

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



POLICY TITLE: PHOTOGRAPHY OF COUNCIL AT CITY EVENTS

POLICY NUMBER: COUNCIL – 169

<i>Date of Council Adoption:</i> May 10, 2021	<i>Date of Last Amendment:</i>
<i>Council Resolution Number:</i>	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> April 26, 2021

Policy:

Photos of Members of Council will be taken at all key City-hosted events. The photos will be used to promote current and future events and will be posted on the City’s website and shared on the City’s social media accounts. The events will be identified by the Recreation and Culture department’s annual report to Council.

All Members of Council will be invited to attend photos scheduled and taken at all key City-hosted events.

Photos of Council in different settings at key events may help to demonstrate the commitment each Council member has to this community and the importance the City of White Rock places on events. Events are fun and meaningful for the community and visitors and generate revenue and economic spinoff effects for local businesses.

Currently, the photo of City Council most often used in Strategic Advertisements approved by Council in Policy 135 is Council’s inaugural group photo. Use of that photo will be augmented by new photos of all members of Council.

Some events already have funding in place for group photos of City Council. Photography of Council will be paid for by the Special Events team for existing events, such as Canada Day and the White Rock Sea Festival.

Photography will be paid for in a variety of ways. Some events hosted by the White Rock BIA will include a group photo of City Council if all members are in attendance and the photo is scheduled in advance, with the photography provided by the White Rock Business Improvement Association (BIA) at its cost. Examples may include the Five Corners Buskers and Comedy Festival and fundraising events for the White Rock Pier.

Events that do not have budget for photography, but are recommended for group photos of Council, include National Indigenous Peoples Day and Remembrance Day. Unplanned events may also be opportunities for Council group photos.

Costs range from \$150 to \$200 for one hour with a professional photographer. Some group photos of City Council can be taken by City Communications staff with smart phone cameras, depending on the availability of staff and the intended uses of the photo.

With these considerations, the Communications department will use a combination of White Rock BIA and City of White Rock Recreation and Culture budgets, as well as the Communications advertising budget in 2022, to arrange for up to four (4) full group shots of Council at key City-hosted events.

Rationale:

This policy will help ensure there will be photo opportunities arranged ahead of time whereby all members of Council will be scheduled to attend at one (1) time to be photographed at the event.

Staff will continue to work the White Rock BIA to engage for further opportunities of photos of all members of Council to be taken during BIA events held in White Rock.

The purpose of this policy is to ensure there are photos scheduled and taken during these important events to show Council's support for events, which are important for the community, visitors and local businesses.