

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



WHITE ROCK SPIRIT OF BC COMMITTEE

December 24, 2009

A regular meeting of the **WHITE ROCK SPIRIT OF BC COMMITTEE** will be held in the City Hall BOARDROOM (downstairs) on **WEDNESDAY, JANUARY 6, 2009** at **4:00 p.m.** for the transaction of business as listed below.

T. Arthur
City Clerk

A G E N D A

1. AGENDA APPROVAL

RECOMMENDATION:

THAT the White Rock Spirit of BC Committee adopt the Agenda for its January 6, 2009 regular meeting as circulated.

2. PREVIOUS MINUTES

RECOMMENDATION:

THAT the White Rock Spirit of BC Committee adopt the Minutes for its December 9, 2009 regular meeting as circulated.

3. BUSINESS ARISING FROM THE MINUTES

3.1 CELEBRATE THE FLAME OPENING EVENT

3.2 HIGHWAY SIGNAGE

3.3 YOUTH SPIRIT GRANTS

3.4 MARKETING COORDINATOR

3.4.1 GAMESTOWN

4. NEW BUSINESS

4.1 ROYAL HUDSON ARRIVAL/CELEBRATION MONDAY FEBURARY 8, 2010

5. REPORTS

5.1 VANOC DONATED TICKETS PROJECT – *Andrea Keen*

5.2 WHITE ROCK CITY COUNCIL – *Cllr. Grant Meyer*

**5.3 WHITE ROCK LEISURE SERVICES – *Rita Clarkson*
Updated Workplan and Budget attached**

5.4 WHITE ROCK BIA – *Cyndie Richards*

5.5 WHITE ROCK CHAMBER OF COMMERCE – *Doug Hart*

5.6 TOURISM WHITE ROCK – *Betina Albornozt*

5.7 FAMILY HOSTING PROGRAM – *Janice Birch*

5.8 SEMIAHMOO FIRST NATION – *Joanne Charles*

5.9 GET BOOKED INTO LIBRARY – *Andrea Keen*

6. NEXT MEETING

The next meeting of the White Rock Spirit of BC Committee is scheduled for **Wednesday, February 10, 2010** at 4:00 p.m.

7. CLOSURE

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- PRESENT:** Ms. Andrea Keen, Chair
Mr. Rene Duson
Ms. Linda Stanley-Wilson
Mr. Gavin Johnston
- NON VOTING:** Ms. Florence Clifford, Youth Liaison
Ms. Betina Albornoz, White Rock Tourism
Mr. Doug Hart, White Rock Chamber
- ABSENT:** Ms. Janice Birch, Vice Chair
Cllr. Grant Meyer
Ms. Joanne Charles
Ms. Marilyn Pearson
- STAFF:** Ms. Sylvia Yee, Manager, Leisure Services
Ms. Lorraine Sym, Committee and Freedom of Information Clerk

The meeting was called to order at 4:20 p.m.

1. AGENDA APPROVAL

It was agreed to delete item 5.10.

It was MOVED and SECONDED;

THAT the White Rock Spirit of BC Committee adopt the Agenda for its December 9, 2009 regular meeting with the above noted deletion.

CARRIED

2. PREVIOUS MINUTES

The Chair advised that some edits would be made to the November minutes, but that they would not affect the intent of the Minutes.

It was MOVED and SECONDED;

THAT the White Rock Spirit of BC Committee adopt the Minutes for its November 18, 2009 regular meeting with the Chair's amendments.

CARRIED

3. BUSINESS ARISING FROM THE MINUTES

3.1 CELEBRATE THE FLAME OPENING EVENT & FOOD COMPONENT

It was noted that the Business Improvement Association, who is still working on the budget. It was noted that tickets for the adult portion of the event should not be more than \$10.00 per person, and could work out to less once the budget has been completed. A sponsor has been approached for fireworks, the venue is being provided by the City of White rock and restaurateurs will provide free appetizers.

3.4 WHITE ROCK ELEMENTARY PAC EVENT

The committee was advised that the White Rock Elementary PAC Pancake Breakfast will not be proceeding as the gymnasium and parking lot will be rented out to VANOC for the Torch Relay setup.

3.5 HIGHWAY SIGNAGE

Ms. Albornoz advised that currently there is no directional signage on Highway #99 to the City of White Rock, so discussion ensued as to what signage would be the most beneficial. Attaching Olympic signage to existing highway signage would not give adequate exposure.

\$750.00 from the budget might be enough to pay for two signs, and committee members agreed that the kiosk on the Promenade could be appropriate. It was also noted that the time of the Torch going through White Rock is not easily found so signage could include the time.

It was MOVED and SECONDED:

THAT Tourism White Rock be authorized to spend \$750.00 to purchase and install signage wherever Tourism White Rock's Board deems appropriate.

CARRIED

3.6 YOUTH SPIRIT GRANTS

The Chair advised that the Vice Chair has reported that the Principal of Ray Shepherd Elementary is planning a legacy project with the school's music department. White Rock Elementary is looking at dedicating a piece of playground to White Rock's Spirit of BC theme using the \$1,000 grant.

It was noted that Ms. Amy Bauman met with Ms. Kathy Bailey, liaison to the school districts, and discussion was focused on performances rather than legacy projects.

The Chair asked if anyone had contacts in the schools, and Ms. Wilson agreed to contact the PAC's of the four remaining schools to advise that the Spirit of BC Committee grants are to go towards legacy projects, not just performances.

3.7 MARKETING COORDINATOR

3.7.1 GAMESTOWN

The Chair introduced Ms. Florence Clifford, the new Youth Liaison, and advised that Ms. Clifford is a grade 12 student involved in sports who has worked very hard on the Gamestown initiative.

Ms. Clifford reported that the Gamestown site allows White Rock residents and students an opportunity to feel involved in the Olympics, via the internet. She has created a Facebook group that now contains 450 members/students. This is one way to drive

people to the Gamestown site to vote for White Rock. A number of meetings have been held with the youth task force – with almost 40 people in attendance at the last session to strategize ways for White Rock to win the gold. Votes, healthy living pledges, as well as posts to the White Rock page are the criteria used to choose the two finalists from each category. The youth task force has also been collecting healthy living pledges from their school planners, and Ms. Clifford has taken on the task of entering their votes. Earl Marriott Secondary School will also show a thermometer poster with the amount of pledges that students have submitted.

4. NEW BUSINESS

4.1 COMMITTEE MEMBERS REQUESTING TO BE RE-APPOINTED IN 2010

It was noted that committee member terms expire on March 31, 2009. The South Surrey White Rock Chamber of Commerce, White Rock Tourism and Youth Representative have been added to the committee as non-voting liaisons, and Ms. Stanley-Wilson has been appointed as a regular member.

5. REPORTS

5.1 VANOC DONATED TICKETS PROJECT – Andrea Keen

The Chair advised that 40 tickets have been approved and will be distributed by Peace Arch Community Services to family and youth who meet criteria. Details of events will follow.

The Chair advised that she has applied for Olympic tickets on behalf of the Semiahmoo First Nations, as well as for the Youth Task Force.

5.2 WHITE ROCK CITY COUNCIL – Cllr. Grant Meyer

As Cllr. Meyer was absent, this item was not discussed.

5.3 WHITE ROCK LEISURE SERVICES – Sylvia Yee

An updated Workplan and Budget were distributed to committee members.

Staff noted that installation costs for the new pier arch have been donated, and will be done during the week of February 2nd, 2010.

The Royal Hudson will be arriving in White Rock on Monday February 8, 2010, and a discussion followed regarding an event that may welcome train passengers to White Rock.

Staff reminded the committee of the skate with Olympian Simon Whitfield on December 30th. Invitations were distributed to committee members for the invitation-only portion following the skate. It was noted that SOBC committee members, partners and Youth Task Force members will be invited to this event.

Discussion ensued as to costs of Olympic-themed holiday skates, and noted that some are regular admission rather than free.

It was MOVED and SECONDED:

That a complete detailed budget regarding expenditures by Leisure Services grant from SOBC, including the free holiday skates be provided by staff for the January 14, 2010 Spirit of BC Committee meeting.”

It was suggested that Mr. Duson’s name be included as a Contact Team member on the signage and train items on the Workplan.

5.4 WHITE ROCK BIA – *Cyndie Richards*

An update was given under item 3.1 above.

5.5 WHITE ROCK & SOUTH SURREY CHAMBER OF COMMERCE

Mr. Hart advised that the White Rock & South Surrey Chamber of Commerce may participate in the Celebrate the Flame Opening Ceremonies event with the BIA.

It was noted that there are 15 volunteers working with Tourism White Rock and the kiosk on the Promenade, and discussion ensued as to ensuring that the Visitor’s Centre is open the weekend of February 6th, 7th and 8th for the Torch Relay and the arrival of the Royal Hudson. Discussion revolved around the cost of having the kiosk open from February 6th – 28th, 2010 and the possibility of getting a sponsor to cover the cost. Mr. Hart will follow up with Ms. Keen to provide an estimate of costs so she can approach a potential sponsor.

5.6 COMMUNITIES IN BLOOM – *Tracy Daniel*

5.7 TOURISM WHITE ROCK – *Betina Alborno*

Ms. Alborno thanked committee members for approving funds to make the calendar project possible. Businesses and community organizations will sell them and non-profit organizations will keep 40% of the proceeds. Ms. Clifford agreed to bring a calendar to Earl Marriott Secondary School to see if any of the sports groups would be interested in selling them as fundraisers.

Discussion followed regarding a venue in the City of Richmond Minoru Park called Ozone, which will feature space for communities to showcase their cities during the Olympics with interactive displays. The committee suggested featuring an artist painting live, cuisine, the making of the legacy cape, wood carving and having a sandcastle and interactive sandbox, as well as a slideshow featuring photographs of White Rock. It was suggested that this project be funded through a sponsor if Tourism White Rock decides to proceed.

5.8 FAMILY HOSTING PROGRAM – *Janice Birch*

Ms. Keen noted that as B.C. Spirit Committees who send recipients of the VANOC Celebration Tickets to the Lower Mainland require assistance with accommodation, and there has been no uptake as of yet from the Canadian Speed Skating Team, the Family Hosting Program may be in a position to assist. It was noted that Centennial Arena has regular scheduled programs that would prevent groups from billeting there overnight.

5.9 SEMIAHMOO FIRST NATION – *Joanne Charles*

On behalf of Ms. Charles, the Chair advised the committee that the Legacy Cape will be completed in January 2010, and an unveiling ceremony may be held at that time. A youth from the Youth Task Force has volunteered to film a documentary of the weaving of the cape, and Crescent Beach Photography Club has also offered to document the process with photographs. It is hoped that the harvesting of the cedar will also be documented in the spring of 2010.

5.11 GET BOOKED INTO LIBRARY – *Andrea Keen*

It was noted that children from grades 3 – 5 will showcase speed skating-themed artwork at the library during February, and a range of Paralympic sports during the month of March.

6. NEXT MEETING

The next meeting of the White Rock Spirit of BC Committee is scheduled for **Wednesday, January 13, 2010** at 4:00 p.m.

7. CLOSURE

The meeting closed at 5:40 p.m.

Andrea Keen, Chair

Lorraine Sym
Committee & FOI Clerk