



City of Surrey

Multicultural Advisory Committee

Minutes

Pondside
City Hall
14245 - 56 Avenue
Surrey, B.C.
TUESDAY, SEPTEMBER 18, 2007
Time: 11:04 a.m.
File: 0540-20

Present:

Chair – Councillor M. Martin
Councillor Higginbotham
Councillor Villeneuve
Mayor Watts
R. Asistio
N. Beuk
T. Ghuman
Dr. B. Gurm
H. Hong
Corp. J. Hundial
B. King
J. Kovach
C. McBeth
S. El-Nashar
V. Pittakidis
K. Polubinski
S. Scott
M. Solorzano
E. Szücs

Absent:

F. Kung
M. Malik
D. Sandhu
K. Sanghera
M. Thompson

Staff Present:

L. Cavan, GM, Parks, Recreation & Culture
N. Webb, GM, Human Resources
L. Chernick, Training & Development, Human Resources
Kelsey Swanson, Acting Manager in Community Development
H. Dmytriw, Legislative Services

Surrey S.D.36 Rep

H. Stilwell

Guest:

Wally Sandvoss

A. ADOPTION OF MINUTES

1. Minutes of the Multicultural Advisory Committee, July 24, 2007.

It was Moved by Judy Villeneuve
Seconded by Balbir Gurm
That the minutes of the Multicultural
Advisory Committee July 24, 2007, be adopted, as circulated.
Carried

B. DELEGATION REQUESTS

C. BUSINESS ARISING FROM MINUTES

1. The Multicultural Centre for Understanding Project

Nicola Webb, General Manager, Human Resources provided a review of best practices and sought input on the next steps for the City of Surrey. She discussed the three priorities determined at the May 15, 2007 working session the members of this committee participated in. She provided a handout out on two web site models for multi-culturalism – Surrey and Toronto and sought committee

feedback. The websites are used as a way of bringing multicultural diversity together. The General Manager, Human Resources is seeking feedback on the following questions:

- a. Does Toronto's serve a purpose for Surrey?
 - b. If no, is there a different solution that the Multicultural Advisory Committee wants us to investigate?
 - c. If, yes, what key priorities should we focus on?
- The General Manager, Human Resources noted that there are 102 comments regarding cultural diversity on the City's internet site. There are a variety of initiatives underway through Parks, Recreation and Culture in support of multi-culturalism, but there is very little that is easily accessible.
 - The goal is for the public to be able to use the city website as a link and resource to information on the City (e.g. employment, etc.) and to make the website easily accessible and usable.
 - As a committee, the mandate is around growing and building:
"The purpose of the Multicultural Advisory Committee (MAC) is to enhance multicultural harmony and intercultural cooperation in the City of Surrey."
 - Round table comments and suggestions were provided by the committee members and collected by Louise Chernick, Training & Development Manager. Follow are a few of the suggestions provided:
 - Meditation room at site.
 - A multi-cultural centre for understanding with video content such as a cam site, a philosophers café or speakers corner – something active.
 - Respectful of the various audiences.
 - Can quickly go to various sites in an effort to move diversity forward, and to hear what the community has to say and collect questions and needs.
 - Phone system – how to access multi-culturalism via phone – where to go? Basic info, where city hall is, different groups, etc.
 - To be inclusive. There are many strong ethnic groups in Surrey, big and small. Small ones need to be gathered in and connected.
 - Marketing of website – situate a computer booth outside of the lobby of city hall for those in public who don't have computers.
 - A web page could be created for all this information e.g.: diversity programming, parks programming, employment, etc.

2. Fusion '08 Festival

Laurie Cavan, GM, Parks, Recreation & Culture provided an update regarding the request for volunteers for the Sub Committee for Fusion Festival and advised the committee that six people expressed an interest in being on the steering committee. They will be contacted personally.

The GM, Parks, Recreation & Culture provided highlights of their fact-finding visit to Winnipeg's Folklorama. Following are the comments:

- The City of Surrey was successful in winning the *Cultural Capital Award*.

- Council authorized a delegation to visit Winnipeg for two days to learn about their successful cultural festival. Councillor Steele as the Mayor's representative, Councillor Mary Martin, Owen Croy, Manager of Parks and Laurie Cavan, GM, Parks, Recreation and Culture attended during August 4th and 5th, 2007.
- A copy of the Folklorama pamphlet was circulated during the meeting.
- Overview of the Winnipeg Folklorama festival:
 - Event ticket sales – 35% of revenue
 - Corporate sponsorship – 45%
 - Provincial and City Funding – 20%
 - Organizational structure – 12 full-time staff
 - Volunteer Board of Directors
- Winnipeggers were very friendly and welcoming to Surrey's contingent.
- Featured a Kick-off event at the Forks to showcase that was also televised for the public.
- 45 cultural pavilions situated across the city of Winnipeg. (Surrey will start its first festival with a festival site.)
- Folklorama is operated as a franchise with a 50-50 split of revenue.
- Each event is timed to allow for traveling from one event to the next to see all.
- Has over 20,000 volunteers.
- Budget - \$600,000.
- Festival structure is such to enable the welcoming of tourists.
- Cost is \$10/pavilion, plus a pass to another pavilion.
- People traveled on own between pavilions – parking was very orchestrated. Parking a challenge – transit should be made available. (Regina uses colour coded busses for its festival.)
- Some pavilions were oversold causing waiting lines. The festival was extended to two weeks to allow for the volume of attendees.
- Question was raised whether corporate sponsors expect something in return. Companies were listed on program, some signage at pavilions so need to be cognizant of who is a corporate sponsor. Each pavilion had an announced the corporate sponsors at the start of each event.
- How is it decided if an ethnic group is too small to host a pavilion? Need to ensure the quality of entertainment plus that there are sufficient volunteers to man the pavilions full time. e.g.: Irish one week and Celtic the 2nd week. A governing body held the criteria governing the pavilions and groups wishing to host.
- There is the need to reinvent themselves from year to year to keep the festival vibrant.
- Dates for the Fusion '08 Festival -- July 18, 19 & 20, 2008.
- Are currently looking at details around the festival site with the focus on the City Centre, and utilization of Holland Park and the public space in front of the City Tower. A new site to explore with a new festival.
- Funders (Heritage Canada) are to provide feedback on the restated budget that was submitted in last July as per the requirements of the grant.
- Lots to learn from other communities:
 - GlobalFest – Calgary
 - Friendship Festival – Hamilton
 - Brockville Multicultural Festival - Ontario
- Winnipeggers have been invited to Surrey.

Chairperson Councillor Martin thanked Laurie Cavan for her presentation.

4. Building Diverse Neighbourhoods

Laurie Cavan presented a presentation providing an overview on current efforts by the City of Surrey to increase utilization of Parks, Recreation & Culture facilities by diverse communities and is seeking Committee input on how to ensure this will be a good experience for all cultures.

Laurie introduced Kelsey Swanson, Acting Manager in Community Development.

Following are the comments provided:

- Welcoming of our culturally diverse community into Parks, Recreation and Culture facilities: How to make our neighbourhoods and communities more embracing to our different cultures and what the Parks, Recreation and Culture are doing towards demographics and diversity.
- Surrey demographics: population is 400,000 plus and growing by over 10,000 annually; Immigration high; Younger age – average age 35.6 years; wide range of income levels; approximately 1/3 of our population are visible minorities.
- 1995 Master Plan – identified gaps which the department has been addressing; a new plan for next 10 years is currently underway.
- The 1995 Plan identified gaps in service and participation levels; little contact or connection with entho-cultural organizations.
- Task force report on intercultural inclusivity involved a 20-month process, with 79 community meetings and public survey, focus groups with staff, multicultural mandate. Was completed in January 1997.
- Recommendations: Contact and communication with groups, print communications and registration, program diversity and policies.
- Implementation of recommendations: reorganization created community development focal point; integrated into strategic plan; values and policy; action orientated
- 2000 Intercultural Marketing Plan: Karyo Communications engaged to build on existing connections to the community, identify implementation strategies based on information from staff and diverse community stakeholders.
 - Plan identified barriers: Affordability (re-engineered the Leisure Access program), transportation and childcare needs (expansion of services at recreation facilities)
 - Specific Barriers: Language, perceived attitude of “lack of welcome”, limited space to hold diverse cultural events, specific needs for park amenities to meet diverse cultural needs.
- Marketing examples: Images – Inclusive & reflective of community; Translation – limited publications, direct to translation services both internal and external resources; Signage – welcome and symbols; Community Connections & Partnerships – Use of ethnic media
- Staff Recruitment: Volunteer Recruitment utilizes school connections; Job posting in ethnic papers and key cultural partners/agencies; multi-language asset in job postings.

- Leisure Programs: Pre-school ESL and ESL Parent and Tot at Bear Creek Park Pavilion and several schools; Lifestyle programs at neighbourhood house for preschoolers and parents; Open Houses programs, multi-language hosts.
- After school programs: low cost, girls only, registration on site with multi-language help; Family oriented low cost events with entertainment from diverse cultures; Women's Only swim; Adult language skills discussion group and literacy programs (partnership with library); Leisure Access Program (12% growth in past two years); Accommodate adult male card players at several locations.
- Cultural Program Examples: 1999 City's Cultural Strategic Plan recognized the City's ethnic diversity as one of its greatest assets; Children's Festival; Art Galley circuit.
- Cultural Events
- Heritage Services
- Park Facility Development
- Parks – shelter development, washrooms, Kabaddi fields, walking paths, cricket fields.
- Outdoor Sport Advisory Committee
- Indoor Facility Development
- Evaluation: Relationship building and community participation positive; visual observations; leadership roles on civic committees; survey tools – cross tabulation opportunities; monitor and mapping by postal code; integration into business practices.
- Building on Success - *Choices for all families... all cultures*
- Parks, Recreation and Culture Model:
 - Champion diversity at political and senior management level
 - Define support for diversity in values, mission and policy
 - Train and support staff
 - Consult community to identify barriers and opportunities
 - Establish strategies, imbed priorities into short and long term plans
 - Reach out / target market to diverse community; develop inclusive welcoming programs
 - Continue to build awareness and evaluate
- The following comments were provided by the committee members:
 - Involving schools involves ALL cultures.
 - Newton wave pool received a major renovation.
 - Discussion ideas:
 - How to make the experience more positive once people come into our facilities.
 - How to build more understanding and appreciation of diversity. What ideas and strategies would you suggest to address situations where there is conflict at our facilities between community members of diverse backgrounds.
 - The Surrey model should be a *model of inclusion*. As a City we should adopt the Parks, Recreation and Culture model of inclusion.
 - One committee member noted that he had heard one local radio station, The Bill Good Show, refer to Surrey and Langley “*as being what a community should aspire to be*”.

Councillor Higginbotham thanked the GM, Parks, Recreation and Culture for her presentation and suggested we toot our horn more regarding the community's utilization of Bear Creek Park – playgrounds, train, gardens, walkways. Councillor Higginbotham commented that the members should note all the free things offered by the City. i.e. water parks, etc.

The GM, Parks, Recreation and Culture noted that more policy development is being done. The City is building from the grass roots, working with RCMP and seniors, and with all the different departments to build this *model of inclusion*. Committee members are welcome to provide more feedback and comment to the GM if they see more opportunities for inclusion or barriers to participation.

D. NEW BUSINESS

1. City of Surrey Respectful Workplace Policy

The City of Surrey is planning to provide Respectful Workplace Policy training to its external Committees. Nicola Webb and Louise Chernick will provide training to this Committee and then seek input on how to optimize the training to best meet the needs of Committee members and the City.

DEFERRED TO NEXT MEETING.

2. Multicultural Gateway Initiative

A proposed initiative between the Province of British Columbia and the City of Surrey to erect a multicultural gateway into the City.

Chairperson Councillor Mary Martin provided the following comments:

- This will be a gateway into the City of Surrey representing all the cultural communities.
- This initiative will be a partnership with the Ministry of Multicultural and Immigration, with the Province, Dave Hare, and the City. This is a preliminary topic at this point in time.
- Needs the approval of the Mayor and Council.
- Location for this multicultural gateway still to be mapped out.
- Concept needs the support of this committee.
- Public Art Advisory Committee will be involved. Cost of public art projects can be astoundingly high. Committee should support this gateway initiative but need to know cost in principle first.
- To write a letter to province.

It was

Moved by Judy Villeneuve

Seconded by Cameron McBeth

That the Multicultural Advisory Committee

will support in principle the Multicultural Gateway Initiative.

Carried

E. OTHER COMPETENT BUSINESS

Cameron McBeth, Kla-how-eya advised that Mike Dangeli the canoe carver will be ready to host the canoe steaming ceremony at 9:00 am and through the day on Saturday, September 22, 2007 at Bear Creek Park, Surrey Art Gallery. This will be an opportunity for the public to see a traditional-style steaming of a canoe. The process involves:

- the carving and aging of the 42-foot cedar log into a canoe
- steaming will open the canoe from 4' wide to 6' wide using heated lava rocks (called grandfathers)
- filling the canoe with water, and placing the hot rocks in the water and covering with plywood. This makes the wood pliable and allows for stretching of the wood
- depending on the cooperation of the cedar canoe and on how "willing" the canoe is to open up the process will take about 8 hours.

Many different peoples from the aboriginal community will be at the ceremony. There will be lots of media documentation of the process (which could be used for school projects to create cultural awareness and protocols).

F. NEXT MEETING

The next meeting of the Multicultural Advisory Committee is scheduled for Tuesday, November 20, 2007 at 11:00 am in the Pondside meeting room.

G. STAFF PRESENTATIONS**H. ADJOURNMENT**

It was

Moved by Tariq Ghuman

Seconded by Balbir Gurm

That the Multicultural Advisory Committee

meeting do now adjourn.

Carried

The Multicultural Advisory Committee adjourned at 12:50 pm.

Margaret Jones, City Clerk

Chairperson, Councillor M. Martin
Multicultural Advisory Committee