



Tour de White Rock Committee

Minutes

March 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 (entered the meeting at 6:28 p.m.) F. MacDermid, Committee Member V. Thomas, Committee Member L. Xu, Committee Member S. McQuade, Committee Member
COUNCIL:	Councillor E. Johanson (non-voting)
ABSENT:	R. Wright, Committee Member D. O'Hagan, Race Director
STAFF:	E. Stepura, Director of Recreation and Culture J. Stech, Recreation Programmer K. Sidhu, Committee Clerk C. Richards, Committee Clerk

1. CALL TO ORDER

The Chairperson called the meeting to order at 6:02 p.m.

2. **ADOPTION OF AGENDA**

Motion Number: 2021-TDWR-03 It was MOVED and SECONDED

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

Motion CARRIED

3. **ADOPTION OF MINUTES**

Motion Number: 2021-TDWR-04 It was MOVED and SECONDED

THAT the Tour de White Rock Committee adopts the minutes of the February 11, 2021 meeting as circulated.

Motion CARRIED

4. **TOUR DE WHITE ROCK 2022 WORK PLAN**

The Committee discussed their experience and their suggested areas of improvement with the previous Tour De White Rock Events.

Some suggestions that were discussed for future events included:

- Involving youth in the planning of Tour De White Rock
- Community engagement with White Rock residents
- Funding sponsorships
- Engaging more local businesses
- The importance of marketing and advertising the event early to gain more exposure
- Utilizing story board software for wayfinding

B. Coates entered the meeting at 6:28 p.m.

5. **OTHER BUSINESS**

The Committee discussed the idea of utilizing additional bleachers along the race path. Staff confirmed this is very labour intensive but noted there are some select corner spots that will have bleachers.

The Committee discussed forming a working group to work on marketing materials for Tour De White Rock.

6. INFORMATION

6.1 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.

The Committee went through each item on the Committee Action Tracking document and updated all outstanding items.

7. 2021 MEETING SCHEDULE

No scheduled meetings at this time.

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

The Chairperson declared the meeting concluded at 7:20 p.m.



A. Vigoda, Chairperson

K. Sidhu, Committee Clerk