

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
**CORPORATE REPORT**



**DATE:** May 15, 2023

**TO:** Mayor and Council

**FROM:** John Woolgar, Director, Recreation & Culture

**SUBJECT:** Public Art and Culture Advisory Committee

---

**RECOMMENDATION**

THAT Council approves the Public Art and Culture Advisory Committee Terms of Reference.

---

**EXECUTIVE SUMMARY**

The Public Art & Culture Advisory Committee advises Council on public art and culture strategies, policy, and planning. They are an integral part of implementing the Public Art and Placemaking Policy (780) and the Cultural Strategic Plan.

The purpose of this report is to provide terms of reference for the committee for Council's consideration and approval,

**INTRODUCTION/BACKGROUND**

The purpose of the Public Art & Culture Advisory Committee (the "Committee") is to provide advice to Council regarding public art, visual and performing arts, community arts, heritage and placemaking activities in White Rock. Placemaking is a process of shaping public spaces through, public art, amenities, and events to create community identity and integrate culture into the daily life of the City. This Committee will also enhance White Rock's profile, community identity, and civic pride to achieve the benefits of a community that connects and engages with culture.

The role of the committee is to:

- Raise awareness and understanding of the importance of public art, culture and placemaking in the City.
- Support City programs, initiatives and events that advance public art, culture and placemaking in the City.
- Review and advise on, strategies, policies, and programs to achieve excellence in public art, culture and placemaking in the public realm.
- Provide input on strategies and services and identify opportunities that would enhance capacity, sustainability and programming of culture based non-for-profit and professional organizations in White Rock.
- Review and submit recommendations to Council on public art project plans.

- Recommend to Council allocation of the Community Amenity Contribution Reserve related to public art.
- Consider proposed gifts, donation, bequests, deaccession, movement and loans of artworks regarding the City's public art collection.
- Consider and make recommendation to Council on any matters referred to the Committee by Council.

### **Membership**

The Committee will consist of seven (7) voting members. These members would be in addition to the two (2) Councillors, who will be named as Chairperson and Vice-Chairperson (non-voting members) and two staff liaisons.

- Chairperson – non-voting (member of Council);
- Vice-chairperson – non-voting (member of Council);
- Staff Liaisons – non-voting (Director of Recreation and Culture and Manager, Cultural Development);
- Representative of the White Rock Museum & Archives Society;
- Representative of the Semiahmoo Arts Society;
- (5) Members at large who represent a variety of professions with expertise in arts, culture and heritage. These could include Artists, Culture Administrators, Art and Human History Historians, Curators, Conservators, Architects, Design Professionals, Engineers, Business owners, Events and program specialists and the Semiahmoo First Nation.

### **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

An active recruitment campaign for Committee members will take place using the City's volunteer management system, Better Impact and promotion through the City's social media channels, website, advertisements through the Peace Arch News and to community culture-based groups.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

This Committee will advise and support arts, culture, heritage and placemaking initiatives. As a result, the Committee's role involves reviewing and advising on city strategies, policies and programs that are impacted or could be enhanced through a cultural placemaking lens.

Other Departments may be invited to the committee to present strategies, policies, and programs for review and comment.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

#### **Council Strategic Priorities**

##### **Community**

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

##### **Infrastructure**

4. Ensure future infrastructure resiliency by making decisions through a long-term lens.

#### Waterfront

1. Revitalize waterfront public spaces to be more inviting

#### **Cultural Strategic Plan**

##### Vision:

White Rock connects & engages the whole community by integrating arts & culture into the daily life of the City.

##### Goals:

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

#### **OPTIONS / RISKS / ALTERNATIVES**

The following options are available for Council's consideration:

1. Approve the Public Art and Culture Advisory Committee Terms of Reference.
2. Approve the Public Art and Culture Advisory Committee Terms of Reference with modifications.
3. Do not approve the Public Art and Culture Advisory Committee Terms of Reference. This will delay decisions and planning of public art projects, enhancing cultural activities, and implementing the Public Art and Placemaking Policy (708).

## **CONCLUSION**

Culture provides intrinsic value to a community, social and economic benefit and instills a sense of civic pride. The work of the Public Art and Culture Advisory Committee will contribute significantly to sustaining and growing a strong community and sense of place and belonging. Staff seek Council's approval of the Public Art and Culture Advisory Committee Terms of Reference attached as Appendix A.

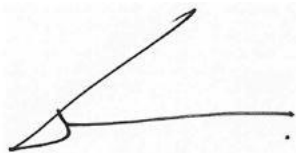
Respectfully submitted,



Rebecca Forrest  
Manager, Cultural Development

## **Comments from the Chief Administrative Officer**

I concur with the recommendation of this corporate report.



Guillermo Ferrero  
Chief Administrative Officer

Appendix A: Terms of Reference, Public Art and Culture Advisory Committee 2023