

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: June 28, 2021

TO: Mayor and Council

FROM: Eric Stepura, Director, Recreation and Culture

SUBJECT: Recognition of Canadian Forces Snowbirds 431 Air Demonstration Team Story Board on White Rock Pier

RECOMMENDATIONS

THAT Council:

1. Approve the installation of a story board at the south end of the White Rock Pier to recognize White Rock's longstanding relationship with the Canadian Forces Snowbirds 431 Air Demonstration Team; and
 2. That Council approve funding in the amount of \$1,500 from the City's contingency account to purchase and install the Canadian Forces Snowbirds 431 Air Demonstration Team recognition story board.
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EXECUTIVE SUMMARY

At the Regular Council meeting held March 29, 2021, Council received correspondence dated March 17, 2021 from Scott Harrold, Snowbirds Show Coordinator (Appendix A) proposing that a story board be placed on the White Rock Pier as a commemorative tribute to the Canadian Forces Snowbirds 431 Air Demonstration Team, which aerial performance the City has supported over the years highlighting the extraordinary skill, professionalism, teamwork and diversity of the Canadian Armed Forces.

A storyboard on Canada's Longest Pier would be a lasting tribute to the Canadian Forces Snowbirds 431 Air Demonstration Team (Snowbirds), but also inform visitors to the Pier about the positive relationship that the City of White Rock and its residents have with the Snowbirds and in celebration of its 50th Anniversary in 2021.

PREVIOUS COUNCIL DIRECTION

<i>Motion # 2021-199</i>	Motion Details
April 12, 2021	THAT Council directs staff to review and bring forward information regarding on a commemorative plaque / story board for the Canadian Forces Snowbirds (431 Air Demonstrations Team); included would be other possible locations from the Pier.

INTRODUCTION/BACKGROUND

The Canadian Forces Snowbirds are an iconic representation of Canadian pride throughout Canada and the world. Over the years, the City of White Rock has hosted the “Snowbirds Fly for C.H.I.L.D.” air show performance over Semiahmoo Bay six (6) times and attracted hundreds of thousands of spectators to the waterfront.

The proposed story board featuring the Snowbirds will be identical in size and material as the current story boards on the Pier. The photo and text (Appendix B) will be printed on vinyl material with an anti-graffiti laminate covering mounted on black powder coated aluminum frames. The frames are bolted onto the existing Pier railings and will be mounted flush with the railings so they do not protrude into the walkway. The storyboard is removable, if necessary.

The estimated cost to create and install the Snowbirds recognition story board is \$1,500.

Staff have reviewed three (3) site options for the storyboard at the waterfront as shown in Appendix C. The recommended location for the Snowbirds story board (Option 1) is the far south end of the Pier on the west side. This is a very high profile location where people tend to stop, rest and take in the view before walking back along the Pier to the waterfront. The Pier is also a recognizable beacon landmark to Snowbirds pilots as they line up for their air show performances.

Staff have considered an alternative location on the roof top of the Pier Head washroom building (Option 2). In the past, staff have rejected this site for story boards as they may result in complaints from adjacent restaurants regarding blocked views. A third location (Option 3) on the south side of the sidewalk between the grand staircase and the plaza in Memorial Park was also considered, however, this and any other locations along the Promenade are not as high profile as the end of the Pier.

Bylaw 854 (Appendix D) designated the Pier as a Municipal Heritage Site, and as such, altering the structure (such as to add a storyboard) “requires the prior approval by resolution, of the Council of the City of White Rock.”

FINANCIAL IMPLICATIONS

The estimated cost to create, produce and install the Snowbirds recognition story board is \$1,500. Funding for this work will be the City’s contingency budget.

LEGAL IMPLICATIONS

Not applicable.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

The City’s Communication staff will be involved in working with Scott Harrold to design the story board and co-create its content.

A ceremony involving members of Council, representatives from the Canadian Forces Snowbirds 431 Air Demonstration Team, Board members of the C.H.I.L.D. Foundation and other dignitaries will be held at a future date this summer to unveil the Snowbirds recognition story board.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The City's Engineering and Municipal Operations Department will be involved in site selection and overseeing the installation of the story board.

The City's Recreation and Culture Department will provide event planning and logistics support for the unveiling ceremony.

CLIMATE CHANGE IMPLICATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES

This policy would support the City's corporate vision: "We all can live, work and play in an enjoyable atmosphere."

OPTIONS / RISKS / ALTERNATIVES

The following alternative options for Council's consideration are:

1. Not approve the installation of a story board at the south end of the Pier to recognize White Rock's long relationship with the Canadian Forces Snowbirds 431 Air Demonstration Team.
2. Approve another site for the Snowbirds recognition storyboard.

CONCLUSION

Scott Harrold, Snowbirds Show Coordinator, submitted a letter to Council in March 2021, proposing a story board be installed on the White Rock Pier as a commemorative tribute to the Canadian Forces Snowbirds 431 Air Demonstration Team.

A storyboard on Canada's Longest Pier would be a lasting tribute to the Snowbirds 431 Air Demonstration Team, but also inform visitors to the Pier about the positive relationship that the City of White Rock and its residents have with the Canadian Forces Snowbirds.

Staff recommend that Council approve the installation of a Snowbirds recognition story board at the south end of the Pier at a cost of \$1,500.

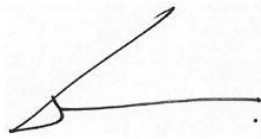
Respectfully submitted,



Eric Stepura
Director, Recreation and Culture

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a horizontal line and a diagonal stroke.

Guillermo Ferrero
Chief Administrative Officer

Appendix A: Correspondence from Scott Harrold, Snowbirds Show Coordinator

Appendix B: Snowbirds Story Board Photo and Text

Appendix C: Map of Proposed Story Board Location

Appendix D: Bylaw 854 Pier