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- PRESENT:** Ms. Andrea Keen, Chairperson
Ms. Janice Birch, Vice Chairperson
Cllr. Grant Meyer
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
- GUESTS:** Mr. John Kageorge, Vital Communications
Ms. Linda Nolan, 2010 White Rock Sandcastle Competition
Mr. Bill Watson, West Coast Railway Association
- ABSENT:** Ms. Joanne Charles, Semiahmoo First Nations Liaison
Ms. Marilyn Pearson
- STAFF:** Ms. Rita Clarkson, Director, Leisure Services
Ms. Lorraine Sym, Committee and Freedom of Information Clerk

The meeting was called to order at 4:10 p.m.

The Chairperson introduced and welcomed Ms. Lisa Nolan, 2010 Sandcastle Competition, Mr. John Kageorge from Vital Communications, and Mr. Bill Watson from the West Coast Railway Association.

Ms. Birch gave members an update on her early morning torch relay in Sault St. Marie, along with suggestions for the 6:30 a.m. torch relay through White Rock on February 9, 2010. Discussion ensued with regard to communications and community awareness of the White Rock torch relay. Staff encouraged committee members to promote this event with members of the community to ensure that the event is a success.

Ms. Albornoz agreed to create a countdown timeline that may be included in the Peace Arch News in order to promote awareness of events and timelines to the community.

1. AGENDA APPROVAL

It was MOVED and SECONDED;

THAT the White Rock Spirit of BC Committee adopt the Agenda for its January 6, 2010 regular meeting as circulated.

CARRIED

2. PREVIOUS MINUTES

It was MOVED and SECONDED;

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

CARRIED

3. BUSINESS ARISING FROM THE MINUTES

Staff advised that committee members should not be contacting schools directly to discuss Spirit of BC events and details, but should follow an established protocol with the school district.

3.1 CELEBRATE THE FLAME OPENING EVENT

3.2 HIGHWAY SIGNAGE

Ms. Albornoz received an acceptable quote and will order and install appropriate signage.

3.3 YOUTH SPIRIT GRANTS

Ms. Clarkson advised that she and Ms. Stanley-Wilson will be working on communications with the school board to increase awareness and promotion of events and legacy projects in the schools.

It was noted that the grade 3 classes at White Rock & Peace Arch Elementary Schools will be doing an exhibit on speed skating during March 2010.

3.4 MARKETING COORDINATOR

3.4.1 GAMESTOWN

The Chairperson advised that Ms. Clifford did a wonderful job of recruiting up to 600 members on Facebook, and the City of White Rock placed 3rd for a community of its size. Ms. Clifford will thank all of the contributors and invite them to attend the torch relay on February 9, 2010.

4. NEW BUSINESS

4.1 ROYAL HUDSON ARRIVAL/CELEBRATION MONDAY FEBURARY 8, 2010

It was noted that due to security regulations, garbage bins on Marine Drive will need to be removed for the arrival of the Royal Hudson as they have the potential to contain IED's.

Tickets for this trip will be \$125.00 plus GST for one way train and one way bus trip, and will be sold through the West Coast Rail Tours. 275 seats are available, and additional cars with 70 seats each can be added if required. The train will arrive in White Rock around 4:00 p.m. on Monday February 8, 2010 and remain in White Rock for approximately 1 ½ hours before heading to Blaine to turn around. The train will leave White Rock around noon on Tuesday February 9, 2010 after the Torch Relay.

Committee members discussed the importance of entertainment being provided upon the arrival of the train, as well as giving passengers a schedule of events that they can expect. Bite of the Rock will also be occurring, so it is hoped that passengers eat dinner at local restaurants. It is also imperative that Royal Hudson passengers be made aware of the Torch Relay at 6:30 a.m. on Tuesday February 9, 2010.

It was agreed that a sub-committee be created to organize the welcoming events for the Royal Hudson, including having a possible tour guide on the train giving the history of White Rock and advertising the torch relay the next day. It was agreed that Mr. Johnston and Mr. Kageorge take on this role. Mr. Duson will provide 400 copies of the White Rock Visitor's Guide featuring the front page Olympian picture to give to passengers.

Further discussion occurred regarding the potential theme, and it was agreed that "Paint the Town Red" would be an easy theme for people to follow and will reflect the colour of the flags. Members discussed having a searchlight on the waterfront for the arrival of the torch on February 9, 2010. Members agreed to consider the cost of this item.

It was agreed that Spirit of BC Committee members meet unofficially every Wednesday at 4:00 p.m. in order to finalize events.

A press release was suggested to assist with advertising of events, including the pier arch, torch relay, arrival of the Royal Hudson and Bite of the Rock.

5. REPORTS

5.1 VANOC DONATED TICKETS PROJECT – *Andrea Keen*

It was noted that there is no additional information on this item.

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

Cllr. Meyer advised that he will be discussing the Torch Relay and arrival of the Royal Hudson on February 8 & 9, 2010 at the January 11, 2010 televised Council meeting.

The Simon Whitfield event was a success, and Cllr. Meyer will be inviting him to participate in the Tour de White Rock next year.

5.3 WHITE ROCK LEISURE SERVICES – *Rita Clarkson*

An updated Workplan and Budget were distributed at the meeting, and it was noted that \$1,159.00 funding is still available. Of the \$28,100.00 funding allocated to events, \$2,600.00 allocated to the Family Hosting Program may not be used for that purpose.

The chairperson requested that members who are seeking funds for items/or events provide details of items and their cost, so that final decisions can be made on how to spend the balance of the funds.

The Chairperson agreed to provide a schedule of events for the torch relay.

5.4 WHITE ROCK BIA – *Cyndie Richards*

5.5 WHITE ROCK CHAMBER OF COMMERCE – *Doug Hart*

Mr. Hart will be working with Ms. Richards on events.

5.6 TOURISM WHITE ROCK – *Betina Albornoz*

Members were advised that Tourism White Rock has a site on Facebook. Ms. Albornoz also agreed to create a timeline for the Peace Arch News and for the internet.

5.7 FAMILY HOSTING PROGRAM – *Janice Birch*

It was noted that several e-mails were sent regarding Family Hosting and Ms. Birch will be responding to these people accordingly.

5.8 SEMIAHMOO FIRST NATION – *Joanne Charles*

Committee members agreed if the Legacy Cape was ready by February 12th, 2010 that it may be unveiled at that time, and advertised on the City's website.

5.9 GET BOOKED INTO LIBRARY – *Andrea Keen*

The Chairperson advertised that \$1,000.00 of grant funds were allotted for thank you gifts, and tiles are currently being created out of ceramics showing a seascape. The ceramic has been poured, and 100 pieces will be cut, similar to the Olympic medals concept. Committee members will need to decide who will receive these 100 thank you tiles.

6. NEXT MEETING


The next meeting of the White Rock Spirit of BC Committee is scheduled for **Wednesday, January 27, 2010** at 4:00 p.m.

7. CLOSURE

The meeting closed at 6:40 p.m.



Andrea Keen, Chair



Lorraine Sym
Committee & FOI Clerk