

The Corporation of the  
CITY OF WHITE ROCK



Tour de White Rock Committee  
AGENDA

Thursday, March 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](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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	<b>Pages</b>
1. CALL TO ORDER	
2. ADOPTION OF AGENDA	
<b>RECOMMENDATION</b> THAT the Tour de White Rock Committee adopt the agenda for the March 11, 2021 meeting as circulated.	
3. ADOPTION OF MINUTES	3
<b>RECOMMENDATION</b> THAT the Tour de White Rock Committee adopts the minutes of the February 11, 2021 meeting as circulated.	
4. TOUR DE WHITE ROCK 2022 WORK PLAN	
The Committee to discuss a workplan for Tour De White Rock 2022.	
5. OTHER BUSINESS	
6. INFORMATION	
6.1. COMMITTEE ACTION TRACKING	7

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.

**7. 2021 MEETING SCHEDULE**

No scheduled meetings at this time.

**8. CONCLUSION OF THE MARCH 11, 2021 TOUR DE WHITE ROCK COMMITTEE MEETING**



## Tour de White Rock Committee

### Minutes

February 11, 2021, 6:00 p.m.

Via Microsoft Teams

PRESENT: A. Vigoda, Chairperson  
L. Taylor, Vice-Chairperson  
A. Anderson, Committee Member  
B. Coates, Committee Member  
V. Thomas, Committee Member  
R. Wright, Committee Member  
D. O'Hagan, Race Director

COUNCIL: Councillor E. Johanson (non-voting)

GUEST: Mayor D. Walker

ABSENT: F. MacDermid, Committee Member  
L. Xu, Committee Member  
S. McQuade, Committee Member

STAFF: E. Stepura, Director of Recreation and Culture  
J. Stech, Recreation Programmer  
K. Sidhu, Committee Clerk  
C. Richards, Committee Clerk

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#### 1. **CALL TO ORDER**

The Chairperson called the meeting to order at 6:03 p.m.

**2. ELECTRONIC MEETING PROCEDURES/BEST PRACTICES**

Corporate Administration provided a brief overview of how electronic meetings are to be conducted.

**3. ADOPTION OF AGENDA**

**Motion Number: 2021-TDWR-01** It was MOVED and SECONDED

THAT the Tour de White Rock Committee adopt the agenda for the February 11, 2021 meeting as circulated.

**Motion CARRIED**

**4. ADOPTION OF MINUTES**

**Motion Number: 2021-TDWR-02** It was MOVED and SECONDED

THAT the Tour de White Rock Committee adopts the minutes of the March 12, 2020 meeting as circulated.

**Motion CARRIED**

**5. TOUR DE WHITE ROCK 2022 VISION**

The Committee discussed the future vision of Tour de White Rock 2022.

Staff confirmed there will be no 2021 Tour De White Rock race and that an official announcement will be released soon.

**Action Item:** Staff to provide the Committee Chair with a draft communication that will be sent to the Tour de White Rock volunteers informing them of this year's race postponement.

In discussion, the following was noted:

- The importance of reaching out to previous and ongoing sponsors and communicate with them and validating that Tour de White Rock 2022 will be going forward. This will lay out the groundwork so there will be support for the 2022 race.
- An idea to showcase the history of Tour de White Rock, possibly a video that could be shared through social media and put on the website's landing page.

There was further discussion on budget and how to fund this video. Staff confirmed the 2021 Tour de White Rock funding has already been reallocated for City deficits due to COVID-19.

- The importance of utilizing and regularly posting on the Tour de White Rock Facebook page to keep the momentum going.
- Further discussion on ideas on how to reach out to the community for sponsors and volunteers.

**6. WAYFINDING SIGNAGE**

Staff presented on two (2) wayfinding signage program options that are available to the City and the associated costs as this was identified as a priority by the committee.

**7. OTHER BUSINESS**

None.

**8. INFORMATION**

**8.1 COMMITTEE ACTION TRACKING**

Corporate Administration provided an 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 was provided for information purposes:

- March 11, 2021

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

The Chairperson declared the meeting concluded at 7:19 p.m.



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A. Vigoda, Chairperson

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K. Sidhu, Committee Clerk

UNAPPROVED

## 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> or June 5 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> 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
2021-02-11	Action Item	Item 5 – Tour de White Rock 2022 Vision	Staff to provide the Committee Chair with a draft communication that will be sent to the Tour de White Rock volunteers informing them of this year’s race postponement.	Staff	Completed