



## **Arts and Cultural Advisory Committee**

### **Minutes**

March 23, 2021, 3:00 p.m.

Via Microsoft Teams

**PRESENT:** M. Partridge, Chairperson  
P. Petrala, Vice-Chairperson  
E. Cheung, Committee Member  
J. Davidson, Committee Member  
M. Pederson, Committee Member  
D. Thompson, Committee Member  
K. Bjerke-Lisle, Executive Director of the White Rock Museum  
(non-voting) (entered the meeting at 3:57 p.m.)

**COUNCIL:** Councillor A. Manning (non-voting)

**GUESTS:** Mayor D. Walker  
J. Leighton, White Rock Concerts Society  
C. Skepasts, White Rock Concerts Society

**ABSENT:** J. Adams, Committee Member  
M. Bali, Committee Member  
K. Breaks, Committee Member  
P. Higinbotham, Committee Member

**STAFF:** E. Stepura, Director of Recreation and Culture  
E. Keurvorst, Manager of Cultural Development  
C. Richards, Committee Clerk  
K. Sidhu, Committee Clerk

---

1. **CALL TO ORDER**

The meeting was called to order at 3:01 p.m.

2. **ADOPTION OF AGENDA**

**2021-ACAC-006:** It was MOVED and SECONDED

THAT the Arts and Cultural Advisory Committee adopt the agenda for March 23, 2021 as circulated.

**Motion CARRIED**

3. **ADOPTION OF MINUTES**

**2021-ACAC-007:** It was MOVED and SECONDED

THAT the Arts and Cultural Advisory Committee adopts the minutes of the February 23, 2021 meeting as circulated.

**Motion CARRIED**

4. **WHITE ROCK CONCERTS SOCIETY PRESENTATION**

Guest speakers, J. Leighton and C. Skepasts, gave a presentation on the White Rock Concerts Society.

- An overview of the non-profit society was provided.
- All concerts are performed at the White Rock Baptist Church.
- Lately, the White Rock Concerts Society has been facing many challenges. Membership renewals have been decreasing every year. The average audience ranges from people in their 70s to 80s.
- Due to the COVID-19 Pandemic, there has been no revenue since Spring 2020, however, unavoidable costs associated to the White Rock Concerts Society have continued.
- When concert series begin, the society would like to promote more through White Rock communication channels.

Councillor Manning suggested that the society reach out to the White Rock Business Improvement Association (WRBIA) regarding possibly asking the White Rock Concert Series performers participate in the next WRBIA concert series.

## 5. **CULTURAL STRATEGIC PLAN DOCUMENT REVIEW AND DISCUSSION**

The Committee continued their discussion from last meeting on this topic.

E. Keurvorst, Manager of Cultural Development, presented the final Cultural Strategic Plan.

- The priority objective of hiring a Cultural Services Program Coordinator to increase cultural programming and marketing could facilitate three desirable outcomes:
  - Facilitate Economic Development
  - Address Cultural Infrastructure
  - Sustain Diverse Programs & Festivals

A roundtable discussion took place.

- Councillor Manning noted that it may be too late to add it as a recommendation for 2021 funding specific to the Cultural Strategic Plan.

K. Bjerke-Lisle entered the meeting at 3:57 p.m.

- Mayor Walker noted that Community Amenity Contributions (CAC) funding could be allocated towards cultural strategic priorities.

The Committee turned to discussing the work plan associated to the Cultural Strategic Plan.

**2021-ACAC-008:** It was MOVED and SECONDED

That the Arts and Cultural Advisory Committee endorse the 2021 Creative City by the Sea Cultural Strategic Plan.

**Motion CARRIED**

**2021-ACAC-009:** It was MOVED and SECONDED

That the Arts and Cultural Advisory Committee recommend that Council endorse the adoption of the Creative City by the Sea Cultural Plan.

**Motion CARRIED**

**6. CULTURAL STRATEGIC PLAN NEXT STEPS**

The Committee discussed the upcoming steps pertaining to the Cultural Strategic Plan in Item 5. Cultural Strategic Plan Document Review and Discussion.

**7. OTHER BUSINESS**

E. Keurvorst, Manager of Cultural Development, presented the final draft of the Welcome to White Rock welcome package.

It was suggested that copies of the welcome package be distributed to public places such as the library and museum.

**8. INFORMATION**

**8.1 COMMITTEE ACTION TRACKING**

The Committee discussed outstanding and accomplished items on the Committee Action Tracking document.

**9. 2021 MEETING SCHEDULE**

No scheduled meetings at this time.

**10. CONCLUSION OF THE MARCH 23, 2021 ARTS AND CULTURAL ADVISORY COMMITTEE MEETING**

The meeting concluded at 4:55 p.m.

---

M. Partridge, Chairperson



---

Chloe Richards, Committee Clerk