



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

July 19, 2018

A MEETING of the **CULTURAL ADVISORY COMMITTEE** will be held in the **CITY HALL COUNCIL CHAMBERS** on **TUESDAY, JULY 24, 2018** 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 July 24, 2018 agenda as circulated.

3. ADOPTION OF MINUTES

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RECOMMENDATION

THAT the Cultural Advisory Committee adopts the minutes from the May 22, 2018 meeting as circulated.

4. 2018 CULTURAL SURVEY – DIRECTOR OF RECREATION AND CULTURE

An update will be provided on the recommendations from the Cultural Advisory Committee brought forward from its meeting on May 22, 2018:

“THAT the Cultural Art Advisory Committee requests Council approves the hosting of a second annual Buskers’ Festival in 2019.”

“THAT the Cultural Advisory Committee requests Council consider assigning funds not exceeding \$7,500 for conducting a cultural survey by telephone, in preparation for the next cultural strategic plan.”

Clerks Note: The recommendations were received by Council at its May 28, 2018 meeting.

5. 2014-2018 CULTURAL STRATEGIC PLAN – MANAGER OF CULTURAL DEVELOPMENT

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An update on actions will be provided.

- 6. LANDMARK POP UP-TOWN ART GALLERY – MANAGER OF CULTURAL DEVELOPMENT**
An update will be provided.
- 7. PENINSULA ARTS AND CULTURE ALLICANCE CELEBRATES CULTURE DAYS – MANAGER OF CULTURAL DEVELOPMENT**
Staff will discuss the event taking place on September 30, 2018.
- 8. ARTS AWARD RESEARCH REVIEW – MANAGER OF CULTURAL DEVELOPMENT**
Staff will present research for discussion.
- 9. ROUNDTABLE – UPDATE – COMMITTEE MEMBERS**
Members will share information on recent and upcoming events.
- 10. 2018 COMMITTEE MEETING SCHEDULE**
The following Cultural Advisory Committee meeting schedule was approved at the October 2017 meeting, amended at the May 22, 2018 meeting, and is noted for information:
 - September 25
 - November 27
- 11. CONCLUSION OF THE JULY 24, 2018 MEETING**

PRESENT: S. Stone, Chairperson
M. Bali, Vice Chairperson
C. Holowoko
G. Giffin
B. Nelson
A. Peterson
K. Thompson
D. Tywoniuk

COUNCIL: Councillor L. Sinclair

NON-VOTING: Karin Bjerke-Lisle, Executive Director, White Rock Museum and Archives

ABSENT: L. Butow
D. Dussault
R. Saini

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

Public: 0

1. CALL TO ORDER

The Chairperson called the meeting to order at 4:03 p.m.

2. ADOPTION OF AGENDA

2018-CAC-008

It was MOVED and SECONDED

THAT the Cultural Advisory Committee adopts the May 22, 2018 agenda as circulated

CARRIED

3. ADOPTION OF MINUTES

2018-CAC-009

It was MOVED and SECONDED

THAT the Cultural Advisory Committee adopts the minutes of the March 27, 2018 meeting as circulated.

CARRIED

4. BUSKERS' FESTIVAL UPDATE – MANAGER OF CULTURAL DEVELOPMENT

The Manager of Cultural Development provided a debrief of the Buskers' Festival, and shared several photos of the day and performers. It was noted that the evening event was sold out. A survey of the Festival was conducted throughout the day and 98% of respondents said they would come back. Social

media comments were positive; the BIA was a big supporter, the amphitheatre was well attended and used by the performers and audience. In conclusion, the Committee was pleased with the success of the event and would be happy to host another one day Buskers' Festival next year.

2018-CAC-010

It was MOVED and SECONDED

THAT the Cultural Art Advisory Committee requests Council approves the hosting of a second annual Buskers' Festival in 2019.

CARRIED

5. POP UP ART GALLERY UPDATE – MANAGER OF CULTURAL DEVELOPMENT

The name of the gallery will be “The Landmark Pop-Uptown Gallery”. The Manager of Cultural Development explained the pop up gallery jury and selection process. There will be Twelve (12) groups from 2018-2019. The project start date has been delayed, due to necessary changes to the building design to bring it up to compliance with the BC Building Code.

6. 2014-2018 CULTURAL STRATEGIC PLAN UPDATE – MANAGER OF CULTURAL DEVELOPMENT

The Manager of Cultural Development tabled an update on the 2015-2018 actions. The Committee reviewed and updated each of the actions where required. It was noted that the number of actions completed was impressive.

7. CULTURAL INVENTORY - MANAGER OF CULTURAL DEVELOPMENT

As a follow up item to the joint Economic Investment Committee/Cultural Advisory Committee meeting that took place on February 15, 2018, the Manager of Cultural Development tabled a 2018 Cultural Inventory. The Committee reviewed and provided feedback on the Inventory.

8. 2018 CULTURAL SURVEY DRAFT - MANAGER OF CULTURAL DEVELOPMENT

The Committee provided feedback on the draft cultural survey that was distributed with the agenda. The Manager of Cultural Development provided a summary of the various channels, traditional and trending, that may be used to conduct the survey. Staff had investigated the potential of a telephone survey, which is proven to be the most effective, and the cost would be approximately \$7,000.

2018-CAC-011

It was MOVED and SECONDED

THAT the Cultural Advisory Committee requests Council consider assigning funds not exceeding \$7,500 for conducting a cultural survey by telephone, in preparation for the next cultural strategic plan.

CARRIED

9. ROUNDTABLE – UPDATE – COMMITTEE MEMBERS

Members shared comprehensive information on recent and upcoming events. It was noted that Peninsula Productions has received government funding for nine (9) summer students. The students will reach out to the multi-cultural community and devise and present a play at the end of July. Details of events are available on www.semiahmooarts.com.

10. 2018 COMMITTEE MEETING SCHEDULE

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

The Committee agreed the schedule be amended as follows:

- June 26 – *Cancel*
- July 24
- September 25
- October 23 - *Cancel*
- November 27

11. CONCLUSION OF THE MAY 22, 2018 MEETING

The Chairperson declared the meeting concluded at 5:47 p.m.

S. Stone, Chairperson



G. Diogan, Committee Clerk

Goal 1: Economic Development through the Arts

Grow the creative economy and culture led economic development.				
ACTIONS		LEAD	TIMELINE	STATUS
1.1	Investigate the ability of the City of White Rock to offer tax incentives to building owners who rent to arts and culture businesses or organizations.	CAC	May 2015	No tax incentives available. But, city donated space for a pop up gallery. Pop-Uptown launched in 2016.
1.2	Work with BC Film Commission to promote White Rock as a film location.	CWR	2015	R&C is now administering Film. Meet monthly with creative BC to promote WR as film friendly
1.3	Request funding for the cultural events granting program.	CWR	April 2015	\$20,000 annually for new arts and culture events can apply for up to \$5,000.
1.4	Work with Tourism White Rock and Semiahmoo First Nation to better establish White Rock as a cultural destination.	CWR	TBD	2018 Sea Festival, 2016 National Aboriginal Day
1.5	Encourage the local arts community and arts businesses to participate actively, become members and be representative on all boards of business associations in White Rock/South Surrey.	CAC	September 2015	Joint Meeting with the Economic Investment Committee to determine how business can support the arts.
1.6	Ask commercial property owners to allow vacant spaces to be used by artists.	CAC	May 2015	Pop-Up-Town launched 2016
1.7	Develop a film strategy to attract commercial filming business to White Rock.	CWR	Fall 2015	Updated City website and Film policies

Goal 2: Expand Partnerships

Goal Statement: Broaden the City’s role in arts and culture, maximize partnerships and foster collaboration within the creative sector.				
ACTIONS		LEAD	TIMELINE	STATUS
2.1	Connect artists and businesses to facilitate art displays, artists in residence programs and sponsorship of cultural events.	PACA	Current	Peninsula Arts and Culture Alliance began in 2016 as monthly networking for arts and culture groups
2.2	Establish a Cultural Advisory Committee with representatives of all local community arts and cultural groups that meet regularly to network, plan collaborative events and host regular arts and business networking events.	CWR	Current	Ongoing.
2.3	Host an annual Business and the Arts event that recognizes businesses that support the arts in White Rock.	SA	2015	More research and brainstorming needs to happen to make this event unique, current and exciting. Research to begin in July 2018.
2.4	Make a request to the City of Surrey and the City of White Rock to establish a cultural arts district along 152 nd Street/Johnston Road.	SA	2016	Research has begun and survey to determine community support in Fall 2018. The Economic Investment Committee is supportive of this initiative.
2.5	Partner with neighbouring municipalities and nonprofit art organizations to host cultural events that promote the arts.	CWR	2015	Ongoing involvement in Culture Days. White Rock is part of the Culture Days BC Task Force.

Goal 3: Increase Arts and Cultural Infrastructure

Goal Statement: Provide an adequate number of arts and cultural facilities to support expanding program participation and event hosting.				
	ACTIONS	LEAD	TIMELINE	STATUS
3.1	Conduct research to determine the demand for a multiuse recreation facility that includes a Public Art Gallery and art studio space.	CWR	2016	Survey in Fall 2018 to determine demand for new arts space
3.2	Request space for arts and cultural activities in all future Municipal recreation building projects.	CWR	2016	No new municipal recreation buildings
3.3	Request to the City of White Rock to invest in new street furnishings that are artistic and functional.	CAC	2015	Request made to PAAC committee to consider when the opportunity arises
3.4	Request amenity funds and space for arts, culture and heritage programs and activities in all future private high rise development projects.	CWR	2016	Not started
3.5	Develop a conceptual design for a permanent and designated space for Artists Walk Program on the promenade, which includes colourful shelters for artists to display their work.	CWR	2016	Ensure waterfront infrastructure improvements consider cultural opportunities
3.6	Connect uptown and the waterfront through artistic endeavors, i.e., sculpture garden, and/or an arts walk.	CWR	2016	Public Art Walking Map
3.7	Continue to increase public art throughout White Rock, with a preference given to local artists.	PAAC	2015	Public Art Advisory Committee Two large scale projects and two community projects since 2016
3.8	Investigate renting existing spaces such as Semiahmoo First Nation bandshell, schools, churches and empty storefronts for cultural events and programs.	CAC	2015	Pop-Up-Town, Saltaire Plaza, Miramar Amphitheatre

Goal 4: Develop Diverse Arts Programs and Festivals

Enrich White Rock’s spirit of celebration by increasing the range of arts programs, artistic opportunities and cultural festivals.				
ACTIONS		LEAD	TIMELINE	STATUS
4.1	Develop a summer concert in the park series featuring different types of music and dance.	CWR & BIA	2015	TD Concerts at the Pier in its 4 th year
4.2	Develop a busker’s festival.	CWR	2016	White Rock Busking Festival
4.3	Encourage partnerships to increase the number and variety of children and youth oriented arts programs offered in the community.	CWR	2016	2018 Community Youth Mural
4.4	Add cultural components to existing community festivals and events (e.g. Tour de White Rock).	CWR	2015	TD Concert at Tour de White Rock
4.5	Increase the number and variety of cultural specific events held in partnership with local ethno cultural organizations i.e. Aboriginal Day, Moon Festival, White Rock Irish Festival, Diwali, etc.	CAC	Ongoing	CAC to remain advisory. WR Tourism Strategy action 1.3
4.6	Continue to support a large, annual, inclusive art event.	SA	Ongoing	Paint the Town
4.7	Partner with Semiahmoo First Nation to co-host more cultural events at Semiahmoo Park, such as the RCMP Musical Ride.	CWR	2015	Partnership in place for 2018 Sea Festival and Semiahmoo Days. Diwali Festival was hosted at Semiahmoo Park in 2017.
4.8	Support the development of a winter film festival.	CAC	2017	Not started.
4.9	Facilitate training sessions for local artists to enhance business and marketing skills.	CWR	2016	Not started.

Goal 5: Promote the Value of Arts and Culture

Goal Statement: Increase community participation, engagement and the visibility of arts and culture.				
	ACTIONS	LEAD	TIMELINE	STATUS
5.1	Develop a brochure of arts and cultural events that will be sent to tourism companies to plan their trips to White Rock.	TWR	Fall 2015	WR Tourism Strategy action item 3.4
5.2	Produce a marketing campaign to showcase White Rock as an arts and cultural destination.	CWR	Fall 2015	WR Tourism Strategy action item 5.9 and 5.10
5.3	Increase the profile of White Rock City’s Arts and Cultural services by rebranding it to include a name change from Leisure Services to Recreation and Culture.	CAC	2015	Completed
5.4	Continue to work with Tourism White Rock to promote local arts and cultural events outside of the peninsula and to our Sister City.	CWR	TBD	Dongying delegation came for WR Moon Festival in 2016
5.5	Encourage the local newspapers to feature a local artist of the week.	SA	2015--> Ongoing	PACA worked with PAN to develop a monthly Arts and Culture Ad and pull out.
5.6	Provide arts and cultural attractions, program and event information to all White Rock/South Surrey hotels, B&B and non-traditional accommodation.	Explore WR	Fall 2015	Explore WR website and blog.
5.7	Enhance and promote the use of the online cultural hub.	SA	Fall 2015	SA events page
5.8	Create a section in the Tourism White Rock Official Community Guide dedicated to arts and culture.	Explore WR	Fall 2015	WR Tourism Strategy action item 5.9 and 5.10, Explore WR website and blog.

Goal 6: Accountability

The Cultural Advisory Committee will monitor, evaluate and report to City Council, Semiahmoo Arts and other key stakeholders on White Rock’s Cultural Strategic Plan Goals and Actions.					
	ACTIONS	LEAD	KEY AGENCIES	TIMELINE	STATUS
6.1	Develop benchmarks and success indicators to allow for the monitoring and evaluation of White Rock’s Cultural Strategic Plan goals and actions	CAC	CWR	2015	CAC annual reporting and survey in 2016 and 2018.
6.2	Report back yearly to City Council, Semiahmoo Arts and key stakeholders on the progress made on White Rock’s Cultural Strategic Plan Goals and Actions.	CoWR	CAC	2015--> Ongoing	Ongoing