

PRESENT: M. Partridge, Chairperson (left at 5:15 p.m.)
P. Petrala, Vice-Chairperson (arrived at 4:05 p.m.)
M. Bali (left at 5:34 p.m.)
E. Cheung
J. Davidson
S. Fairbairn
P. Higinbotham
D. Thompson
H. Vanderwolf

NON-VOTING: K. Bjerke-Lisle, White Rock Museum and Archives
K. Woods, White Rock Library

COUNCIL: Councillor Manning

ABSENT: K. Breaks

STAFF: E. Stepura, Director of Recreation and Culture
E. Keurvorst, Manager of Cultural Development
E. Tuson, Committee Clerk

Public: 0

Press: 0

1. CALL TO ORDER
The Chairperson called the meeting to order at 4:00 p.m.

2. ADOPTION OF AGENDA

2020-ACAC-006 **IT WAS MOVED AND SECONDED**
THAT the Arts and Culture Advisory Committee adopts the agenda for
February 25, 2020 as circulated.

CARRIED

3. ADOPTION OF MINUTES

a) January 28, 2020

2020-ACAC-007 **IT WAS MOVED AND SECONDED**
THAT the Arts and Culture Advisory Committee adopts the January 28, 2020 meeting
minutes as circulated.

CARRIED

Note: Agenda items were discussed out of order.

5. **UPDATE FROM FILM WORKING GROUP**

Staff provided an “On-Table” document from the filming working group. The Committee reviewed the document for information.

Staff provided the following information regarding filming:

- Films would be approved on a case-by-case basis; however, a map would already be established to determine how sets would work.
- Capitalizing on the City of Surrey's production will help encourage films to also come to White Rock.
- The estimated finish date for the filming policy is the end of 2020.

The Committee added ‘the ravine’ to the list of filming locations/ set list on the “On-Table” document.

Staff noted that the goal is to create a filming policy for the City. This will provide the City with a road map of where they want to go in terms of attracting filming. White Rock needs to be known as film friendly. Previously, a location manager was hired to take photos of the community to highlight attractions and potential set locations. These photos need to be updated this year and posted with the Creative B.C. database.

4. **CULTURAL STRATEGIC PLANNING NEXT STEPS**

Staff summarized a working document that was provided to the Committee for information. It was noted that the goal for the meeting would be to review the action items listed on the document and categorize them in terms of impact and implementation.

The Committee reviewed each goal listed on the document. The following discussion points were noted:

Goal #1: Grow the creative economy and culture led economic development.

- The Province governs the ability of the City to provide tax incentives.
- Providing arts and cultural specific guidelines for new development.
- Artists need to learn how to be entrepreneurs. Giving them the tools to do so will have a positive impact.
- The Economic Development Advisory Committee (EDAC) is currently reviewing the 2009 Economic Development Master Plan. Councillor Manning will report back after the next EDAC meeting with an update.

Goal #2: Broaden the City's role in arts and culture, maximize partnerships and foster collaboration within the creative sector.

- Currently, the South Surrey / White Rock Chamber of Commerce (the Chamber) hosts the Business Excellence Awards annually. Having a separate gala that would solely focus on art in business could create a good networking event for artists.
- October 25 is International Artists Day.
- The Chamber, White Rock Business Improvement Association (BIA), Peninsula Arts & Culture Alliance (PACA), Semiahmoo Arts Society and the City of White Rock have their own events calendars. Combining all of these calendars could help spread information regarding events in the community.

Goal #3: Provide an adequate number of arts and cultural facilities to support expanding program participation and event hosting

- One (1) of the TD concerts for the Pier will be taking place at Central Plaza this year.
- The Engineering and Municipal Services Department is currently reviewing Five Corners and working towards small improvements that will make the area more event friendly.
- The Community Amenity Contributions (CAC) public forum had strong advocacy for building an arts center / space in White Rock.
- Both the Marine Drive Task Force (MDTF) and the History and Heritage Advisory Committee (HHAC) have addressed Wayfinding signage.

Goal #4: Enrich White Rock's spirit of celebration by increasing the range of arts programs, artistic opportunities and festivals

- At the February 24, 2020 Regular Council meeting, Council approved some additional busking locations throughout the City. Busking locations bring more people to surrounding businesses.
- The Vancouver Mural Festival was noted. The Committee needs to outline the feasibility of hosting such an event in White Rock.

Action Item: Committee members, J. Davidson, P. Petrala and S. Fairbairn to look at the feasibility and collect information regarding a mural festival in White Rock, and report back with any information to the Committee for discussion.

Goal #5: Increase community participation, engagement and the visibility of arts and culture

- Marketing is a tactic not an action item.
- Both the Public Art Advisory Committee (PAAC) and the MDTF are addressing outdoor seating and lighting.

Goal #6: The Arts and Cultural Advisory Committee will monitor, evaluate and report to City Council, Semiahmoo Arts Society and other key stakeholders on White Rock's Cultural Strategic Plan goals and actions

- There may be opportunity for volunteer development grants.

Staff noted that the Recreation & Culture department has asked for an assistant for the City's Special Events Coordinator. This will provide additional help in this area; however, there is also a lack of resources to determine the needs the community has for adult/ child/ youth art programs. The city does not currently have someone over-seeing the growth of arts and culture programs.

Note: M. Partridge, Chairperson, exited the meeting at 5:15 p.m.

6. REPORT FROM THE CHAIR

This item was deferred to next scheduled meeting.

Note: M. Bali, Committee member, exited the meeting at 5:34 p.m.

7. WATERFRONT WAYFINDING SIGNAGE

Staff noted that the PAAC will be working on design for waterfront wayfinding signage.

8. WHALING WALL

Councillor Manning noted that designating the Whaling Wall mural as a heritage site may help prevent occupants from tearing it down.

Staff noted that there are currently three (3) designated heritage structures in the City (the pier, white rock and the White Rock Museum). In order to register the Whaling Wall as a heritage site, it needs to be submitted to the Province for review. Staff will investigate the options for designating the mural as a heritage site.

9. NEW BUSINESS

The Committee enquired about putting up signage on the street to entice people to venture into the surrounding art galleries. Councillor Manning noted that the Director of Engineering and Municipal Operations might be able to provide better information as to where signage can be placed. The Sign Bylaw No. 1923 states what is permitted.

10. ACTION TRACKING

Corporate Administration provided an updated action tracking sheets to the Committee for information.

11. 2020 SCHEDULE OF COMMITTEE MEETINGS

The 2020 meeting schedule as adopted was noted for reference purposes:

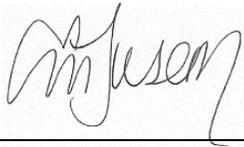
- March 24
- April 28
- May 26
- June 23
- July 28
- September 29
- October 27
- November 24

12. CONCLUSION OF THE FEBRUARY 25, 2020 ARTS AND CULTURE ADVISORY COMMITTEE MEETING

The Chairperson declared the meeting concluded at 6:02 p.m.

Adopted at the October 27, 2020 Meeting

M. Partridge, Chairperson



E. Tuson
Committee Clerk