

The Corporation of the
CITY OF WHITE ROCK



Tour de White Rock Committee
AGENDA

Thursday, February 11, 2021, 6:00 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. ELECTRONIC MEETING PROCEDURES/BEST PRACTICES	3
Corporate Administration to provide a brief overview of how electronic meetings are to be conducted.	
3. ADOPTION OF AGENDA	
RECOMMENDATION THAT the Tour de White Rock Committee adopt the agenda for the February 11, 2021 meeting as circulated.	
4. ADOPTION OF MINUTES	5
RECOMMENDATION THAT the Tour de White Rock Committee adopts the minutes of the March 12, 2020 meeting as circulated.	
5. TOUR DE WHITE ROCK 2022 VISION	
The Committee to discuss the future vision of Tour de White Rock 2022.	
6. WAYFINDING SIGNAGE	

Staff to present on wayfinding signage options as it was identified as a priority by the committee.

7. OTHER BUSINESS

8. INFORMATION

8.1. COMMITTEE ACTION TRACKING

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Corporate Administration provides the action-tracking document to the Committee for information. This spreadsheet will be updated after each meeting and provided to members for information.

9. 2021 MEETING SCHEDULE

The following meeting schedule was approved by the Committee and is provided for information purposes:

- March 11, 2021

10. CONCLUSION OF THE FEBRUARY 11, 2021 TOUR DE WHITE ROCK COMMITTEE MEETING

CITY OF WHITE ROCK

Virtual Meeting Procedures

Getting Started

1. If you are joining the meeting through your computer/ laptop you do not need to download the Microsoft Teams application in order to participate in the meeting. You will be able to join the meeting through the Teams link, which will be distributed to members along with the agenda package for the meeting.

Note: We highly recommend that members create a Teams account/ download the app/ software to participate in meetings. This will provide the best user experience.

2. Please log onto the meeting at least 10 minutes early. This will give members and staff time to troubleshoot any technical issues that may arise.
3. Position your camera properly. Ensure your camera is stable and focused at eye level.
4. It is preferred that participants use earbuds that include a microphone. This allows for clearer sound through the feed.
5. Ensure the Wi-Fi network can accommodate the use at the time of the meeting.
6. Ensure others are not using your home Wi-Fi for streaming at the same time.
7. Turn off other devices to avoid unexpected ringing, answering of another device or feedback during the meeting.
8. When joining the meeting, ensure you type your first and last name so we know who you are.
9. Once you have entered the meeting you will be placed in the “waiting room” Staff will begin admitting members close to the meeting start time.
10. The Chairperson of the meeting will need to wait to start the meeting until they are advised that the Committee/ Task Force has achieved quorum. Similar to a regular Committee/ Task Force meeting members are to refrain from discussing the agenda/ topics on the agenda until the meeting has officially been called to order.

Administration

P: 604.541.2124 | F: 604.541.9348

City of White Rock

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

Participation

Your camera must be on for the meeting. This is the only way we can ensure that you are participating in the meeting. If there is a technical issue and you are unable to use your camera please let us know.

Note: There are times when it is reasonable to turn off your camera (i.e. you need to step away shortly, changing location to obtain a better signal, interruption from co-worker/ family member); however, the expectation is that we are able to see you for the majority of the meeting.

1. During verbal communication, participants may turn their mic on, and raise their hand when they wish to speak. Wait for the Chairperson to call upon you.
2. To move and/ or second a motion, please state your name prior to the motion.

Example: “John moves that the sun should shine in White Rock every day”.

3. When the chairperson calls the question on the presented motion they will ask for “all in favor” or “all opposed”, please raise your hand (or if your camera is not working you will need to state your name) after one of the those two options.
4. Mute your mic. To help keep background noise to a minimum, make sure your microphone is muted when you are not speaking.
5. If you experience technical issues during the meeting you can email ClerksOffice@whiterockcity.ca and staff will work to help you resolve the issue.

Presentations

1. Presenters will share their presentation via shared screen.
2. If you wish to distribute a document on table at the meeting please send a PDF version to the Committee Clerk at clerksoffice@whiterockcity.ca by **noon** on the day of the meeting.

Administration

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City of White Rock

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

WHITE ROCK
My City by the Sea!

www.whiterockcity.ca

PRESENT: A. Vigoda, Chairperson
L. Taylor, Vice-Chairperson
A. Anderson
F. MacDermid
S. McQuade
D. O'Hagan, Race Director
G. Stonier
R. Wright
L. Xu (left at 6:51 p.m.)

COUNCIL: Councillor Johanson (non-voting)

ABSENT: B. Coates

STAFF: E. Stepura, Director of Recreation and Culture
J. Stech, Recreation Programmer
E. Tuson, Committee Clerk

Public: 0
Press: 0

1. CALL TO ORDER
The Chairperson called the meeting to order at 6:07 p.m.

2. ADOPTION OF AGENDA

2020-TOUR-001 **IT WAS MOVED AND SECONDED**
THAT the Tour de White Rock Committee adopt the agenda for March 12, 2020 as
circulated.

CARRIED

3. ADOPTION OF MINUTES
a) November 28, 2019

2020-TOUR-002 **IT WAS MOVED AND SECONDED**
THAT the Tour de White Rock Committee adopt the November 28, 2019 meeting
minutes as circulated.

CARRIED

4. SELECTION OF THE 2020 CHAIRPERSON & VICE-CHAIRPERSON
Members of the Committee discussed the appointment of a Chairperson and Vice-
Chairperson for the 2020 Committee year.

2020-TOUR-003 **IT WAS MOVED AND SECONDED**

THAT the Tour de White Rock Committee appoint the following members as Chairperson and Vice-Chairperson for the 2020 Committee year:

- Chairperson: A. Vigoda
- Vice-Chairperson: L. Taylor

CARRIED

5. SPONSORSHIP STATUS REPORT

Staff provided a verbal update for the Committees information. The following key points were noted:

- Lost the road race sponsor for 2020 (\$7500 loss).
- The VIP breakfast has a sponsor again for 2020.
- Sponsors want to be assured that if the event is cancelled due to COVID-19 they will get their money back or be credited.
- Media marketing sponsors should be considered.

The Committee noted interest in pursuing developers for sponsorship. The Committee discussed potential sponsors to approach.

In response to a question from the Committee, staff noted that the sponsorship package last year was approximately \$40,000.

The Committee noted there is a \$3,000 sponsor for the Marketplace this year.

Action Item: Staff to send Committee Clerk 2020 sponsorship package to distribute to the Committee for information.

The Chairperson noted that it is important to think about sponsorship for not only this year but also upcoming years.

6. MARKETING CONSULTANT UPDATE

The Chairperson provided a verbal update to the Committee for information. The marketing consultant is interested in working with the Committee to build a long-term brand/ strategy for the Tour de White Rock.

7. VOLUNTEER RECRUITMENT STATUS REPORT

G. Stonier, Committee member, provided a verbal update to the Committee for information. The captains will be contacted in the next month with information for 2020.

In response to a question from the Committee, staff noted that the City will be recruiting for volunteers starting in April. It was also noted that the City will be paying for any willing volunteer to go through flagging training to become a certified flagger. The training is a two (2) day course. After two (2) days of training, volunteers will be expected to put in 12 – 15 volunteer hours as flaggers for the City. The City's goal is to have ten (10) to twenty (20) flagging volunteers.

In previous years, professional traffic controllers were hired to monitor the busy intersections, while volunteers were stationed for community engagement (i.e.

directions, understanding the road race, provide the traffic controllers with local knowledge).

8. TOUR DE WHITE ROCK 2020 VISION

In response to a question from the Committee, staff noted that at a recent B.C. Super Week meeting traffic control, cancellation and cancellation insurance were discussed.

Staff noted the following regarding COVID-19:

- The B.C. Provincial Government has issued a request to shut down all events involving 250 people or more.
- At this point, with an event like Tour de White Rock, City staff will continue to plan these events with the expectation that they will be taking place. This decision will be assessed again in a few weeks once the full impact of the pandemic on large crowd events is known.
- The City takes direction from Fraser Health, Health B.C., and the Public Health Agency of Canada.

9. OTHER BUSINESS

Stage location

Staff noted that the City is considering moving the stage to Memorial Park Plaza to allow the roads to open as soon as possible once the race is complete.

The Committee discussed the following:

- The location of the start-finish line.
- The location for a VIP area.
- Involving local businesses in the race (i.e. restaurants catering).

Staff referenced four (4) aluminum bleachers owned by the City that could be used for seating in Memorial Park for VIP's.

The Committee discussed how to attract people to the race. The goal is to achieve a community/ family event both at Five Corners and on Marine Drive.

Note: L. Xu exited the meeting at 6:51 p.m.

Race start time

Staff suggested that the Committee needs to decide when they want the Sunday road race to start. The Committee agreed upon a 9:00 a.m. start time instead of last year's 10:00 a.m. start time.

2020-TOUR-004

IT WAS MOVED AND SECONDED

THAT the Tour de White Rock Committee move the Sunday Men's Road Race start time to 9:00 am.

CARRIED

The Committee noted that the Marketplace will be located on Roper Street in front of the empty parking lot. Racers alley will be in front of City Hall.

The Committee noted that the Market, the beer garden and the race need to be coordinating their social media marketing to make sure they are getting the same message across on all platforms.

The Committee enquired into business cards for Committee members to provide potential sponsors. Staff noted that if a Committee member would like a business card they can contact staff to provide their contact information.

10. 2020 COMMITTEE MEETING SCHEDULE

- March 12
- April 9
- May 14
- June 11
- ~~July 23~~ July 29
- September 17
- October 15
- November 12

2020-TOUR-005 **IT WAS MOVED AND SECONDED**

THAT the Tour de White Rock Committee reschedule the July 23, 2020 meeting date to July 29, 2020.

CARRIED

11. COMMITTEE ACTION TRACKING

Corporate Administration provided an action-tracking sheet to the Committee for information. This spreadsheet will be updated after each meeting and provided to members for information.

12. CONCLUSION OF THE March 12, 2020 TOUR de WHITE ROCK COMMITTEE MEETING

The Chairperson declared the meeting concluded at 7:06 p.m.



A. Vigoda, Chairperson

E. Tuson
Committee Clerk

2019/ 2020 TOUR de WHITE ROCK 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>
2019-03-21	Action item	Item 7 – Sponsorship Status Report	Staff to provide the sponsorship package to all members of the Committee.	Community Recreation Coordinator	April 18, 2019
2019-03-21	Action item	Item 7 – Sponsorship Status Report	The Director of Recreation and Culture to approach the School Board to discuss hosting the post-race concert and beer gardens on the grass field and the Marketplace proposal on the all-weather field at White Rock Elementary School.	Director of Recreation and Culture	Completed
2019-03-21	2019-TOUR-04	Item 7 – Sponsorship Status Report	THAT the Committee supports the Marketplace proposal, subject to School Board approval.		June 10, 2019 Regular Council - ENDORSED
2019-03-21	2019-TOUR-04	Item 7 – Sponsorship Status Report	L. Taylor to provide a further update on the Marketplace at the Committee's next meeting.	L. Taylor	April 18, 2019
2019-03-21	2019-TOUR-05	Item 8 – Marketing and Promotions Status Report	THAT the Committee invite White Rock Tourism, the White Rock BIA, and the White Rock/ South Surrey Chamber of Commerce to attend the May 16, 2019 Tour de White Rock meeting to provide information and discuss promotion of the Tour de White Rock and its related events.	Committee Clerk	May 30 ,2019
2019-03-21	Action item	Item 8 – Marketing and Promotions Status Report	Staff to look into the status of the mini-bus wrap to see if it would be possible to wrap the bus with a promotional advertisement for the Tour's 40 th Anniversary event.	Community Recreation Coordinator	Completed
2019-03-21	Action item	Item 8 – Marketing and Promotions Status Report	L. Taylor to design a Tour de White Rock business card proof, to be provided to the Committee for their review.	L. Taylor	Completed
2019-03-21	Action item	Item 9 – Volunteer Recruitment Status Report	A. Anderson to provide a digital copy of the two original Tour de White Rock designs to R. Wright to explore future design options. The Committee suggested that the years for the event also be incorporated into the design.	A. Anderson	Completed
2019-03-21	Action item	Item 12 – Various 40 th Anniversary Activities to be Considered	Councillor Chesney to follow up on pricing for advertisements on the Canada Line.	Councillor Chesney	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>
2019-03-21	Action item	Item 13 – Budget	Staff to provide a copy of the 2018 Tour de White Rock budget to the Committee for their information.	Community Recreation Coordinator	Completed
2019-04-18	Action item	Item 5 – Sponsorship Status Report	L. Taylor and B. Coates to work on developing a potential sponsorship invitation to the VIP Breakfast. This would be used as a template for advertising for next year's event.	L. Taylor and B. Coates	Completed
2019-04-18	Action item	Item 6 – Marketing and Promotions Status Report	Set up a with the Marketing sub-committee, the White Rock BIA, White Rock Tourism, South Surrey/White Rock Chamber of Commerce, and City staff on May 1, 2019 at 6:00 p.m. Location to be determined.	Committee members	May 1, 2019
2019-04-18	Action item	Item 6 – Marketing and Promotions Status Report	A. Nixon, White Rock BIA, and Councillor Chesney to canvas businesses on Marine Drive to provide additional information and gauge support for a Car Free Day.	A. Nixon (BIA) and Councillor Chesney	Completed
2019-04-18	Action item	Item 6 – Marketing and Promotions Status Report	L. Taylor and A. Vigoda to continue to establish the Tour de White Rock Hashtags.	L. Taylor and A. Vigoda	June 20, 2019
2019-04-18	Action item	Item 6 – Marketing and Promotions Status Report	L. Taylor to send the proof from the Tour de White Rock business card from 2018 to Councillor Chesney.	L. Taylor	Completed
2019-04-18	Action item	Item 6 – Marketing and Promotions Status Report	L. Xu to generate a scan (QR) code and assist with creating a template for a Chinese language version of the business card.	L. Xu	Completed
2019-04-18	Action item	Item 6 – Marketing and Promotions Status Report	Councillor Chesney to select a printing company, and have the Tour de White Rock business cards printed.	Councillor Chesney	Completed
2019-04-18	Action item	Item 9 – Various 40 th Anniversary Activities	B. Coates, Committee Member, to follow up with the Rotary Club regarding liability coverage for a bike valet service.	B. Coates	Completed
2019-04-18	Action item	Item 11 – Other Business	A. Anderson to invite F. Young to either the May 30 th or June 5 th Committee meeting to formally present the Committee with the 39 Tour de White Rock shirts.	A. Anderson	May 20, 2019
2019-05-30	Action item	Item 4 – Sponsorship Status Report	Staff to distribute the draft poster to the committee.	Community Recreation Coordinator	June 1, 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>
2019-05-30	2019-TOUR-016	Item 5 – Marketing and Promotions Status Report	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.	Community Recreation Coordinator	Went to Council July 22, 2019 - ENDORSED
2019-05-30	Action item	Item 5 – Marketing and Promotions Status Report	Staff will forward the t-shirt logo to the Committee for information.	Community Recreation Coordinator	June 1, 2019
2019-05-30	2019-TOUR-017	Item 5 – Marketing and Promotions Status Report	THAT the Tour de White Rock Committee select the colour neon yellow for the 40 th anniversary t-shirt.	Community Recreation Coordinator	May 30, 2019
2019-05-30	Action item	Item 11 – Other Business	L. Xu, Committee member, to research the time and cost for the picture frame.	L. Xu	
2019-05-30	Action item	Item 11 – Other Business	Staff to investigate time and cost of sending out volunteer thank you cards.	Community Recreation Coordinator	Completed
2019-06-20	Action item	Item 5 – Marketing and Promotions Status Report	Staff to e-mail an electronic version of the map to the Committee for information.	Community Recreation Coordinator	June 22, 2019
2019-06-20	Action item	Item 8 – Various 40 th Anniversary Activities	Staff to look into talking with local businesses about distributing t-shirts to them for their employees to wear/advertise.	Community Recreation Coordinator	Completed / Discussed but no action taken
2019-06-20	Action item	Item 8 – Various 40 th Anniversary Activities	Staff to send a copy of the City's existing entertainer contract to Councilor Chesney, to be provided to post road race concert bands for their signature.	Director of Recreation and Culture	Completed
2019-06-20	Action item	Item 8 – Various 40 th Anniversary Activities	Staff to send the Committee a timeline of the traffic control requirements and costs when available.	Community Recreation Coordinator	Completed
2019-06-20	Action item	Item 10 – Other Business	A. Vigoda, Chairperson, to connect with L. Xu, Committee member, about the Instagram frame.	A. Vigoda/ L. Xu	
2019-06-20	Action item	Item 10 – Other Business	Councillor Chesney to email all pictures of the volunteer t-shirts to staff for the volunteer dinner slide show.	Councillor Chesney	

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>
2019-09-19	Action Item	Item 4 – Sponsorship Status Report	Committee members L. Taylor, B. Coates and A. Anderson to meet with the marketing consultant in order to report back to the Committee and the October 17, 2019 meeting.	L. Taylor, B. Coates and A. Anderson	Did not meet but spoke via email/ phone
2019-09-19	Action Item	Item 6 – Tour de WR 2020 Vision	Staff to keep “Tour de White Rock 2020 Vision” as a standing item on future agendas.- changed to “Tour de White Rock 2021 Vision”	Staff	On going
2019-11-28	Action Item	Item 4 – Sponsorship Status Report	Staff to send new sponsorship package to Committee for information and potential sponsor outreach.	Recreation Programmer	Emailed on December 4, 2019
2019-11-28	2019-TOUR-029	Item 8 – Other Business	THAT The Tour de WR Committee (the Committee) request that Council direct staff to proceed with hiring a contractor to train and certify community volunteers to work as traffic control personnel for the Tour de White Rock and other City events.	Director of Recreation & Culture	December 16, 2019 Regular Council - ENDORSED
2019-11-28	Action Item	Item 8 – Other Business	Staff to send the Annual Committee corporate report to the Committee for their information.	Committee Clerk	Emailed on January 2, 2020
2020-03-12	Action Item	Item 5 – Sponsorship Status Report	Staff to send Committee Clerk 2020 sponsorship package to distribute to the Committee for information.	Recreation Programmer	
2020-03-12	2020-TOUR-004	Item 9 – Other Business	THAT the Tour de White Rock Committee move the Sunday Men’s Road Race start time to 9:00 am.	Committee Clerk	March 30, 2020 Regular Council