



Public Art and Culture Advisory Committee

Minutes

May 8, 2024, 4:00 p.m.

City Hall Council Chambers

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

PRESENT: Art Beaulieu, Community Member
Gary Kennedy, Community Member
Colleen Lumb, Community Member
Karin Bjerke-Lisle, White Rock Museum & Archives
Representative (arrived at 4:19 p.m.)
Helmut Gruntorad, Semiahmoo Arts Society Representative

COUNCIL: Councillor Ernie Klassen, Chairperson (non-voting)
Councillor Michele Partridge, Vice-Chairperson (non-voting)

GUESTS: Trevor McBride, CDm2 Lightworks Corporation (left at 4:30 p.m.)

ABSENT: Bill Brooks, Community Member
Ed Laverock, Community Member

STAFF: John Woolgar, Director of Recreation and Culture
Jim Gordon, Director of Engineering and Municipal Operations
Rebecca Forrest, Manager of Cultural Development
Justin Schneider, Parks Manager (left at 4:36 p.m.)
Janessa Auer, Committee Clerk

1. **CALL TO ORDER**

The Chairperson called the meeting to order at 4:00 p.m.

2. ADOPTION OF AGENDA

Motion Number 2024-PACAC-027: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee adopts the agenda for the May 8, 2024 meeting, with the following amendments:

- Re-order agenda items so that Item 7.8, Festive Season in the Business District is discussed following Item 4, Bench Dedication Program; and,
- For Item 7.8, include guest, Trevor McBride, CDm2 Lightworks Corporation, in Committee discussion.

Motion CARRIED

3. ADOPTION OF MINUTES

Motion Number 2024-PACAC-028: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee adopts the minutes of the April 10, 2024 meeting as circulated.

Motion CARRIED

4. BENCH DEDICATION PROGRAM

The Parks Manager provided an overview of the City's Parks Dedication Program. He noted that this program is currently on hold and not accepting new applications. Staff are currently working on contacting the owners of expired plaques to provide them with an offer to renew.

In accordance with Motion Number 2024-PACAC-027, Item 7.8: Festive Season in the Business District Working Group Update took place at this time.

7.8 Festive Season in the Business District Working Group Update

The Chairperson provided a brief overview of the information shared by this working group during the last meeting. Working group members then shared new updates resulting from more recent meetings of the group.

K. Bjerke-Lisle arrived at 4:19 p.m.

In accordance with Motion Number 2024-PACAC-027, working group members invited guest, Trevor McBride, CDm2 Lightworks Corporation, to share

information with the Committee about suggested lighting approaches/equipment that could be used to enhance the tree-lighting portion of this event.

Staff advised of important factors to keep in mind when planning a large tree lighting event, such as cost (for equipment itself, as well as installation and maintenance), tree safety and staff work required.

Mr. McBride left the meeting at 4:30 p.m.

ACTION ITEM: Working group members to meet with Recreation and Culture staff to determine budget requirements for this event and to bring this information forward for Committee discussion at a future meeting.

The Parks Manager left the meeting at 4:36 p.m.

5. STREET BANNER REPORT

The Manager of Cultural Development provided an overview of the May 8, 2024 corporate report, titled "2024 Street Banner Program - Community Banner Selection", including the chosen artwork decided upon by the Selection Panel.

Motion Number 2024-PACAC-029: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee endorse the 2024 Street Banner Art Panel's community art banner selection.

Motion CARRIED

6. LIT BENCH UPDATE

The Director of Recreation and Culture provided an update after obtaining further information regarding the potential temporary placement of a lit bench [a donation offer from the Fraser Valley Real Estate Board (FVREB)] at either Centennial Arena or the White Rock Library. The Committee noted concern regarding the size of the lettering displayed on the bench, identifying the FVREB as the donor and therefore providing advertising for this external organization.

ACTION ITEM: Recreation and Culture staff to research current City policies regarding the consideration of gift offers of items that display advertising for external organizations and bring forward for the Committee's consideration at a future meeting.

ACTION ITEM: Recreation and Culture staff to reach out to the FVREB to inquire about their required branding on the lit bench including the size of the font and determine if there is any flexibility on the requirements.

7. WORKING GROUP UPDATES

7.1 **Street Art Banner Working Group**

It was noted that this working group has completed its assigned duties.

7.2 **Gateway Sign Working Group**

The Director of Recreation and Culture provided an update following Council's approval of requested funding for improvements/upgrades to the Welcome to White Rock sign at Johnston Road and North Bluff Road. He noted that staff will be working with a designer to develop different artistic renderings for Committee review and consideration at a future meeting.

7.3 **Maccaud Park Placemaking Pilot Project Working Group**

No new updates were available at this time.

ACTION ITEM: Staff and working group members to connect with Engineering and Municipal Operations staff to obtain cost information for previously proposed placemaking ideas, and to bring this information forward for Committee discussion at a future meeting.

7.4 **Walkways Working Group**

The Director of Recreation and Culture provided an update regarding the Council-endorsed recommendation to install informative signs at the north ends of the walkways in the walkways district, noting that the Recreation and Culture team will be taking the lead on this project, in collaboration with the Communications team.

7.5 **Murals Working Group**

No new updates were available at this time.

7.6 **Vacant Storefront Placemaking Working Group**

The Director of Recreation and Culture provided an update after connecting with the Director of Planning and Development Services regarding the possibility of installing coroplast signs/art on fencing outside of vacant storefronts. He noted that the City currently has no provisions in its bylaws to permit this, and that Planning staff have concerns regarding

safety and liability if this material were to be installed on temporary fencing, due to the increased risk of blowing over in windy conditions.

ACTION ITEM: Vice-Chairperson to join this working group, and to meet with the Director of Engineering and Municipal Operations at the waterfront to explore additional placemaking opportunities near vacant storefronts.

7.7 Johnston Road Phase 2 Project Placemaking Working Group

The Manager of Cultural Development provided an update on this project, noting that additional funding has been approved by Council to go towards placemaking initiatives. Staff are moving forward with the inclusion of artistic stamped concrete features on sidewalks, and artist applications are being accepted for crosswalk designs, which will be decided upon by a selection panel at the end of May 2024.

7.8 Festive Season in the Business District Working Group

In accordance with Motion Number 2024-PACAC-027, this item was discussed following Item 4: Bench Dedication Program.

8. DRAFT FIVE YEAR ART PLAN REVIEW

Staff noted there were no updates to provide at this time.

9. STAFF REPORT

The Manager of Cultural Development provided an update regarding relevant developments and/or events happening in the Recreation and Culture department.

The Director of Recreation Culture provided an update regarding discussions that took place during the previous Council term about plans to install a memorial bench at the White Rock Farmers' Market in honour of the late Councillor Helen Fathers. It was clarified that at the time, the City agreed to take on the cost and responsibility of beautifying and upgrading the space where the bench was to be installed, and that the Farmers' Market representatives were going to raise the funds needed to purchase the bench. Recreation and Culture staff have recently connected with these representatives, who advised that they have not yet raised the necessary funds, but they will continue to explore potential sources.

ACTION ITEM: The Director of Engineering and Municipal Operations to arrange for beautification and upgrades to be completed at the planned location for this bench (across from the Whale Wall on Russell Avenue at Johnston Road).

The Director of Recreation and Culture also provided a brief overview of the City's plans to improve and enhance the area around P'Quals (the "White Rock") on East Beach. He suggested that it would be beneficial to have members of the Committee visit the site to learn more about potential plans and provide feedback.

10. **OTHER BUSINESS**

The Vice-Chairperson advised that the Surrey Board of Trade reached out to discuss the possibility of partnering with the City to plan events that will highlight and celebrate the Fifa World Cup when it comes to Canada in 2026. Committee members were asked to brainstorm ideas and bring them forward for discussion at a future meeting.

ACTION ITEM: Committee Clerk to include this topic as a discussion item on the next meeting agenda.

11. **INFORMATION**

11.1 **COMMITTEE ACTION AND MOTION TRACKING**

The Chairperson reviewed completed and outstanding action items and recommendations listed on the Committee's Action and Motion Tracking Document.

12. **2024 MEETING SCHEDULE**

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

- June 12, 2024;
- July 10, 2024;
- September 11, 2024;
- October 9, 2024; and,
- November 13, 2024.

All meetings are scheduled to take place in Council Chambers at White Rock City Hall from 4:00 p.m. to 6:00 p.m.

13. **CONCLUSION OF THE MAY 8, 2024 PUBLIC ART AND CULTURE ADVISORY COMMITTEE MEETING**

The meeting was concluded at 5:41 p.m.



Councillor Ernie Klassen, Chairperson

Janessa Auer, Committee Clerk

Unapproved