

THE CORPORATION OF THE CITY OF WHITE ROCK CORPORATE REPORT



DATE: December 9, 2024

TO: Mayor and Council

FROM: John Woolgar, Director, Recreation and Culture

SUBJECT: 2023-2024 Annual Report – Public Art and Culture Advisory Committee

RECOMMENDATION

THAT Council receive for information the Corporate Report dated December 9, 2024, from the Director of Recreation and Culture, titled “2023-2024 Annual Report – Public Art and Culture Advisory Committee.”

EXECUTIVE SUMMARY

The purpose of the Public Art and Culture Advisory Committee is to provide advice to Council regarding public art, visual and performing arts, community arts, heritage and place making activities in White Rock; to enhance White Rock’s profile, community identity, and civic pride to achieve benefits of a community that connects and engages by integrating culture into the daily life of the City.

PREVIOUS COUNCIL DIRECTION

Council Policy 117 requires an Annual Report for Select Committees. Council Policy 174 provides the Terms of Reference for the Public Art and Culture Advisory Committee (PACAC).

INTRODUCTION/BACKGROUND

The current PACAC term started in July 2023 will conclude on December 31, 2024. The Committee had fifteen (15) meetings in total this term, five (5) occurring in 2023 and ten (10) occurring in 2024. The current Committee structure is as follows:

Member	Position	Term
Councillor Partridge (non-voting)	Chairperson (2023) Vice-Chairperson (2024)	December 31, 2024
Councillor Klassen (non-voting)	Vice-Chairperson (2023) Chairperson (2024)	December 31, 2024
Art Beaulieu	Community Member	December 31, 2024
Bill Brooks	Community Member	December 31, 2024
Gary Kennedy	Community Member	December 31, 2024
Ed Laverock	Community Member	December 31, 2024
Colleen Lumb	Community Member	December 31, 2024

Karin Bjerke-Lisle	White Rock Museum and Archives Representative	December 31, 2024
Helmut Gruntorad	Semiahmoo Arts Society Representative	December 31, 2024

The PACAC has been very active over the term, completing a myriad of projects and advising on varied arts, culture, placemaking and heritage projects and topics. A detailed list of activities can be found in the Action & Motion Tracking Document attached as Appendix A.

Highlights of the term include:

Public Art

- Participated in a jury for the Johnston Road Crosswalk artist selection.
- Supported the opening of “False Border,” the new public art installation at the corner of Thrift and Johnston.
- Reviewed available walls owned by the city and established criteria to determine new mural opportunities.
- Identified two priority walls for murals as part of the 2025 workplan.
- Recommend a new interpretive sign to celebrate “The Grey Whale Family” mural.
- Recommend funding for a new public art interpretive sign for the mosaic installation, “False Border.”
- Advised on proposals by local artists who were seeking city support for projects.

Heritage

- Recommended to Council a sign recognizing the Komagata Maru incident in conjunction with a future heritage interpretive signage plan.
- Reviewed and advised on the statement of significance and the conservation plan for P’Quals (the white rock east of the Pier).
- Reviewed and advised on key messages and themes for the P’Quals interpretive signage.

Events

- Identified the need for a new event to bring holiday celebration to Uptown and connected business, the White Rock BIA, sponsors and volunteers to launch this event.
- Reviewed and recommended the city’s new float design.
- Recommended creating a 40th anniversary event to celebrate The Grey Whale Family mural by Robert Wyland, otherwise known as the Whaling Wall. Established a working group to help execute the event.

Placemaking

- Researched place making opportunities for Maccaud Park.
- Reviewed and recommended criteria for the Street Banner Program.
- Participated in a jury to select the Street Banner artists.
- Reviewed and recommended Johnston Road stencil design.
- Reviewed design and content for new park walkways signage.

- Recommended that the City adopt the offer to be known as “Home of International Artist Day.”
- Met with staff and community members to look for placemaking opportunities on Vidal Street.
- Reviewed and provided feedback on the design of the new Johnston Road, “Welcome to White Rock” sign.
- Established a working group to explore options for empty store fronts and recommend updated bylaws.
- Reviewed a list of potential utility boxes to wrap.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

PACAC works closely with the City’s engineering, parks, planning and communications staff to review plans, advise on projects and look at how to integrate art, culture and heritage into the fabric of the city.

ALIGNMENT WITH STRATEGIC PRIORITIES

Strategic Priorities

Community

Encourage positive community gathering by designing and implementing inviting public spaces and beautification projects.

Waterfront

Revitalize waterfront public spaces to be more inviting.

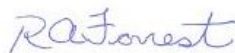
Cultural Strategy

1. Facilitate Economic Growth and Development through the Arts.
2. Address Lack of Arts and Cultural Infrastructure
3. Sustain Diverse Arts Programs and Festivals

CONCLUSION

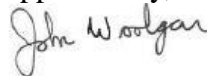
The Public Art and Culture Advisory’s Committee role centres around the promotion and advocacy of culture in the City of White Rock. The Committee supports and seeks to achieve the Cultural Strategy’s vision, “White Rock connects and engages the whole community by integrating arts and culture into the daily life of the City.”

Respectfully submitted,



Rebecca Forrest
Manager, Culture Development

Approved by,



John Woolgar
Director, Recreation and Culture

Comments from the Chief Administrative Officer

This corporate report is provided for information purposes.



Guillermo Ferrero
Chief Administrative Officer