

The Corporation of the
CITY OF WHITE ROCK



Arts and Cultural Advisory Committee
AGENDA

Tuesday, January 26, 2021, 3:00 p.m.

City Hall Council Chambers

15322 Buena Vista Avenue, White Rock, BC, V4B 1Y6

***Live Streaming/Telecast:** Please note that all Committees, Task Forces, Council Meetings, and Public Hearings held in the Council Chamber are being recorded and broadcasted as well included on the City's website at: www.whiterockcity.ca

The City of White Rock is committed to the health and safety of our community. In keeping with Ministerial Order No. M192 from the Province of British Columbia, City Council meetings will take place without the public in attendance at this time until further notice.

T. Arthur, Director of Corporate Administration

	Pages
1. CALL TO ORDER	
2. ADOPTION OF AGENDA	
RECOMMENDATION THAT the Arts and Cultural Advisory Committee adopt the agenda for January 26, 2021 as circulated.	
3. ADOPTION OF MINUTES	3
RECOMMENDATION THAT the Arts and Cultural Advisory Committee adopts the minutes of the November 24, 2020 as circulated.	
4. CULTURAL STRATEGIC PLAN DISCUSSION	
Process review update to be provided on Cultural Strategic Plan discussion.	
5. COMMUNICATIONS WORKING GROUP UPDATE	
Update to be provided on the communications working group and communication work done since the last meeting to support arts and culture groups during the pandemic as an urgent priority.	

6. OTHER BUSINESS

7. INFORMATION

7.1. COMMITTEE ACTION TRACKING

6

The Committee to discuss outstanding and accomplished items on the Committee Action Tracking document.

8. 2021 MEETING SCHEDULE

The 2021 Arts and Cultural Advisory Committee meeting schedule as adopted is noted for reference purposes:

- February 23; and,
- March 23.

9. CONCLUSION OF THE JANUARY 26, 2021 ARTS AND CULTURAL ADVISORY COMMITTEE MEETING

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.

M. Partridge, Chairperson

K. Sidhu, Committee Clerk

2019-2021 ARTS & CULTURAL ADVISORY COMMITTEE MEETING ACTION TRACKING

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-06-25	Action item	Item 7 – Civic Cultural Development Activities Review	Staff to send out the following relevant policies: <ul style="list-style-type: none"> • Recreation and Culture – 710 Community Special Events Policy • Finance – 302 Grants-In-Aid • Recreation and Culture – 708 Public Art 	Committee Clerk	June 27, 2019
2019-06-25	Action item	Item 9 – Cultural Strategic Planning Process	Staff to send out Cultural Strategic Plan and Economic Strategy to Committee for information.	Committee Clerk	June 27, 2019
2019-07-24	2019-ACAC-008	Item 4 – Definition of Art and Culture	THAT the Arts and Cultural Advisory Committee (the Committee) requests that Council consider inviting a representative from Semiahmoo First Nation (SFN) to join the Committee as a voting member.	Committee Clerk	September 8, 2019 Regular Council – ENDORSED / letter sent to SFN on September 30, 2019
2019-09-24	Action item	Item 4 – Cultural Strategic Planning Next Steps	Staff to provide the Committee the updated S.W.O.T analysis for review. Committee members are to rank them in order of importance, with emphasis on ones that, if addressed now, would have the most significant impact on achieving their vision statement.	Manager of Cultural Development	September 1, 2019
2019-09-24	Action item	Item 5 – Report from Chair	Committee members to review the report titled, “White Rock, the City of Surprises”, and consider any elements that may need to be added. Committee members will report back to the Committee at the next schedule meeting.	All Committee members	Deferred to Nov 26, 2019 Deferred to Feb 25, 2020 meeting Discussed at the October 27, 2020 meeting, revisit post pandemic
2019-09-24	2019-ACAC-012	Item 5 – Report from Chair	THAT the Arts and Cultural Advisory Committee (the Committee) request that Council consider adding a representative from the White Rock Library to the Committee as a non-voting member.	Committee Clerk	October 7, 2019 Regular Council – ENDORSED / Letter sent to WR Library on October 15, 2019
2019-09-24	Action item	Item 9 – Schedule of Committee Meetings	Staff to schedule an additional Committee meeting in October 2019.	Committee Clerk	September 26, 2019

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	M. Partridge, P. Petrala and E. Cheung, Committee members, to present the goals and ideas of the Arts and Cultural Advisory Committee to EDAC at their November 13, 2019 meeting.	M. Partridge, P. Petrala and E. Cheung	November 13, 2019
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	Staff to contact the Chairperson of EDAC to coordinate the presentation.	Committee Clerk	Email sent on October 23, 2019
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	Staff to contact the City of Surrey's Cultural Manger to establish a meeting.	Director of Rec and Culture	E. Keurvorst connected with City of Surrey, they confirmed this is on hold until post pandemic
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	E. Cheung, Committee member to approach White Rock Art Gallery for information about how they market their events/ exhibits for the Committees' information.	E. Cheung	E. Cheung provided update at the October 27, 2020 Meeting
2019-10-22	Action item	Item 4 – Review of Key S.W.O.T. Items Identified by the Committee	Staff to send Corporate Reports regarding the previous Arts and Cultural Strategic Plan goals and outcomes to the Committee for information.	Director of Rec and Culture	E. Keurvorst to send out
2020-01-28	Action Item	Item 9 – Report from the Chair	Members are invited to read and review the document and bring forward items for action to the next meeting.	Committee members	Revisit post pandemic
2020-02-25	Action Item	Item 4- Cultural Strategic Planning Next Steps	Committee members, J. Davidson, P. Higinbotham 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.	Committee members, J. Davidson, P. Petrala and S. Fairbairn	J. Davidson provided an update at the October 27, 2020 Meeting
2020-10-27	2020-ACAC-010	Item 9 – Roundtable Discussion	THAT the Arts and Cultural Advisory Committee recommends that Council direct staff to investigate developing an online strategy for Arts and Culture	Staff	Endorsed at the November 23, 2020 Council Meeting
2020-10-27	2020-ACAC-011	Item 9 – Roundtable Discussion	THAT the Arts and Cultural Advisory Committee recommends that Council direct staff to explore the cost and feasibility for online promotions for Arts and Culture with community partners	Staff	Endorsed at the November 23, 2020 Council Meeting
2020-10-27	Action Item	Item 9 – Roundtable Discussion	Manager, Cultural Development to send out link to the Committee on the City of White Rock Special Events Policy.	E. Keurvorst	Completed
2020-10-27	Action Item	Item 9 – Roundtable Discussion	Staff to confirm the Festival of Lights Website is posted on the City Connect Listing.	E. Keurvorst	Completed

Meeting Date	Motion #/ Action Item	Agenda Item # & Title	Committee recommendation/ Action item	Staff/ Member Assigned	Status or Completion Date <i>(Red indicates Completed Items)</i>
2020-10-27	Action Item	Item 9 – Roundtable Discussion	Manager, Cultural Development to send out summary of work done to date to the Committee.	E. Keurvorst	Sent out November 24, 2020
2020-11-24	Action Item	Item 4 - Cultural Strategic Plan Discussion	The Committee to work on strategic planning and identify actions that would attract the film industry to White Rock.	Committee	Added to the January 26, 2021 ACAC Agenda
2020-11-24	Action Item	Item 5 – Roundtable Discussion	Manager, Cultural Development to collect research information from J. Davidson and share with PAAC for the public art workplan currently underway. A draft mural policy for the City of White Rock will be provided for review to both ACAC and PAAC.	E. Keurvorst	
2020-11-24	Action Item	Item 5 – Roundtable Discussion	Manager, Cultural Development to add a Business and Artist Gala to the Arts and Cultural Strategic Plan.	E. Keurvorst	Added to the January 26, 2021 ACAC Agenda
2020-11-24	Action Item	Item 5 – Roundtable Discussion	The Chair, Vice-Chair and Manager, Cultural Development to meet with a working group of community arts representatives (through PACA) to draft recommendations in the form of a Communications Action Plan for 2021 to achieve the above-stated objectives.	The Chair, Vice-Chair and Manager, Cultural Development	Added to the January 26, 2021 ACAC Agenda