

PRESENT: M. Partridge, Chairperson
P. Petrala, Vice-Chairperson
J. Adams (entered meeting at 3:17 p.m.)
E. Cheung
J. Davidson
P. Higinbotham (entered meeting at 3:08 p.m.)
D. Thompson

NON-VOTING: K. Bjerke-Lisle, White Rock Museum and Archives (entered meeting at 4:03 p.m.)

COUNCIL: Councillor Manning

ABSENT: M. Bali
K. Breaks
D. Kendze, White Rock Library Representative

STAFF: E. Stepura, Director of Recreation and Culture
E. Keurvorst, Manager of Cultural Development
K. Sidhu, Committee Clerk
D. Johnstone, Committee Clerk

1. CALL TO ORDER
The Chairperson called the meeting to order at 3:04 p.m.

2. ADOPTION OF AGENDA

2020-ACAC-013 **It was MOVED and SECONDED**
THAT the Arts and Cultural Advisory Committee adopt the agenda for
November 24, 2020 as circulated.

CARRIED

3. ADOPTION OF MINUTES
a) October 27, 2020

2020-ACAC-014 **It was MOVED and SECONDED**
THAT the Arts and Cultural Advisory Committee adopt the October 27, 2020
meeting minutes as circulated.

CARRIED

Note: P. Higinbotham entered the meeting at 3:08 p.m.

4. CULTURAL STRATEGIC PLAN DISCUSSION
The Manager of Cultural Development provided an update on what the committee
has accomplished to date.

Note: J. Adams entered the meeting at 3:17 p.m.

Action Item: The Committee to work on strategic planning and identify actions that would attract the film industry to White Rock.

5. **ROUNDTABLE DISCUSSION**

The Committee discussed ideas on how to highlight arts and culture during the pandemic:

- Mural Festival
The Committee had assigned a working group to do mural research and provide recommendations on how to move forward with a mural program. J. Davidson provided an update on his mural research including what other municipalities are doing, where and how they select where murals go.

Action Item: Manager, Cultural Development to collect research information from J. Davidson and share with the City's Public Art Advisory Committee (PAAC) for the public art workplan that is currently underway. A draft mural policy for the City of White Rock will be provided for review to both Arts and Culture Advisory Committee (ACAC) and PAAC.

The Committee agreed, as a priority, that supporting arts and culture groups during the pandemic was urgent.

Objectives for action were identified:

- Promote arts and cultural groups and creative professionals who were adapting and offering new and innovative ways to engage during COVID to build audience now and for post-pandemic times
- Address the mental health challenges being experienced in the sector to mitigate the negative impacts on the community.

Actions were brainstormed, such as:

- Organize intergenerational activities including connecting with schools and youth to seniors
- Create more content online using platforms such as YouTube for short videos on what the City is doing, utilize humor to attract viewers.
- Create an awareness of how to improve health for all ages through participation in arts and culture
- Create a Business and Arts Gala

Note: K. Bjerke-Lisle entered the meeting at 4:03 p.m.

Action Item: Manager, Cultural Development to add a Business and Artist Gala to the Arts and Cultural Strategic Plan.

Action Item: The Chair, Vice-Chair and Manager, Cultural Development to meet with a working group of community arts representatives (through PAAC) to draft recommendations in the form of a Communications Action Plan for 2021 to achieve the above-stated objectives.

Considerations to be included when drafting the Communications Plan:

- Identify the workload and resources available
- Identify the role of staff and volunteers to support implementation of the plan
- Identify how actions will offset negative impacts of COVID-19
- Identify how youth can be involved to reach a range of demographics using new and emerging platforms
- Identify how any momentum for on-going promotion will be continued into the Cultural Strategic Plan

6. OTHER BUSINESS

None

7. INFORMATION

The Action Tracking Document was provided to the Committee for information.

8. 2021 MEETING SCHEDULE

2020-ACAC-015 **It was MOVED and SECONDED**

THAT the Arts and Cultural Advisory Committee adopt the following 2021 meeting schedule:

- January 26;
- February 23; and,
- March 23.

CARRIED

9. CONCLUSION OF THE NOVEMBER 24, 2020 ARTS AND CULTURAL ADVISORY COMMITTEE MEETING

The Chairperson declared the meeting concluded at 4:44 p.m.

Approved at the January 26, 2021 meeting

M. Partridge, Chairperson



K. Sidhu, Committee Clerk