







#### 4. PROGRAM OF EVENTS

Ideas for the 70<sup>th</sup> Platinum Year

D. Campbell, Chairperson, asked for the Committee's suggestions on possible ways to celebrate the Sea Festival's 70<sup>th</sup> Platinum year. The Committee agreed that a theme relating to the platinum year for the festival be incorporated into many areas of the event, including:

- 70 parade entries;
- Platinum-coloured event shirts;
- A special brand/logo for the 70<sup>th</sup> anniversary (t-shirts, event décor, merchant tents, parade floats);
- Selfie-Contest;
- Inviting previous parade princesses and/or previous parade marshals;
- Potential entertainment groups;
- Encouraging vendors to decorate their areas/tents with the 70<sup>th</sup> Anniversary/Platinum theme;
- Community members turning 70 in 2019, or members who have lived in the community for 70 years could be invited and featured at a ceremony; and,
- Parade floats could be encouraged to decorate for the 70<sup>th</sup> theme, with a special judging category for those participants.

**ACTION:** Staff to follow-up on potential entertainment groups and the development of a 70<sup>th</sup> anniversary brand/logo.

**ACTION:** C. Poppy to follow up with the White Rock Ambassadors for information on previous parade princesses and/or previous parade marshals.

The following additional discussion points were noted:

- Local businesses and the Business Improvement Association (BIA) could work to help promote the event through contests etc.
- Ask organizers of Semiahmoo Days to cover the costs for their festival area.
- The White Rock Museum and Archives manage vendor tents, and are currently accepting applications.
- Currently the City budget for the event is fifty (50) thousand dollars.

The Chairperson encouraged members to follow-up on the ideas they provided, and to send any additional items to the Committee Clerk in advance of the next meeting for inclusion on the agenda.

**5.           MARKETING AND COMMUNICATION**

Staff reported that the original marketing for the Sea Festival would be amended to reflect the 70<sup>th</sup> platinum anniversary theme. Marketing opportunities through White Rock Tourism Association and the City would take place.

The Committee noted that last year, Committee members assisted with a program of events translated into Chinese written language, which was distributed through the Chinese Village Club.

It was suggested that the City could also consider marketing the event to its Sister-City, La Conner Washington.

**ACTION:** Councillor Fathers to follow-up on an invitation from the Mayor's office to La Connor.

**6.           PARADE**

Parade Marshal Suggestions:

B. Sullivan, Vice-Chairperson, requested that the Committee begin to brainstorm possible parade marshals for the festival. It was noted that parade protocol calls for the parade marshal to walk or be driven at the start of the parade, followed by the current Mayor. The parade marshal would be required to be at the parade one hour prior to its start time, and to hand out awards after it is finished.

The Committee provided several suggestions for potential parade marshals. Committee members agreed to follow-up on their suggested ideas.

Parade Float Uses:

Staff enquired if there would be an interest in placing the City's Sea Festival parade float in additional parades for 2019.

Discussion ensued, and the Committee suggested putting the float in the New Westminster Hyack Festival parade on May 25, 2019.

**ACTION:** C. Poppy to fill out online application form for the parade float entry.

**ACTION:** Staff to look into acquiring a driver for the float on May 25, 2019.

**ACTION:** D. Campbell, and C. Poppy to assist K. Huang with the parade float entry.

Parade Coordinators C. Poppy and A. Neilsen discussed the potential for charging an entry fee for parade floats. It was noted that the fee could be waived if applicants submitted their applications to the City by a certain date. Staff confirmed that currently there are no fees or charges associated with an entry fee for the Sea Festival parade.

Discussion ensued, and the Committee agreed that while an entry fee could be a good incentive to have applications in on time, it could also affect the number of parade entries received. The Committee agreed that they could consider looking into charging for parade entries in the future, but not for the 2019 event.

The following additional discussion points were noted:

- Consideration of a prize for corporate float entries, such as radio advertisement promotion, was suggested.
- Parade Coordinators would like to start the event at 7:30 p.m.
- Honorariums are to be considered on a case by case basis, for groups traveling from out of town. Staff to look into developing policy with respect to this for next year.
- Gifts-in-kind for MC's for the festival and/or a plaque could be offered in recognition of their service.
- Staff suggested that a band (or some sort of entertainment) play at Memorial Park, starting at the end of the parade. This could assist with traffic congestion in the area.
- Estimated parade time is one (1) and a half hours, from beginning to end.

Parade Coordinators encouraged members of the Committee to reach out to any contacts they may have with an interest in a parade float entry, and provide any suggestions back as soon as possible.

## 7. **SPONSORSHIP UPDATES**

Tent Request – the Launching Pad

D. Campbell, Committee Chair, reported that the Launching Pad is a not-for-profit recovery society/centre that provides volunteers for the Sea Festival and Canada Day events. It was suggested that a tent could be provided to the society as an in-kind contribution for the assistance they provide to the City.

Discussion ensued, and it was noted that several non-profits would be interested in having tents at the Sea Festival; however, it is not financially feasible for non-profit groups to pay as a vendor.

It was noted that having vendors that bring activation to the area would be encouraged, and could be considered as part of the festival programming. In this regard non-profits willing to activate spaces could be considered by staff on a case-by-case basis. Staff clarified that the White Rock Museum and Archives is now responsible for all vendor spaces along the promenade, and that further discussions with them would need to take place before establishing a policy. Staff noted that currently the cost for vendor space is \$325 for the weekend.

With respect to sponsorship, the following update was provided:

- Currently the Committee has close to \$16,000 raised.
- A main sponsor for the Sea Festival Committee is still required.
- Staff noted that they began reaching out to potential sponsors last fall.
- Clarity around the rules and regulations for volunteers who bring their own sponsors to the event was encouraged.

**ACTION:** Staff to have formal agreements with all instructors, and to develop a policy around instructors bringing their own sponsors to events.

**8. VENDORS**

There was no update provided at this time.

**9. TRANSPORTATION**

B. Sullivan, Vice-Chairperson, suggested that handicap and senior access should be a logistic that the Committee start thinking of well in advance of the Sea Festival. Staff reported that TransLink would be notified of the necessary road closures, and that a request could be placed for additional Handi-Dart buses to help assist with those wanting to attend the festival.

**10. LOGISTICS UPDATE**

Staff reported that they are currently looking into a new security and a new sound company for the festival.

**11. VOLUNTEER**

Schedule to Recruit Volunteers:

The following update was provided:

- The volunteer application form has been revised, which include a waiver and agreement with clear guidelines and expectations. The revised application form is currently available on the City's website.
- Over fifty (50) volunteers signed up for the festival at the volunteer fair at Semiahmoo High school.
- A Flying Squad volunteer fair will be held on April 14<sup>th</sup> at Surrey Central Mall, if Committee members are able to attend to recruit additional volunteers.
- Additional opportunities for volunteer recruitment include booths at the White Rock Farmers Market and Semiahmoo Shopping Centre.

**12. BUDGET**

Staff provided an On-Table handout of last year's festival budget, for the Committee's information. It was noted that the City's budget will not be approved until the end of April, and that currently the City does not have a presenting or main stage sponsor.

The Committee agreed to table budget discussions for Pirates at the Park, and fund raising prospects until the May meeting.

**ACTION:** Staff will provide a draft 2019 budget to the Committee at their next scheduled meeting.

**13 2019 MEETING SCHEDULE**

The following 2019 Sea Festival meeting schedule was approved by the Committee at its March 7, 2019 meeting and is noted for information purposes.


- April 4
- May 2
- June 6
- July 4
- July 25
- August 1 – (Volunteer Orientation 6pm-8pm following the Committee Meeting)
- August 22 – Debrief Meeting

**10. CONCLUSION OF THE APRIL 4, 2019 MEETING**

The Chairperson declared the meeting concluded at: 600 p.m.

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D. Campbell, Chairperson



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D. Johnstone, Committee Clerk