

PRESENT: A. Vigoda, Chairperson
L. Taylor, Vice-Chairperson
A. Anderson
F. MacDermid
S. McQuade
D. O'Hagan, Race Director
G. Stonier
R. Wright
L. Xu (left at 6:51 p.m.)

COUNCIL: Councillor Johanson (non-voting)

ABSENT: B. Coates

STAFF: E. Stepura, Director of Recreation and Culture
J. Stech, Recreation Programmer
E. Tuson, Committee Clerk

Public: 0

Press: 0

1. CALL TO ORDER

The Chairperson called the meeting to order at 6:07 p.m.

2. ADOPTION OF AGENDA

2020-TOUR-001 **IT WAS MOVED AND SECONDED**

THAT the Tour de White Rock Committee adopt the agenda for March 12, 2020 as circulated.

CARRIED

3. ADOPTION OF MINUTES

a) November 28, 2019

2020-TOUR-002 **IT WAS MOVED AND SECONDED**

THAT the Tour de White Rock Committee adopt the November 28, 2019 meeting minutes as circulated.

CARRIED

4. SELECTION OF THE 2020 CHAIRPERSON & VICE-CHAIRPERSON

Members of the Committee discussed the appointment of a Chairperson and Vice-Chairperson for the 2020 Committee year.

2020-TOUR-003

IT WAS MOVED AND SECONDED

THAT the Tour de White Rock Committee appoint the following members as Chairperson and Vice-Chairperson for the 2020 Committee year:

- Chairperson: A. Vigoda
- Vice-Chairperson: L. Taylor

CARRIED

5.

SPONSORSHIP STATUS REPORT

Staff provided a verbal update for the Committees information. The following key points were noted:

- Lost the road race sponsor for 2020 (\$7500 loss).
- The VIP breakfast has a sponsor again for 2020.
- Sponsors want to be assured that if the event is cancelled due to COVID-19 they will get their money back or be credited.
- Media marketing sponsors should be considered.

The Committee noted interest in pursuing developers for sponsorship. The Committee discussed potential sponsors to approach.

In response to a question from the Committee, staff noted that the sponsorship package last year was approximately \$40,000.

The Committee noted there is a \$3,000 sponsor for the Marketplace this year.

Action Item: Staff to send Committee Clerk 2020 sponsorship package to distribute to the Committee for information.

The Chairperson noted that it is important to think about sponsorship for not only this year but also upcoming years.

6.

MARKETING CONSULTANT UPDATE

The Chairperson provided a verbal update to the Committee for information. The marketing consultant is interested in working with the Committee to build a long-term brand/ strategy for the Tour de White Rock.

7.

VOLUNTEER RECRUITMENT STATUS REPORT

G. Stonier, Committee member, provided a verbal update to the Committee for information. The captains will be contacted in the next month with information for 2020.

In response to a question from the Committee, staff noted that the City will be recruiting for volunteers starting in April. It was also noted that the City will be paying for any willing volunteer to go through flagging training to become a certified flagger. The training is a two (2) day course. After two (2) days of training, volunteers will be expected to put in 12 – 15 volunteer hours as flaggers for the City. The City's goal is to have ten (10) to twenty (20) flagging volunteers.

In previous years, professional traffic controllers were hired to monitor the busy intersections, while volunteers were stationed for community engagement (i.e.

directions, understanding the road race, provide the traffic controllers with local knowledge).

8. TOUR DE WHITE ROCK 2020 VISION

In response to a question from the Committee, staff noted that at a recent B.C. Super Week meeting traffic control, cancellation and cancellation insurance were discussed.

Staff noted the following regarding COVID-19:

- The B.C. Provincial Government has issued a request to shut down all events involving 250 people or more.
- At this point, with an event like Tour de White Rock, City staff will continue to plan these events with the expectation that they will be taking place. This decision will be assessed again in a few weeks once the full impact of the pandemic on large crowd events is known.
- The City takes direction from Fraser Health, Health B.C., and the Public Health Agency of Canada.

9. OTHER BUSINESS

Stage location

Staff noted that the City is considering moving the stage to Memorial Park Plaza to allow the roads to open as soon as possible once the race is complete.

The Committee discussed the following:

- The location of the start-finish line.
- The location for a VIP area.
- Involving local businesses in the race (i.e. restaurants catering).

Staff referenced four (4) aluminum bleachers owned by the City that could be used for seating in Memorial Park for VIP's.

The Committee discussed how to attract people to the race. The goal is to achieve a community/ family event both at Five Corners and on Marine Drive.

Note: L. Xu exited the meeting at 6:51 p.m.

Race start time

Staff suggested that the Committee needs to decide when they want the Sunday road race to start. The Committee agreed upon a 9:00 a.m. start time instead of last year's 10:00 a.m. start time.

2020-TOUR-004

IT WAS MOVED AND SECONDED

THAT the Tour de White Rock Committee move the Sunday Men's Road Race start time to 9:00 am.

CARRIED

The Committee noted that the Marketplace will be located on Roper Street in front of the empty parking lot. Racers alley will be in front of City Hall.

The Committee noted that the Market, the beer garden and the race need to be coordinating their social media marketing to make sure they are getting the same message across on all platforms.

The Committee enquired into business cards for Committee members to provide potential sponsors. Staff noted that if a Committee member would like a business card they can contact staff to provide their contact information.

10. 2020 COMMITTEE MEETING SCHEDULE

- March 12
- April 9
- May 14
- June 11
- ~~July 23~~ July 29
- September 17
- October 15
- November 12

2020-TOUR-005 **IT WAS MOVED AND SECONDED**

THAT the Tour de White Rock Committee reschedule the July 23, 2020 meeting date to July 29, 2020.

CARRIED

11. COMMITTEE ACTION TRACKING

Corporate Administration provided an action-tracking sheet to the Committee for information. This spreadsheet will be updated after each meeting and provided to members for information.

12. CONCLUSION OF THE March 12, 2020 TOUR de WHITE ROCK COMMITTEE MEETING

The Chairperson declared the meeting concluded at 7:06 p.m.

A. Vigoda, Chairperson



E. Tuson
Committee Clerk