



## **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.

Approved at the February 23, 2021 meeting.

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M. Partridge, Chairperson



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Chloe Richards, Committee Clerk