

**Present:**

Chair – Councillor Rasode  
R. Asistio  
I. Chatha, Surrey S.D.36  
S. El-Nashar  
T. Ghuman  
C. Hong  
J. Kovach  
D. Lawrance  
M. Malik  
K. Polubinski  
M. Pyne  
D. Sandhu  
W. Sandvoss  
S. Scott

**Absent:**

Councillor Martin  
Councillor Villeneuve  
Mayor Watts  
Dr. B. Gurm  
Corp. J. Hundial  
B. King  
T. Oleman  
K. Sanghera  
M. Solorzano  
E. Szucs

**Staff Present:**

L. Cavan, GM, Parks, Recreation & Culture  
N. Webb, GM, Human Resources  
K. Swanson, Manager, Community  
Development Services  
J. Mann, Office of the Mayor  
M. Inamdar, RCMP Diversity Coordinator  
H. Dmytriw, Legislative Services

**A. ADOPTION OF MINUTES**

It was

Moved by D. Lawrance

Seconded by M. Pyne

That the minutes of the Multicultural

Advisory Committee meeting of November 17, 2009 be adopted.

Carried

**B. DELEGATION(S)****C. NEW BUSINESS****1. Community Engagement and Consultation**

File No. 1400-03

Laurie Cavan, GM, Parks, Recreation & Culture provided a presentation on community consultation methods and requested feedback from the Committee. She provided the following comments:

- City is committed to community engagement; the Council seeks to engage the community and receive feedback.
- A wide range of techniques are used to ensure that people have a voice in programs and services.
  - Advisory committees are valuable for advice on new initiatives and new programs (e.g. Fusion Festival). The challenges can be the time demands placed on the members of the committees.

- Presentations have been made to non-governmental organizations and non-profit organizations for feedback on initiatives and partnerships.
- Focus groups and stakeholder meetings are held with people from the community to seek feedback on specific questions (e.g. the Parks Master Plan). Participants are asked to share their ideas through interviews, workshops, open houses, questionnaires, task forces, and surveys (telephone, mail-outs, and internet).

All methods provide important feedback and information.

GM, Parks, Recreation & Culture asked the Committee members that if there are other ways of engaging the community and their organizations in conversations about programs/ services.

Committee comments:

- Getting involved with your community associations is encouraged but not all community associations have the full information.
- Due to lack of public awareness, some people are not involved. Suggest group discussions on how to create public awareness, particularly amongst the new immigrants.
- The City of Surrey uses several strategies to get people involved. Staff who speak multiple languages go to open houses, consult with groups in parks, etc. The RCMP hosted an open house at the central library and the City's diverse staff ensured they were in attendance.
- The Polish community uses social media. Many people look at what is available and happening city wide.
- Knowing where to look and what to look for on the city internet can be an issue.
- Youth use social media network web sites as a key source for information.
- The City needs to ensure its uses many methods to get the information out to people. The City of Surrey has the capability of monitoring the hits on its websites and what information is of interest.
- The question is how to reach the people who don't have electronic access and/or people with language barriers.
- One difficulty with community engagement and the seeking of information and requesting input is that the group may not understand where the information goes from there. The information is gathered from the communities that will feed into a Council decision. The decisions that are made need to be fed back to the communities. Knowing how the process works is important so people are aware that their input/information is valued.

Laurie Cavan noted that through community development we seek to engage all the different groups we work with.

Part of the purpose of the Multicultural Advisory Committee is to provide input on key initiatives such as the Leisure Access program, Fusion Festival, Canada Day, community outreach, etc.

Councillor Rasode noted that this process is ongoing. All the input is taken into account and appreciated.

Committee members were given a handout containing a request for feedback and recommendations on options for soliciting input from the community on City issues, opportunities and initiatives. The Committee is to indicate the groups to which the members communicate with on multicultural issues, both formally and informally.

## 2. Welcoming Communities Grant

File No. 1850-20

Mary Miller, Surrey Foundation, provided an overview of the Welcoming Communities Grant. The following comments were provided:

- Surrey Foundation is delighted with this project. The program is run by Welcome BC, the Ministry of Advanced Education and Labour Market Development and the Ministry of the Attorney General.
- Funding is focused on supporting newcomer integration and creating a welcoming and inclusive community.
- This is not about settlement and integration services but to consider further stages of integration and inclusion:
  1. Knowledge and development stage –
    - Existing – statistics, information, research, who, trends, where from, ages, education, strategies of other countries and what groups are using to successfully reach their goals in their new country.
    - New research – how to have *made in Surrey recommendations* for creating a welcoming and inclusive community.
  2. Public Education –
    - Research report – stories, information, highlights
    - Website
    - Documentary film
  3. Engaging youth and middle year aged children –
    - After school programming
    - Kids Diversity Forum – will be two days this year. Last year, 400 young people attended the Forum and there was a waiting list of 250 young people.
  4. Four demonstration projects –
    - Funding, open and available to all
    - Held a one day community forum for all of Surrey to share information.

The Surrey Foundation was chosen to engage all recipients of this funding to provide an opportunity to report on their funding and to ensure there was no overlapping of efforts by the different groups.

- Project themes – Paying attention to head and heart.
- Community and newcomers –
  - Focusing on painting a picture of the changing nature of Surrey and the implications of this change.
  - Focus on the post settlement period.
  - Focus on the community than workplace.

- Strategies related to:
  - Creating Intercultural understanding and competence
  - Creating a welcoming and supporting community
  - Creating a sense of belonging and integration
  - Helping newcomers reach their full potential and prevent exclusions and understanding inclusion as a process.
- Implementing selected learning via demonstration projects
- Sharing learning broadly across the community in a format that is useful and easily accessible.
- Organization Structure –
  - Project Advisory Committee
  - Senior project managers – Administrator
  - Knowledge development leadership team – Document Film and Website Coordinator – Advisory Committee – Demonstration Project Coordinator
  - KDE Research Lead – Documentary Film Team – Demonstration Project – Youth Coordinator – Advisory Committee
  - Research Assistant – Web Development Team
- Project length – 19 months total. The hope is to deliver value to City of Surrey.

If Multicultural Advisory Committee members are aware of any related programs, initiatives, articles, or research, they were requested to provide the information to Mary Miller, M&M Consulting.

Committee comments:

- An important component is missing: senior citizens. This component will not be ignored, but this project is focused on young people.
- There is a need to eliminate the 'visible minorities' title. Newcomers say "*it is hard to find jobs; to live their lives, they need money and they want to work*".
- Canada is a mosaic of different houses.

### 3. Website Development – Welcome Diversity

File No. 1400-03

(Deferred from November 17, 2009.)

Nicola Webb, GM Human Resources provided an update of Surrey's website development regarding Welcoming Diversity within the City.

The following comments were provided:

- The Diversity website of the city of Surrey is hard to find. We are seeking Committee input to provide future direction for this website to help the residents of Surrey.
- Currently located at:  
<http://www.surrey.ca/Living+in+Surrey/Community+Development/Outreach+Initiatives/Outreach+and+Support+Services/Get+Involved/SPIRIT+Volunteer.htm>

The GM, Parks, Recreation & Culture commented that Parks, Recreation and Culture drives this website. We are requesting input from the MAC members on

their first impressions, what is missing from the current website, and examples of best practices. \$30,000 in resources has been provided from HR to populate and design the website.

Councillor Rasode noted that this will be a standing agenda item.

Committee member comments:

- The City does far more than is shown on the website. There is only general information available.
- Photos need updating and improving upon and should be reflective of the community.
- The RCMP Diversity website is much easier to find. Recommend that there be a direct link on the front page of Surrey's website with links to community groups.
- There should be a quick and easy link on Surrey homepage to upcoming events in Surrey, meetings of groups, cultural events, what is going on in City, etc. to increase the sharing components.
- Highlight what the City does; its hiring practices, role models for other organizations to help the community know what resources the City has to support their endeavours.
- The website should also be entertaining and use multi media and social medias.
- The need for a website developer was identified in the strategic planning session. Human Resources is interviewing for this role and hopefully will have the new player on board by March 2010.

#### 4. **2010 Calendar of Cultural Events**

File No. 7800-01

Nicola Webb, GM Human Resources provided an update of Surrey's upcoming 2010 Cultural Events. The following comments were provided:

- In 2009 we did new a variety of events, some new and some sustaining events at City Hall. Employees stepped up to the plate and shared how they celebrate cultural events. We even celebrated an unusual holiday in one area of the city hall: St. Jean de Baptiste Day.
- We have formalized our approach to the anti-bullying campaign.
- Formalized the link with the Library and a reading list.
- Increased employee-lead events with community participation and rotation through different culture celebration of same event.
- Increased focus on children (both as performers and learning/engagement). Should any Multicultural Advisory Committee members have any children's groups to link up with the city, this is welcome.
- In 2010, we are to add a Multicultural Day to pick up all the missing groups that are not celebrated such as Little Christmas, Polish day, Portuguese National Day.
- Accessibility Day to be added to better understand the challenges faced by those with disabilities and handicaps both physical and mental.
- 2010 Multicultural Celebration dates at city hall include:

- February 1 – Black History Month. Wes Samuels, President, West Cultural Caribbean nations will be a keynote speaker.
- February 14 – Lunar New Year – Chinese New Year will be celebrated at the Celebration Site to align that with the Olympics celebration.
- March 21 – Day for the Elimination of Racism
- March 29 – Easter
- April 13 – Vaisakhi
- April 14 – Anti Bullying Day
- May 17-21 – Multicultural Week
- June 7 – Accessibility
- June 21 – National Aboriginal Day
- July 17-18, 2010 – Fusion fest – Holland Park
- August 11 – First day of Ramadan
- September 8 – Eid
- November 8 – Diwali
- December – Hanukah, and
- December 13 – Christmas

Committee member comments:

- Delighted to see the expansion of exclusivity to include anti bullying and homophobia
- Recommendation was made to consider holding a monthly celebration.

#### D. OUTSTANDING BUSINESS

1. The **15<sup>th</sup> Annual Cultural DIVERSEcity Awards for Business** will be held on **Tuesday, April 13, 2010** at the Sheraton Vancouver Guildford Hotel in Surrey.
  - Early Bird price - \$75 per person or \$600 for a table of 8 until January 31, 2010
  - \$85 per person or \$670 for a table of 8
  - Keynote speaker - Bobby Lenarduzzi, White Caps
  - Emcee - Sophie Lui, Global TV news anchor
  - Entertainment - Delhi 2 Dublin

#### E. ITEMS REFERRED BY COUNCIL

#### F. CORRESPONDENCE

1. Letter dated November 25, 2009 from Myungsook Lee, Virginia Gillespie, Editor, **DIVERSE Magazine** announcing release of inaugural issue on November 5, 2009. File No. 1043-01

#### G. INFORMATION ITEMS

1. 2010 MAC Meeting Schedule
2. 2010 Terms of Reference

3. Multi Faith Calendar 2010

**H. NEXT MEETING**

The next Multicultural Advisory Committee meeting is scheduled for March 23, 2010 (the 4th Tuesday of March due to the Paralympics).

**I. ADJOURNMENT**

It was

Moved by M. Malik

Seconded by I. Chatha

That the Multicultural Advisory Committee

meeting do now adjourn.

Carried

The Multicultural Advisory Committee adjourned at 10:30 am.

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Jane Sullivan, City Clerk

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Chairperson, Councillor B. Rasode  
Multicultural Advisory Committee