

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



March 14, 2019

A MEETING of the **TOUR DE WHITE ROCK COMMITTEE** will be held in the **CITY HALL COUNCIL CHAMBERS** on **THURSDAY, MARCH 21, 2019, at 6:00 p.m.** for the transaction of business listed below.

Tracey Arthur, Director of Corporate Administration

## **A G E N D A**

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**1. CALL TO ORDER**

**2. ADOPTION OF AGENDA**

**RECOMMENDATION**

THAT the Tour de White Rock Committee adopt the March 21, 2019 agenda as circulated.

**3. COMMITTEE ORIENTATION**

The Committee Clerk to provide a brief Committee orientation.

**4. APPOINTMENT OF CHAIRPERSON AND VICE-CHAIRPERSON**

Members of the Committee to appoint a Chairperson and Vice-Chairperson for the 2019 Committee year.

**RECOMMENDATION**

THAT the following members be appointed as Chairperson and Vice-Chairperson for the 2019 Committee Year:

- Chairperson: \_\_\_\_\_
- Vice-Chairperson: \_\_\_\_\_

**5. ADOPTION OF MINUTES**

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a) October 18, 2018

**RECOMMENDATION**

THAT the Tour de White Rock Committee adopt the October 18, 2018 minutes as circulated.

**6. COMMITTEE TERMS OF REFERENCE REVIEW – DIRECTOR OF RECREATION AND CULTURE**

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The Director of Recreation and Culture will review the Terms of Reference for the Tour de White Rock Committee.

**7. SPONSORSHIP STATUS REPORT**

- Sponsorships confirmed to date
- Marketplace proposal – Louise Taylor

**8. MARKETING AND PROMOTION STATUS REPORT**

**9. VOLUNTEER RECRUITMENT STATUS REPORT**

**10. STAGE LOCATIONS**

- Criterium Race
- Road Race

**11. VIP RECEPTION REPORT**

**12. VARIOUS 40<sup>th</sup> ANNIVERSARY ACTIVITIES TO BE CONSIDERED**

- Kids' Zone
- Beer Garden
- Beachfront and Beach Activities
- Concert Post Road Race
- Other ideas

**13. BUDGET**

**14. OTHER BUSINESS**

**15. 2019 SCHEDULE OF COMMITTEE MEETINGS**

The Committee typically meets monthly until July on Thursdays at 6:00 p.m. Additional meetings are held June in preparation for the events. As this is the start of a new year, the Committee may wish to consider an earlier start-time for meetings.

**RECOMMENDATION**

THAT the Tour de White Rock Committee approve the following meeting schedule for 2019:

- March 21
- April 18
- May 16
- May 30
- June 20
- July 18 – Post-race debrief

**16. CONCLUSION OF THE MARCH 21, 2019 MEETING**

**PRESENT:** B. Dalziel, Race Director, Chairperson  
A. Vigoda, Vice-Chairperson, Marketing/Communications  
B. Coates, Community Member  
C. Lapena, BIA Director  
G. Stonier, Volunteer Director  
L. Doray, Community Member  
L. Taylor, Community Member

**ABSENT:** M. Isherwood, Treasurer  
L. Xu, Community Member  
D. Chesney, Council Representative

**STAFF:** J. Stech, Community Recreation Coordinator  
D. Johnstone, Committee Clerk

Public: 0  
Press: 0

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1. **CALL TO ORDER**  
The Chairperson called the meeting to order at 6:01 p.m.

2. **ADOPTION OF AGENDA**

2018-TOUR-020 **It was MOVED and SECONDED**  
THAT the Tour de White Rock Committee (the Committee) adopts the  
October 18, 2018 agenda as circulated.

**CARRIED**

3. **ADOPTION OF MINUTES**

2018-TOUR-021 **It was MOVED and SECONDED**  
THAT the Committee adopts the minutes of the September 20, 2018 meeting as  
circulated.

**CARRIED**

4. **SCOPE OF 40<sup>TH</sup> ANNIVERSARY CELEBRATIONS**

The Committee discussed potential activities and events for the 40<sup>th</sup> Anniversary of the Tour de White Rock. Committee members agreed that activating areas throughout White Rock (specifically the waterfront, five corners and Memorial Park) would bring people into the city and generate buzz for the event.

The Committee suggested the following events for consideration:

- A kite surfing event or race;
- Portable climbing wall implemented at Memorial Park;
- Hot air balloon rides;
- A photo booth at the crit, as well as by the beach;
- Flash mobs advertising the event around the city;
- Static training bikes for public use, to 'race' against professional racers;
- The Heart and Stroke Big Bike could be used to promote the Tour in the days ahead of the race;
- Members could reach out to local clubs/organizations who may want to participate in hosting an event during the weekend; and,
- Invite buskers from the Buskers Festival to participate in the weekend's events.

Chairperson Dalziel requested that members research the ideas they had suggested, and provide an update at the next meeting.

The Committee agreed that inviting previous Tour winners, government officials, and local celebrities should be considered in an effort to raise the profile for the 40<sup>th</sup> Anniversary event. Invitees could also be included at the volunteer dinner, and the VIP event on race day.

## 5. **SPONSORSHIP**

The Committee discussed potential sponsorship opportunities for 2019. Committee member Taylor volunteered to work with staff to create a more focused sponsorship letter directed at core values and community interests. Members were all encouraged to continue to reach out to their contacts to create as many sponsorship opportunities as possible.

Members noted the need for engagement through additional concerts, events and activities, as this would be a big year for the Tour de White Rock. Obtaining sponsors who are willing to work towards these goals would be important.

## 6. **MARKETING**

The Committee discussed the marketing plan for 40<sup>th</sup> Anniversary t-shirts and jerseys. Staff reported that a discussion with Semiahmoo First Nation Councillor and artist Roxanne Charles had taken place; however, Councillor Charles indicated that a proposal for the 40<sup>th</sup> Anniversary design would not be completed until early next year.

The Committee discussed the distribution of an e-card to race volunteers and sponsors for the holiday season. Committee member Taylor volunteered to work on the design for the e-card, and requested that members send her ideas on what information to include in the design.

Additional marketing opportunities discussed include a collector's coin, an exhibit at the Museum with previous race jerseys and photographs, and window wraps at vacant sites on the waterfront.

The Committee noted that social media for next year's event should be started early to promote the event. Ideas such as posting volunteer stories and experiences on the Tour de White Rock's Facebook, and photographs from the race's 40 year history were all encouraged. Further discussion regarding how best to manage the Committee's social media account, and if it could be feasible to hire a social media consultant took place.

7. **OTHER BUSINESS**

Staff informed the Committee that a BC Superweek Joint Meeting has been suggested for Thursday, November 29, 2018. Details on a location and agenda for the meeting will be forthcoming.

Committee members discussed options for the VIP breakfast. While the Committee expressed an interest in hosting a catered tent-style event, concerns were expressed regarding the cost. Further research on catering prices, and restaurant availability would be explored at a later meeting.

8. **2018 SCHEDULE OF COMMITTEE MEETINGS**

The meeting schedule was approved at the December 7, 2017 and amended at the January 18, 2018 meeting and is presented for information:

The last meeting for 2018 will be held on Thursday, November 15<sup>th</sup>.

9. **CONCLUSION OF THE OCTOBER 18, 2018 TOUR DE WHITE ROCK COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 7:35 p.m.

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B. Dalziel, Chairperson



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D. Johnstone, Committee Clerk

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



**POLICY TITLE:**            **TERMS OF REFERENCE:**  
    **TOUR DE WHITE ROCK COMMITTEE**

**POLICY NUMBER:**    **COUNCIL - 144**

<i>Date of Council Adoption: February 2, 2015</i>	<i>Date of Last Amendment: January 14, 2019</i>
<i>Council Resolution Number: 2015-043, 2015-214, 2016-483</i>	
<i>Originating Department: Recreation and Culture</i>	<i>Date last reviewed by the Governance and Legislation Committee: January 14, 2019</i>

**Policy:**

The Tour de White Rock Committee is mandated by City Council to organize, promote, and host a high profile elite caliber cycling event called the Tour de White Rock. The Committee will have the authority to act on behalf of the municipality to ensure the cycling event is a success through revenue generation, acquiring corporate sponsorship, developing business community relations, event marketing and arranging race day activities and entertainment. The Committee will govern the event, and be responsible for developing operating principles.

**Committee General Terms**

**Term**

The Committee appointments will be made by City Council every two years.

**Committee Structure (Membership)**

The Committee will consist of up to nine (9) voting members appointed by Council from the community at large, \*1 member from the community with expertise in planning and organizing cycling races, one non-voting member of Council and \*City staff as required (non-voting).

The Committee will consist of the following positions: Chairperson, Vice Chairperson, Race Director, Treasurer, Secretary, Sponsorship, Community Events, Marketing and Communications and Business Liaison.

\*The Race Director will have expertise in planning and organizing cycling races, and is responsible for course layout, safety, and liaises with Cycling BC officials and City staff regarding race options. The race and course design is delegated to the Race Director in consultation with City staff. It is essential that the primary consideration of the course and race design meet the safety and technical requirements for a professional cycling event.

\*The Race Organizer will be a City staff member who will be responsible for event logistics, operations, including insurance requirements and coordinating inter-municipal staff resources.

\*The Director of Recreation and Culture will oversee the operation of the Committee to ensure it abides by the Terms of Reference and stays within budget.

### **Chairperson / Vice-Chairperson**

The Committee will appoint a Chairperson and a Vice-Chairperson from among its voting members at the Committee's inaugural meeting.

### **Meetings**

- a) The Committee shall mutually agree to a meeting schedule at their inaugural meeting. The meeting schedule will then be published and updated as needed by the Committee Clerk.
- b) The Chairperson of the Committee may call a meeting of the Committee, with a minimum of twenty-four (24) hours' notice to the Committee members, in addition to the scheduled meetings or may cancel a meeting.
- c) Quorum for meetings shall mean a majority of all of its Committee voting members.
- d) If there is no quorum of the Committee present within 15 minutes of the scheduled start time the Committee Clerk will:
  - i) record the names of the members present, and those absent; and
  - ii) conclude the meeting until the next scheduled meeting.
- e) All Committee meetings are open to the public unless designated as closed to the public (in accordance with the *Community Charter*) by the Committee. The public would attend the meeting to observe only. When deemed relevant to the discussion of a particular item of business under consideration by the Committee, the Chairperson may, with majority consent of those Committee members in attendance, give permission to a member of the public in attendance to speak to the item in question.
- f) Meetings shall last no longer than two (2) hours, except under extraordinary circumstances as agreed to by the Committee members present.
- g) If a member:
  - i) fails to attend three (3) consecutively held meetings of the committee, or
  - ii) fails to attend a committee meeting in any sixty (60) day period, providing a meeting of the committee is held in that sixty (60) day period (whichever is the longer period of time) and
  - iii) unless the absence is because of illness; or

- iv) unless the absence is with the express leave of the Chairperson, the appointment of the member shall be revoked.

The Committee Clerk will keep an attendance log and notify the Chairperson and Corporate Officer where there have been two (2) consecutive absences without consent. The Corporate Officer will make contact with the Committee member.

- h) Any person with particular expertise, including municipal staff may be invited by the Chairperson or staff member of the Committee to attend a Committee meeting in order to provide information or advice, but only members appointed by City Council may vote on matters coming before the Committee.
- i) The office of the Corporate Officer will be responsible for preparing Committee meeting agendas, minutes, updating Terms of Reference policy, meeting schedule, and administrative support to the Committee. Agendas and approved minutes will be posted on the City's website.
- j) Committee minutes, with recommendations noted, will be forwarded to Council for information and action as required.
- k) A Committee meeting or a portion thereof may be closed to the public pursuant to Sections 90 and 93 of the *Community Charter*.
- l) The Committee may hear and consider representations by any individual, group or organization on matters referred to the Committee by Council.
- m) Where a member of a Committee, their family, employer or business associates have any interest in any matter being considered by the Committee, that member will absent themselves from all aspects of consideration of that matter by declaring a Conflict of Interest.
- n) Committee chairpersons and staff liaisons will prepare an annual report to be submitted to the Chief Administrative Officer for review and to be forwarded to City Council.
- o) A Committee cannot direct staff to take any action which is contrary to existing policies or directives or establish policies for the City.
  - i) any such action must be referred to Council for consideration and adoption;
  - ii) the staff member assigned to the Committee or the Chief Administrative Officer may advise the committee of existing policies or directives and the needs to refer the matter to Council prior to taking any action.
- p) On routine matters such as organizing or setting up yearly or ongoing events or projects which do not have budget implications or have received prior budget approval, the Committee may make decisions without the approval of Council, provided that the Committee works with the staff member assigned to that Committee on those matters.
- q) On broader matters such as organizing or setting up major or unusual events or projects which do not have budget implications, the Committee must receive prior approval from Council.

- r) The Committee Chairperson may appoint members to a subcommittee to consider, inquire into, report and make recommendations to the Committee for a specific purpose.
- s) Members of the Committee are not permitted to speak directly with the media on behalf of the Committee.

### **Finances**

The Committee is responsible for preparation and administration of an event budget. The budget is to be managed so the municipal subsidy as approved by City Council is not to be exceeded, however the expenditures may increase through generating additional sponsorship revenue to be used to enhance the event.

### **Procedures**

Unless otherwise provided for in these terms of reference, the procedures of the Committee will be governed by the City's Council and Committee Procedure Bylaw.

### **Code of Conduct**

Appointees will be required to sign a statement agreeing that they have read, understood, and will conform to the City's code of conduct as defined in the Council Policy No. 120 - *Code of Conduct for Committee Members*. This will be required immediately upon appointment. The statement / agreement for signature is attached to, and forming, part of this policy.

### **Rationale:**

The purpose of the Terms of Reference for the Tour de White Rock Committee is to implement the actions of a working Committee to bring forward a successful event in adherence to City policy.

**CITY OF WHITE ROCK  
COMMITTEE CODE OF CONDUCT  
STATEMENT / AGREEMENT**

This will confirm that as of \_\_\_\_\_, I have read Council  
(DATE)  
Policy 120, “Code of Conduct for Committee Members” and Council Policy 144,  
Committee Terms of Reference and I understood and will conform to the City’s Code of  
Conduct as outlined in these policies.

\_\_\_\_\_  
(PRINT NAME)

\_\_\_\_\_  
(SIGNATURE)