

Agenda for the Regular Meeting of the Select Committee on Beach Day Celebration to be held Monday, February 24, 2025 at 10:00 am in the Town of Qualicum Beach Committee Room, Town Hall, 660 Primrose Street, Qualicum Beach, BC

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1) ADOPTION OF THE AGENDA

THAT the Select Committee on Beach Day Celebration adopts the February 24, 2025 meeting agenda.

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2) APPROVAL OF THE MINUTES

THAT the Select Committee on Beach Day Celebration approves the January 20, 2025, regular meeting minutes.

3) COUNCIL

Status of Recommendations to Council - The following recommendation will be brought forward at the March 12, 2025 regular Council meeting:

THAT the Select Committee on Beach Day recommends to Council that the 2025 Beach Day Celebration be scheduled for Sunday, July 27, 2025, from 12pm to 4pm.

Referrals from Council - Nil

Motions of Council for Information - February 12, 2025 Regular Council Meeting:

THAT Council authorizes staff to amend the Terms of Reference for the Select Committee on Beach Day Celebration to change regular meeting dates to the last Monday of each month.

CARRIED UNANIMOUSLY

4) NEW BUSINESS

- a) Meeting Schedule for 2025
- b) Exhibits
- c) Activities
- d) Entertainment
- e) Food
- f) Volunteers
- g) Sponsorship / Fundraising
- h) Advertising / Promotions
- i) Logistics

5) ADJOURNMENT

THAT the Select Committee on Beach Day Celebration adjourns the meeting.

Next Scheduled Meeting: March 31, 2025

Minutes of the Regular Meeting of the Town of Qualicum Beach Select Committee on Beach Day Celebration held on Monday, January 20, 2025, at 10:00 am in the Town Hall Committee Room, 660 Primrose Street, Qualicum Beach, BC

PRESENT: Ross Gilley, Member at Large, Chair
David James, Member at Large
Ken Caley, Member at Large
Lana McCaul, Member at Large
Mike Garland, Member at Large
Nancy Smith, Member at Large
Peter Drummond, Member at Large
Councillor Anne Skipsey
Theresa Hall, Guest
Brandy MacMillan, Office Assistant

ABSENT: Tina Rasmussen, SOURCES Community Resource Association

The Chair called the meeting to order at 10:00 am.

ADOPTION OF THE AGENDA

The Select Committee on Beach Day Celebration adopted, by unanimous consent, the January 20, 2025 meeting agenda.

CARRIED

APPROVAL OF THE MINUTES

The Select Committee on Beach Day Celebration approved, by unanimous consent, the August 19, 2024 meeting minutes.

CARRIED

ELECTION OF THE CHAIR

The Select Committee on Beach Day Celebration, by unanimous consent, appointed Ross Gilley as Chair for 2025.

CARRIED

COUNCIL

- (a) **Status of Recommendations to Council** - The Committee reviewed the following resolution:
The Initiative titled "Installation of Permanent Bicycle Racks Along Waterfront" be referred to the Select Committee on Parks and Recreation for recommendation on potential locations for bike racks, for Council's consideration; AND FURTHER THAT Chief Recalma's gift of knowledge and insight be requested for recommendation on potential locations for installation of bike racks; AND FURTHER THAT a budget provision of \$15k, funded from the Asset Investment Reserve, be included in the 2025 -2029 Financial Plan in fiscal 2026 for purchase of bicycle racks to be installed along the waterfront.
- (b) **Referrals from Council** - Nil
- (c) **Motions of Council for Information** - Nil

NEW BUSINESS

(a) Review of Terms of Reference

a. Schedule for 2025

The Committee discussed the 2025 meeting schedule and opted to move meetings to 10:00 am on the last Monday of each month. B. MacMillan to discuss with Town staff.

K. Caley MOVED and M. Garland SECONDED, THAT the Select Committee on Beach Day recommends to Council that the 2025 Beach Day Celebration be scheduled for Sunday, July 27, 2025, from 12pm to 4pm.

CARRIED

b. Committee Membership Update

N. Smith and P. Drummond announced that they will be stepping down as members of the Committee. Two members of the public are interested in joining the Committee. Staff will work towards having them appointed as members at large.

- **Action Item: B. MacMillan will contact interested members of the public to begin the process of having them appointed to the Committee.**

(b) Review of 2024 Event

- Signage: the Committee agreed more signage at the event is required to highlight bicycle parking and the various activities taking place.
 - **Action Item: R. Gilley to contact Coombs Signs.**
- Sound: the Committee discussed options to allow for announcements of activities and stage entertainment to be heard throughout the event.
- Layout: the Committee discussed moving food vendor locations in order to promote vendors and bring attention to the various food options.

(c) Budget

- The Committee discussed possible funding sources.
- The Committee also discussed strategies to count/estimate the number of attendees at this year's event in order to provide attendance numbers to possible future funding sources.

(d) Displays and Vendors

- Exhibits: the Committee discussed creating a criteria checklist to vet interested exhibits, displays, and activities to ensure they fall in line with the Beach Day theme of educational, environmental, or family-friendly activities, with a strong preference for anything relating to the ocean or beach ecosystems.
- Some displays from previous years, such as the shark anatomy and micro-critters, may be difficult to secure this year.
- Suggestions for displays were made. The Committee agreed a display focused on educating the public on sand dollars would be a great addition.

(e) Entertainment and Activities

- K. Caley has secured Anela Kahiamoe & Ian Johnstone as stage entertainers as they were well received at last year's event.
 - **Action Item: K. Caley will look into temporary tattoos.**

- Matt Breedlove has been secured as MC for the event and will help with announcements by megaphone.

(f) Advertising

- The Committee agreed to increase event publicity by engaging the Chamber of Commerce and handing flyers to local hotels/motels.

ADJOURNMENT

The Select Committee on Beach Day Celebration, by unanimous consent, adjourned the meeting.

CARRIED

MEETING ADJOURNED: 11:05 am

Next meeting: Monday, February 24, 2025 at 10:00 am in the Town Hall Committee Room, 660 Primrose Street, Qualicum Beach, BC.

Certified Correct:

Heather Svensen, Corporate Administrator

Ross Gilley, Chair