



THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

January 25, 2018

A MEETING of the **CULTURAL ADVISORY COMMITTEE** will be held in the **CITY HALL COUNCIL CHAMBERS** on **TUESDAY, JANUARY 30, at 4:00 P.M.** for the transaction of business listed below.

Tracey Arthur,
Director of Corporate Administration

A G E N D A

1. CALL TO ORDER

2. ADOPTION OF AGENDA

RECOMMENDATION

THAT the Cultural Advisory Committee adopts the January 30, 2018, agenda as circulated.

3. ADOPTION OF MINUTES

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a) November 28, 2017

RECOMMENDATION

THAT the Cultural Advisory Committee adopts the minutes from the November 28, 2017 meeting as circulated.

4. COMMITTEE MEMBERSHIP

- a) Acknowledge Committee Member McClean.
- b) Welcome new members.
- c) Introduction of Manager, Cultural Development to new members.

5. UPDATE ON RECENT RECOMMENDATIONS TO COUNCIL – DIRECTOR OF RECREATION AND CULTURE

- a) Busker/Street Performer Festival Vision Statement.
- b) Cultural Corridor Vision Statement.
- c) Combined meeting with the Economic Investment Committee.

6. BUSKER FESTIVAL –UPDATE– MANAGER, CULTURAL DEVELOPMENT

A report on the Busker Festival Sub-Committee meeting will be provided.

7. **POP-UP ART GALLERY – DIRECTOR OF RECREATION AND CULTURE**
An update on the pop-up art gallery will be provided.

8. **CULTURAL ADVISORY COMMITTEE YEAR END REPORT – DIRECTOR OF RECREATION AND CULTURE**
The Director of Recreation and Culture will share the year end report.

9. **ROUNDTABLE – UPDATE – COMMITTEE MEMBERS**

10. **2018 COMMITTEE MEETING SCHEDULE**
The following Cultural Advisory Committee meeting schedule was approved at the October 2017 meeting and is noted for information.
 - February 27
 - March 27
 - April 24
 - May 22
 - June 26
 - July 24
 - September 25
 - October 23
 - November 27

11. **CONCLUSION OF THE JANUARY 30, 2018 MEETING**

PRESENT: S. Stone, Chairperson
M. Bali, Vice Chairperson
L. Butow
P. McClean
B. Nelson
A. Peterson
R. Saini

**COUNCIL
LIAISON:** Councillor L. Sinclair

ABSENT: K. Breaks

STAFF: E. Stepura, Director of Recreation and Culture
B. Siver, Manager, Cultural Development
G. Diogan, Committee Clerk

Public: 0

1. CALL TO ORDER
The meeting was called to order at 4:00 p.m.

2. ADOPTION OF AGENDA

2017-CAC-018 **It was MOVED and SECONDED**
THAT the Cultural Advisory Committee adopts the November 28, 2017
agenda as circulated.

CARRIED

3. ADOPTION OF MINUTES
a) October 24, 2017

2017-CAC-019 **It was MOVED and SECONDED**
THAT the Cultural Advisory Committee adopts the minutes of the
October 24, 2017 meeting as circulated.

CARRIED

**4. BUSKER FESTIVAL –UPDATE– MANAGER, CULTURAL
DEVELOPMENT**

The Manager, Cultural Development and Committee Member Peterson
presented (on table) a draft mission statement that has been developed for the
Busker/Street Performer Festival. The Committee finalized the mission
statement.

2017-CAC-020

It was MOVED and SECONDED

THAT the Cultural Advisory Committee recommends that Council endorse the a mission statement for the Busker/Street Performer Festival as follows:

“The City of White Rock will produce a signature event that engages and enhances the relationship between street performers and audiences. The festival will strive to broaden the scope of work, improve visibility, add to the skill level and experience of the artists involved in street performing, and increase community engagement and awareness of busker and street performers to local residents and visitors.”

CARRIED

The next sub-committee meeting is scheduled for 2:30 p.m. on December 5, 2017 at the White Rock Community Centre. Planning relating to scheduling, timelines, promotional activities, and synergy building with community and business partners will be on the agenda. It was noted that increased membership in the sub-committee would be helpful in the New Year when interactive planning activities will begin to take place. It was also noted the City of White Rock 2018-2022 Financial Plan is scheduled to go before Council for adoption in January 2018.

5.

CULTURAL CORRIDOR - MANAGER, CULTURAL DEVELOPMENT

Staff presented a working copy of the wording for the cultural corridor/district vision, and reported the intention for the vision statement is to be broad, far-reaching and relevant now and in the future. Specific considerations, such as economic growth, would be stated goals or outcomes under the vision. The previously drafted vision statement from June 2017 was presented as Option 1:

“The cultural district is a vibrant hub of artistic and economic development that is an incubator for a world class arts experience.”

Staff provided an alternative, Option 2, for consideration, adopted by the Committee as follows:

“The cultural district is a vibrant hub of cultural and artistic activity that nurtures the development and growth of a world class arts experience.”

2017-CAC-021

It was MOVED and SECONDED

THAT the Cultural Advisory Committee recommends that Council endorse the vision statement for the cultural corridor as follows: “The cultural district is a vibrant hub of cultural and artistic activity that nurtures the development and growth of a world class arts experience.”

CARRIED

Discussion ensued regarding next steps in advancing the vision of a cultural district:

- The Committee agreed a meeting with the Economic Investment Committee would be of mutual benefit.
- In addition, it was felt that the advice of the Planning and Development Services Department with regard to the development of a cohesive cultural and economic growth plan would assist in moving the vision forward.
- It would be important for the Committee to identify priorities to take to the joint meeting.
- Staff would forward the Committee the Cultural Strategic Plan and action items from 2016, and the Cultural Advisory Committee presentation to the Economic Investment and Revitalization Committee from June 22, 2011.

2017-CAC-022

It was MOVED and SECONDED

THAT the Cultural Advisory Committee requests:

- a) Council direct staff to arrange a joint meeting between the Economic Investment Committee and Cultural Advisory Committee to discuss the incorporation of arts and culture with economic development; and
- b) Council recommends the Director, Planning and Development attend the joint meeting for advice, ideas and support in advancing the formal establishment of a cultural corridor as per the Official Community Plan.

CARRIED

6. **FILMING IN WHITE ROCK - MANAGER, CULTURAL DEVELOPMENT**

Responsibility for managing filming in White Rock has now been transferred from the Engineering & Municipal Operations Department to Recreation & Culture. Staff contracted a location manager to photograph White Rock assets and homes that will be featured under locations resources on “CreativeBC.com” (formerly the BC Film Commission).

At a meeting with Creative BC last week, staff learned that there is a growing demand for locations, and Creative BC is eager to work with the City. It was also an opportunity to connect with other municipalities, namely Surrey, Delta, Langley, some of whom are homes to film studios.

A professional look to the City website is imperative, and staff are currently working on organizing online resources and ensuring the site is user friendly with useful and relevant information. It was noted that White Rock has been featured on Home and Garden TV shows which provides positive exposure for the City.

7. PENINSULA ARTS & CULTURE ALLIANCE (PACA), FORMERLY WHITE ROCK/ SOUTH SURREY CULTURAL ROUNDTABLE – UPDATE – COMMITTEE MEMBER

The Manager, Cultural Development provided a verbal update on the Peninsula Arts & Culture Alliance (PACA) activities. PACA members acknowledge the value of coming together, but are looking at the frequency of meetings to ensure they are not too onerous on everyone's time. The next meeting is at 1:00 p.m. on December 6, 2017 at the Semiahmoo Arts Centre. It was agreed that having at least one (1) committee member attend the PACA meetings and report back to the CAC is beneficial. PACA has committed to continue with Culture Days in 2018, events are being promoted on the PACA website, and promotion of PACA/events is also occurring through the Peace Arch News.

8. OTHER

a) Roundtable Discussion

Committee members shared updates and information on recent and upcoming activities and events.

b) Pop-Up Art Gallery

Staff provided a verbal update on the search for a new location for the Pop-Up Art Gallery. Central Plaza and Five Corners are being explored as potential locations. Continuity is important but staff wish to be diligent about any potential location with regard to its use, affordability, security, safety, etc.

c) Street Furniture

Street furnishing had been a topic of discussion in 2015/2016 and staff were requested to bring the topic forward as an agenda item again in the New Year in relation to development on Johnston Road.

d) Manager, Cultural Development

The Committee thanked Bev Siver for her hard work and wished her well. Claire Halpern, who is currently on a leave, will be returning to her position at the end of January, 2018.

9. 2018 COMMITTEE MEETING SCHEDULE

The following Cultural Advisory Committee meeting schedule was approved at the October 2017 meeting and was noted for information.

- January 23
- February 27
- March 27
- April 24
- May 22
- June 26
- July 24
- September 25
- October 23
- November 27

Due to the return of the former Manager, Cultural Development at the end of January 2018, consideration was given to changing the January 23 meeting date to January 30, 2018.

2017-CAC-023

It was MOVED and SECONDED

THAT the Cultural Advisory Committee meeting on January 23, 2018 be rescheduled to January 30, 2018.

CARRIED

10. CONCLUSION OF THE NOVEMBER 28, 2017 MEETING

The Chairperson declared the meeting concluded at 5:12 p.m.

S. Stone, Chairperson



G. Diogan, Committee Clerk