



Tour de White Rock Committee

Minutes

February 11, 2021, 6:00 p.m.

Via Microsoft Teams

PRESENT:

A. Vigoda, Chairperson
L. Taylor, Vice-Chairperson
A. Anderson, Committee Member
B. Coates, Committee Member
V. Thomas, Committee Member
R. Wright, Committee Member
D. O'Hagan, Race Director

COUNCIL:

Councillor E. Johanson (non-voting)

GUEST:

Mayor D. Walker

ABSENT:

F. MacDermid, Committee Member
L. Xu, Committee Member
S. McQuade, Committee Member

STAFF:

E. Stepura, Director of Recreation and Culture
J. Stech, Recreation Programmer
K. Sidhu, Committee Clerk
C. Richards, Committee Clerk

1. CALL TO ORDER

The Chairperson called the meeting to order at 6:03 p.m.

2. ELECTRONIC MEETING PROCEDURES/BEST PRACTICES

Corporate Administration provided a brief overview of how electronic meetings are to be conducted.

3. ADOPTION OF AGENDA

Motion Number: 2021-TDWR-01 It was MOVED and SECONDED

THAT the Tour de White Rock Committee adopt the agenda for the February 11, 2021 meeting as circulated.

Motion CARRIED

4. ADOPTION OF MINUTES

Motion Number: 2021-TDWR-02 It was MOVED and SECONDED

THAT the Tour de White Rock Committee adopts the minutes of the March 12, 2020 meeting as circulated.

Motion CARRIED

5. TOUR DE WHITE ROCK 2022 VISION

The Committee discussed the future vision of Tour de White Rock 2022.

Staff confirmed there will be no 2021 Tour De White Rock race and that an official announcement will be released soon.

Action Item: Staff to provide the Committee Chair with a draft communication that will be sent to the Tour de White Rock volunteers informing them of this year's race postponement.

In discussion, the following was noted:

- The importance of reaching out to previous and ongoing sponsors and communicate with them and validating that Tour de White Rock 2022 will be going forward. This will lay out the groundwork so there will be support for the 2022 race.
- An idea to showcase the history of Tour de White Rock, possibly a video that could be shared through social media and put on the website's landing page.

There was further discussion on budget and how to fund this video. Staff confirmed the 2021 Tour de White Rock funding has already been reallocated for City deficits due to COVID-19.

- The importance of utilizing and regularly posting on the Tour de White Rock Facebook page to keep the momentum going.
- Further discussion on ideas on how to reach out to the community for sponsors and volunteers.

6. WAYFINDING SIGNAGE

Staff presented on two (2) wayfinding signage program options that are available to the City and the associated costs as this was identified as a priority by the committee.

7. OTHER BUSINESS

None.

8. INFORMATION

8.1 COMMITTEE ACTION TRACKING

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

9. 2021 MEETING SCHEDULE

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

- March 11, 2021

10. **CONCLUSION OF THE FEBRUARY 11, 2021 TOUR DE WHITE ROCK
COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 7:19 p.m.



A. Vigoda, Chairperson

K. Sidhu, Committee Clerk

UNAPPROVED