

The Corporation of the  
CITY OF WHITE ROCK



Arts and Cultural Advisory Committee  
AGENDA

Tuesday, February 23, 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](http://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

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1. CALL TO ORDER	
2. ADOPTION OF AGENDA	
<b>RECOMMENDATION</b> THAT the Arts and Cultural Advisory Committee adopt the agenda for February 23, 2021 as circulated.	
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<b>RECOMMENDATION</b> THAT the Arts and Cultural Advisory Committee adopts the minutes of the January 26, 2021 as circulated.	
4. COMMUNICATIONS WORKING GROUP UPDATE	
Discussion to be continued from last meeting.	
5. OTHER BUSINESS	
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7. 2021 MEETING SCHEDULE
8. CONCLUSION OF THE FEBRUARY 23, 2021 ARTS AND CULTURAL ADVISORY COMMITTEE MEETING



## Arts and Cultural Advisory Committee

### Minutes

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

Via electronic means

- PRESENT:**
- M. Partridge, Chairperson
  - P. Petrala, Vice-Chairperson
  - J. Adams (entered the meeting at 4:37 p.m.)
  - K. Breaks
  - E. Cheung
  - J. Davidson
  - P. Higinbotham
  - D. Thompson
- NON-VOTING MEMBERS:**
- K. Bjerke-Lisle, Executive Director of the White Rock Museum (entered the meeting at 3:31 p.m.)
  - D. Kendze, Manager of the White Rock Library
- COUNCIL:**
- Councillor Manning (non-voting)
  - Councillor Kristjanson (non-voting alternate) (entered the meeting at 3:39 p.m.)
- ABSENT:**
- M. Bali
  - M. Pederson
- STAFF:**
- E. Stepura, Director of Recreation and Culture
  - E. Keurvorst, Manager of Cultural Development
  - C. Richards, Committee Clerk
  - K. Sidhu, Committee Clerk
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1. **CALL TO ORDER**

The meeting was called to order at 3:04 p.m.

2. **ADOPTION OF AGENDA**

**2021-ACAC-001:** It was MOVED and SECONDED

THAT the Arts and Cultural Advisory Committee amends the order of agenda items for the January 26, 2021 meeting as follows:

- Item 5 (Communications Working Group Update) to be discussed first, followed by Item 4 (Cultural Strategic Plan Discussion); and

THAT the agenda be adopted as amended.

**Motion CARRIED**

3. **ADOPTION OF MINUTES**

**2021-ACAC-002:** It was MOVED and SECONDED

THAT the Arts and Cultural Advisory Committee adopts the minutes of the November 24, 2020 as circulated.

**Motion CARRIED**

5. **COMMUNICATIONS WORKING GROUP UPDATE**

An update was provided on the communications working group and the communication work done since the last meeting to support arts and culture groups during the pandemic as an urgent priority.

The following update was provided:

- First: A meeting of arts folks to provide feedback, identify gaps and challenges.
- Then: The Chairperson and the Peninsula Arts & Culture Alliance (PACA) representative met with the City on addressing communication challenges.
- Now: The City is working together to improve communications under the City's jurisdiction.

The following improvements were made by the City:

- Quarterly promotions through the Peninsula Arts & Culture Alliance (PACA) newsletters.
- Supporting the White Rock Business Improvement Association on their Welcome to White Rock communications project. A section of the communications is reserved to promote White Rock arts and culture;
- Engage art and business community through various communications channels;
- A social media calendar is being built; and
- Changes planned for the City's Arts & Culture landing webpage to make it more accessible.

The next steps to achieve communication improvements were noted:

- Committee members were asked to encourage the arts community to provide content to the Peninsula Arts & Culture Alliance (PACA), [culture@whiterockcity.ca](mailto:culture@whiterockcity.ca) and use hashtags.
- Committee members were asked to visit the arts website and provide feedback to [culture@whiterockcity.ca](mailto:culture@whiterockcity.ca).
- The City is working with the Peninsula Arts & Culture Alliance (PACA) on the 2021 Culture Days event to promote arts and culture across the City. The event is to take place from September 24, 2021 to October 24, 2021. Suggestions are welcomed by email at [culture@whiterockcity.ca](mailto:culture@whiterockcity.ca).

#### **4. CULTURAL STRATEGIC PLAN DISCUSSION**

The Manager of Cultural Development shared a document containing a task exercise to further discuss the Cultural Strategic Plan discussion. The following was noted:

A summary of the Cultural Strategic Planning Assignment was provided.

Five objective outcomes plus accountability requirements were noted for the Cultural Strategic Plan:

- Economic development through the arts
- Develop partnerships to broaden the City's role in arts and culture.
- Provide an adequate number of arts and cultural infrastructure/facilities
- Have diverse arts programs and festivals

- Promote the value of arts and culture
- Accountability requirements

In an earlier meeting, the Committee created a list of action ideas. The Manager of Cultural Development shared a table to help the Committee prioritize items to begin drafting a plan.

- Numerous outcome options were presented on how to allocate Federal Grant art funds, where the City would play a key role.
  - Exploring partnerships would be considered an action item.
- Committee members were asked to complete a virtual group assignment during the meeting on how to allocate Federal Grant art funds. The five (5) outcomes based on 50 action ideas and previous recommendation ideas, that were both previously collected by Committee members, started being discussed:
  - Economic Development through the Arts:
    - Growing the creative economy and culture led economic development.
  - Partnerships:
    - Broadening the City's role in arts and culture, maximizing partnerships and fostering collaboration within the creative sector.
  - Arts and Cultural Infrastructure:
    - Providing an adequate number of arts and cultural facilities to support expanding program participation and event hosting.
  - Diverse Arts Programs and Festivals:
    - Enriching White Rock's spirit of celebration by increasing the range of arts programs, artistic opportunities and cultural festivals.
  - Promotion of the Value of Arts and Culture:
    - Increased community participation, engagement and visibility of arts and culture.

K. Bjerke-Lisle entered the meeting at 3:31 p.m.

Councillor Kristjanson entered the meeting at 3:39 p.m.

Note: The Committee discussed Item 7.1, Action Tracking Document at this time (Agenda items addressed out of order).

## **7.1 COMMITTEE ACTION TRACKING**

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

## **4. CULTURAL STRATEGIC PLAN DISCUSSION**

**Note:** The Committee returned to Item 4 to further discuss the five (5) outcomes.

J. Davidson left at the meeting at 4:29 p.m.

J. Adams entered the meeting at 4:37 p.m.

Councillor Kristjanson left the meeting at 4:40 p.m.

**2021-ACAC-003:** It was MOVED and SECONDED

THAT the Committee extend the meeting by 15 minutes, ending the meeting at 5:15pm; and

THAT the Vice-Chairperson chair the meeting after 5:00pm.

**Motion CARRIED**

M. Partridge left the meeting at 5:01 p.m.

P. Higinbotham left the meeting at 5:03 p.m.

The meeting concluded at 5:05pm due to a loss of quorum.

The following items were deferred to the next scheduled meeting:

- Item 6 – Other Business;
- Item 7 – Information;
- Item 8 – 2021 Meeting schedule

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

The meeting concluded at 5:05 p.m.

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M. Partridge, Chairperson



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Chloe Richards, Committee Clerk

UNAPPROVED



## 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"> <li>• Recreation and Culture – 710 Community Special Events Policy</li> <li>• Finance – 302 Grants-In-Aid</li> <li>• Recreation and Culture – 708 Public Art</li> </ul>	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	Completed
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	Complete
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