



Public Art and Culture Advisory Committee

Minutes

September 13, 2023, 4:00 p.m.

City Hall Council Chambers

15322 Buena Vista Avenue, White Rock, BC, V4B 1Y6

PRESENT: Art Beaulieu, Community Member
Gary Kennedy, Community Member
Ed Laverock, Community Member (arrived at 4:14 p.m., left at 6:00 p.m.)
Colleen Lumb, Community Member
Helmut Gruntorad, Semiahmoo Arts Society Representative

COUNCIL: Councillor Michele Partridge, Chairperson (non-voting)
Councillor Ernie Klassen, Vice-Chairperson (non-voting)

GUEST: Shafiq Jamal, Fraser Valley Real Estate Board (left at 4:25 p.m.)

ABSENT: Bill Brooks, Community Member
Karin Bjerke-Lisle, White Rock Museum & Archives Representative

STAFF: John Woolgar, Director of Recreation and Culture
Jim Gordon, Director of Engineering and Municipal Operations
Rebecca Forrest, Manager of Cultural Development
Janessa Auer, Committee Clerk

PUBLIC: 1

1. CALL TO ORDER

The meeting was called to order at 4:00 p.m.

2. ADOPTION OF AGENDA

Motion Number 2023-PACAC-007: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee adopts the agenda for September 13, 2023 as circulated.

Motion CARRIED

3. ADOPTION OF MINUTES

Motion Number 2023-PACAC-008: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee adopts the minutes of the August 9, 2023 meeting as circulated.

Motion CARRIED

4. BUSINESS ARISING FROM ACTION AND MOTION TRACKING DOCUMENT

Corporate Administration provided the action-tracking document to the Committee for information. The Chairperson provided an update on the status of action items and recommendations from previous meetings.

5. LIT BENCH REVIEW AND DISCUSSION

Shafiq Jamal, Fraser Valley Real Estate Board (FVREB), provided a PowerPoint presentation about the FVREB and its offer to donate a lit bench to the City. A roundtable discussion followed, during which time the Committee considered potential locations for a lit bench to be installed.

E. Laverock arrived at 4:14 p.m.

Motion Number 2023-PACAC-009: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee listens to what a member of public in attendance has to say.

Motion CARRIED

A member of the public asked a question about the power source for the lit benches and whether they are safe to be located outdoors. The FVREB representative confirmed that the benches were designed to be safe for outdoor or indoor use.

Motion Number 2023-PACAC-010: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee recommends that Council accept the gift of a lit bench from the Fraser Valley Real Estate Board.

Motion CARRIED

S. Jamal, FVREB representative left at 4:25 p.m.

6. OVERVIEW OF POTENTIAL COLLABORATION OPPORTUNITIES WITH ENGINEERING AND MUNICIPAL OPERATIONS DEPARTMENT

The Director of Engineering and Municipal Operations provided feedback around the potential for his department to assist with the implementation of placemaking initiatives the Committee is focusing on. The Committee also discussed plans going forward for the following:

- Street Art Banners: The Engineering and Operations department can assist with the standardization of banner size/hardware and installation, and the Committee, with input from the Recreation and Culture staff liaisons, can determine desired locations, material type, art design, theme, etc. There is a possibility that banners could be switched twice a year.

A **Street Art Banner Working Group** was formed for the purpose of gathering information regarding preferred banner size, potential locations, number of banners needed, and art design/theme ideas. The following Committee members were assigned to the group:

- H. Gruntorad;
 - C. Lumb;
 - Vice-Chairperson, Councillor Klassen; and,
 - Manager of Cultural Development, R. Forrest.
- Gateway Welcome Sign: It was noted that an archway sign spanning the entire road at the entrance to White Rock on Johnston Road would be a costly project. Ideas around less expensive, smaller-scale options for a sign at this location were discussed.

A **Gateway Sign Working Group** was formed for the purpose of researching possible options for signage to be installed at the Johnston

and North Bluff Road entrance to White Rock. The following Committee members were assigned to the group:

- G. Kennedy;
- E. Laverock; and,
- Chairperson, Councillor Partridge.

ACTION ITEM: Committee Clerk to move the gateway welcome sign placemaking initiative from the “TO DO IN 6 MONTHS” list to the “TO DO IN 1 YEAR” list.

ACTION ITEM: Chairperson and/or Vice-Chairperson to reach out to Landmark development group to acquire any information available around plans to include signage welcoming people to White Rock within their future project at Johnston and North Bluff Roads.

- **Re-Staining Benches:** Operations department has plans to complete this task in the coming weeks.
- **Bench Dedication Program:** There are many bench dedications/plaques that have expired after a ten (10) year term. Operations department will send letters in the coming weeks to notify the owners of expired dedications that require renewal. If dedications are not renewed, they can then be purchased by newer applicants on the waiting list.
- **Metal Tree Structure for Festive Season at West Beach:** Tree was damaged/corroded because of the salty air at the waterfront.

ACTION ITEM: Staff to investigate whether the metal tree is still located in City storage, while Vice-Chairperson will touch base with the White Rock Business Improvement Association (BIA) to see if they are aware of its current location.

- **Clock Tower:** Operations team anticipates having the clock tower running again by end of year.
- **Partnership with Lower Mainland Green Team (LMGT) for a Marine Drive Clean-Up Committee:** It was clarified that the LMGT organization typically organizes vegetation clean-up initiatives, rather than street/neighbourhood areas. Staff noted that the City can provide volunteer groups who wish to assist with clean-up initiatives with bags, tongs, and other necessary supplies, as well as assist with the removal of collected waste. It was suggested that this could be a good opportunity for a community service group to assist with.

ACTION ITEM: Chairperson to reach out to the White Rock Rotary, and the Manager of Cultural Development to reach out to the Friends of the Semiahmoo Bay Society, to see if they would be interested in organizing/recruiting for a Clean-Up White Rock volunteer group for clean-ups twice a year.

7. **PLACEMAKING AND THE DISTRICTS OF WHITE ROCK**

The Chairperson facilitated a roundtable discussion around placemaking initiatives included in the Committee's "TO DO" lists and plans going forward.

ACTION ITEM: Vice-Chairperson to speak to the BIA about whether they would be interested in organizing a gallery and small shop walk in the festive season.

A **Maccaud Park Placemaking Pilot Project Working Group** was formed for the purpose of gathering information regarding potential placemaking initiatives at that location. The following Committee members were assigned to the group:

- A. Beaulieu; and,
- E. Laverock.

A **Walkways Working Group** was formed to gather information regarding potential placemaking opportunities in the Walkways District, including the following Committee members:

- G. Kennedy; and,
- Chairperson, Councillor Partridge.

8. **HERITAGE CONSERVATION PLANS**

The Manager of Cultural Development provided an overview regarding the importance of Statements of Significance and conservation plans in relation to the City's designated sites.

9. **ARTS AND CULTURE OPPORTUNITY AND NEEDS ASSESSMENT OVERVIEW AND DISCUSSION**

The Director of Recreation and Culture provided an overview of Objective 2.1.1 from the Cultural Strategic Plan, *Conduct an Arts and Culture Opportunity and Needs Assessment*, as a priority item for the Committee to assist with this term. While assessment funding is in place for this year, he noted that it will likely be an initiative the Committee will be asked to provide input on in early 2024.

10. CORRESPONDENCE

10.1 CORRESPONDENCE - RECEIVED FOR INFORMATION

Motion Number 2023-PACAC-011: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee receives correspondence Item 10.1.a as circulated.

Motion CARRIED

10.1.a MURAL PROPOSAL

Correspondence dated September 3, 2023, from a White Rock resident, regarding a proposal to install a mural on a cement wall located on Victoria Avenue, between Martin Street and Foster Street. The Manager of Cultural Development provided a brief overview of the item of correspondence and an active mural proposal it relates to.

A **Murals Working Group** was formed for the purpose of researching mural project logistics, as well as potential mural locations, including the following Committee members:

- A. Beaulieu;
- G. Kennedy; and,
- Manager of Cultural Development, R. Forrest.

11. STAFF REPORT

The Manager of Cultural Development provided an update regarding relevant developments and events happening in the Recreation and Culture department.

E. Laverock left at 6:00 p.m.

Motion Number 2023-PACAC-012: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee extends the meeting end time by ten (10) minutes.

Motion CARRIED

12. OTHER BUSINESS

A Committee member inquired about the Committee Volunteer Appreciation Event and whether one would be planned for this year. The Committee Clerk confirmed that in the past this has been a regular event; however, because the new Advisory Committee term just began in July 2023, an appreciation event will likely be considered for 2024.

13. INFORMATION

None

14. 2023 MEETING SCHEDULE

The following meeting schedule was previously approved by the Committee and was provided for information purposes:

- October 11, 2023; and,
- November 8, 2023.

All meetings are scheduled to take place from 4:00 p.m. to 6:00 p.m.

15. CONCLUSION OF THE SEPTEMBER 13, 2023 PUBLIC ART AND CULTURE ADVISORY COMMITTEE MEETING

The meeting was concluded at 6:06 p.m.

Councillor Michele Partridge,
Chairperson



Janessa Auer, Committee Clerk