



Public Art and Culture Advisory Committee

Minutes

March 13, 2024, 4:00 p.m.
City Hall Council Chambers
15322 Buena Vista Avenue, White Rock, BC, V4B 1Y6

PRESENT: Art Beaulieu, Community Member
Bill Brooks, Community Member
Gary Kennedy, Community Member
Ed Laverock, Community Member (arrived at 4:02 p.m.)
Colleen Lumb, Community Member
Karin Bjerke-Lisle, White Rock Museum & Archives
Representative
Helmut Gruntorad, Semiahmoo Arts Society Representative

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

STAFF: John Woolgar, Director of Recreation and Culture
Rebecca Forrest, Manager of Cultural Development
Amanda Silvers, Manager of Communications and Government
Relations (left meeting at 4:22 p.m.)
Janessa Auer, Committee Clerk

1. **CALL TO ORDER**

The Chairperson called the meeting to order at 4:01 p.m.

E. Laverock joined the meeting at 4:02 p.m.

2. **ADOPTION OF AGENDA**

Motion Number 2024-PACAC-019: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee adopts the agenda for the March 13, 2024 meeting as amended to include discussion regarding the Whale Wall Anniversary during Item 8: *Priority Mural Walls Discussion*.

Motion CARRIED

3. **ADOPTION OF MINUTES**

Motion Number 2024-PACAC-020: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee adopts the minutes of the February 15, 2024 meeting as circulated.

Motion CARRIED

4. **BUSINESS ARISING FROM ACTION AND MOTION TRACKING DOCUMENT**

The Chairperson noted that the action and motion tracking document would be reviewed near the end of the meeting, given that many of the “in progress” action items will be updated or completed during this meeting.

5. **HOME OF INTERNATIONAL ARTIST DAY**

The Director of Recreation and Culture explained that, as a follow up to the recommendation made by the Committee regarding the City being named “Home of International Artist Day” (as offered by local artist and International Artist Day founder, Chris MacClure), it has since been identified that further discussion about this topic would be beneficial since this decision could potentially have impacts on the City’s brand.

The Manager of Communications and Government Relations was in attendance to provide an overview of the City’s branding process, and to engage in discussion with the Committee regarding how the title of “Home of International Artist Day” could be used by the City without adversely impacting the brand.

Through discussion, it was determined that more information is needed before the Committee can make any further decision(s) about how it feels the City should move forward with this offer.

ACTION ITEM: Recreation and Culture staff to obtain more information on this topic and bring it forward to a future meeting for further discussion with the Committee.

The Manager of Communications and Government Relations left the meeting at 4:22 p.m.

6. 2024 FESTIVE SEASON IN THE BUSINESS DISTRICT

The Chairperson facilitated a roundtable discussion to explore ideas as to how the City can highlight and celebrate the 2024 Christmas/festive season in White Rock's business district, including a potential shop walk type event.

Committee members suggested ideas for activities/initiatives that could be included in this event. It was noted that the White Rock Business Improvement Association (BIA) and the South Surrey & White Rock Chamber of Commerce may be open to collaborating with the City in planning and facilitating this event.

Motion Number 2024-PACAC-021: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee approve a working group be formed to gather information regarding ideas, expected costs, and opportunities for collaboration with the White Rock BIA and the South Surrey & White Rock Chamber of Commerce for highlighting the 2024 Christmas/festive season in the City's business district (Uptown and Five Corners neighbourhoods), comprised of the following members:

- Colleen Lumb;
- Art Beaulieu;
- Bill Brooks; and,
- Councillor Klassen.

Motion CARRIED

7. 3 TO 5 YEAR ART PLAN REVIEW

The Manager of Cultural Development provided an updated draft Five (5) Year Art Plan for the Committee's review and consideration. It was noted that this will be a working document, and that it can be included as a standing discussion item on future meeting agendas, to be updated regularly.

8. **PRIORITY MURAL WALLS DISCUSSION**

In accordance with motion number 2024-PACAC-019, the Director of Recreation and Culture provided an update regarding the Whale Wall 40th Anniversary Ceremony event, previously scheduled for September 29, 2024.

The initial thought was that this event could occur in conjunction with the White Rock Farmers' Market, which will be held on the same day in close proximity to the Whale Wall. However, it was noted that staff have since met with the Farmers' Market organizers and they expressed concern about this idea, mainly due to the potential for disruptions to the operations of the market that day. Because of this, the City would need to hold the Whale Wall Ceremony after the market closes, resulting in the Ceremony being scheduled for 6:30 p.m. at the earliest.

The Committee engaged in a roundtable discussion about this situation, exploring various options for alternative dates and times for the Ceremony. Staff noted that they plan to meet again with the Farmers' Market organizers and can provide further updates to the Committee at a future meeting.

Following the Whale Wall Anniversary discussion, the Manager of Cultural Development provided an overview of existing murals in the City as well as available City walls for potential mural placement. Through discussion, the Committee determined that the Heroes mural, located on the parkade wall, is a top priority location for the installation of a new mural.

Motion Number 2024-PACAC-022: It was MOVED and SECONDED

THAT the Public Art and Culture Advisory Committee recommends that Council direct staff to determine a plan for replacement of the Heroes mural on the parkade wall, along with acknowledgement of the Heroes mural artist and appreciation for their art installation.

Motion CARRIED

ACTION ITEM: Murals working group to bring forward ideas for additional priority mural locations in the City, for further discussion with the Committee at a future meeting.

9. WORKING GROUP UPDATES

9.1 MACCAUD PARK PLACEMAKING PILOT PROJECT WORKING GROUP

Members of the Maccaud Park Placemaking Pilot Project working group provided an update on their research regarding potential placemaking opportunities for inclusion at Maccaud Park.

ACTION ITEM: Maccaud Park Placemaking Pilot Project working group members, along with the Director of Recreation and Culture, to meet with Engineering staff to acquire information regarding costs for their placemaking suggestions, as well as research the history of the cement pillars at the entrance near Russell Avenue and Kent Street, and to present this information to the Committee at a future meeting.

9.2 VACANT STOREFRONT PLACEMAKING WORKING GROUP

It was noted that the working group had no updates at this time. They plan to bring forward more information at the next scheduled meeting.

10. WHITE ROCK GATEWAY SIGN UPDATE

The Vice-Chairperson provided an update regarding the plans for upgrades to the “Welcome to White Rock” sign located at the south-west corner of Johnston Road and North Bluff Road. She noted that the January 11, 2024 Committee recommendation regarding this topic has not yet been considered by Council because budget discussions have been underway and it would be more appropriate to wait until these discussions are completed. It is anticipated that the recommendation will be presented to Council in April 2024.

11. STAFF REPORT

The Director of Recreation and Culture provided an update regarding the donation offer of a lit bench from the Fraser Valley Real Estate Board (FVREB). He noted that, after meeting with strata groups as well as staff at the White Rock Players’ Club Oceana PARC Playhouse, both options previously suggested for the bench’s location (in Miramar Plaza or in front of the Playhouse) are not viable.

Through discussion, it was suggested that the lit bench could be installed at Five Corners, and that this could be included within the Five Corners Plan for

upgrades over the next couple of years. In the meantime, it was also suggested that the bench could be placed indoors, either at Centennial Arena or the White Rock Library, until it is able to be installed at Five Corners.

ACTION ITEM: Director of Recreation and Culture to connect with Centennial Arena staff and White Rock Library staff to gauge the possibility of temporarily placing the bench at one of these locations, with the intention of installing it in the Five Corners area when upgrades are made in the coming years.

Following the lit bench discussion, the Manager of Cultural Development provided an update regarding other relevant developments and/or events happening in the Recreation and Culture department.

12. **OTHER BUSINESS**

Note: As directed by the Chairperson earlier in the meeting, Item 4: *Business Arising from Action and Motion Tracking Document* was discussed at this time.

4. **BUSINESS ARISING FROM ACTION AND MOTION TRACKING DOCUMENT**

The Chairperson reviewed the Action and Motion Tracking Document and provided updates on outstanding action items and recommendations, including new updates following discussion occurring earlier in this meeting.

The Director of Recreation and Culture provided a brief update on the P'Quals Promenade Sculptures Competition, noting that staff have met again with the White Rock Events Society to explore options going forward and will continue to provide updates to the Committee as they become available.

B. Brooks left the meeting at 5:46 p.m.

A Committee member inquired about the clock tower and suggested that it could benefit from the inclusion of art, followed by a brief discussion around potential art/placemaking ideas that could enhance its appearance.

B. Brooks returned at 5:49 p.m.

13. 2024 MEETING SCHEDULE

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

- April 10, 2024;
- May 8, 2024;
- June 12, 2024;
- July 10, 2024;
- September 11, 2024;
- October 9, 2024; and,
- November 13, 2024.

All meetings are scheduled to take place in Council Chambers at White Rock City Hall from 4:00 p.m. to 6:00 p.m.

14. CONCLUSION OF THE MARCH 13, 2024 PUBLIC ART AND CULTURE ADVISORY COMMITTEE MEETING

The meeting was concluded at 5:51 p.m.



Councillor Ernie Klassen, Chairperson

Janessa Auer, Committee Clerk