIP reception breakfast:

- White Rock Boathouse on Sunday, June 14, 2019 from 8:30 a.m. until noon.
- Guest are asked to park in the new parkade.

- Sponsors will be invited to attend the event.

10. VARIOUS 40th ANNIVERSARY ACTIVITIES

The following updates were provided regarding the 40th Anniversary activities:

- **Kids' Zone**
City staff will be planning this event.
- **Beer Garden**
Committee member Coates reported that the Beer Garden is ready to go.
- **Marketplace**
The Committee noted the following:
 - The Committee continues to promote and reach out to vendors.
 - Food trucks are being retained.
 - The Committee is working to display classic cars at the event.
 - Food sponsorship and entertainment has been organized for the market.
- **Concert: Post Road-Race**
Staff provided an update regarding the post-concert road-race on the Sunday and the following notes were made:
 - The concert stage will be set up after the race is finished.
 - There will be chairs.
 - Folks are encouraged to bring their own chairs to the event.
 - Beer garden chairs may also be an option for the concert site.

11. OTHER BUSINESS

Discussion ensued regarding additional marketing strategies and the following comments were noted:

- An Instagram post could be made regarding the Infinite Cycle public art piece.
- A portable two-sided Instagram picture frame could be printed with the Tour de White Rock logo on one side and the Sea Festival logo on the other.

Action: L. Xu, Committee member, to research the time and cost for the picture frame

Discussion continued regarding volunteer appreciation and it was suggested that the Mayor send thank-you cards to the volunteers.

Action: Staff to investigate time and cost of sending out volunteer thank you cards.

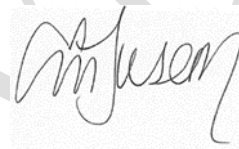
12. 2019 SCHEDULE OF COMMITTEE MEETINGS

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:

- June 5
- June 20
- July 18 – Post-race debrief

13. CONCLUSION OF THE MAY 30, 2019 MEETING

The Chairperson declared the meeting concluded at 6:53 p.m.



A. Vigoda, Chairperson

E. Tuson
Committee Clerk