

Culture Development Advisory Committee Minutes

2E - Community Room A
City Hall
13450 - 104 Avenue
Surrey, B.C.
TUESDAY, MAY 19, 2015
Time: 3:08 p.m.
File: 0540-20

Present:

Chair – Councillor Villeneuve
Vice-Chair – Councillor Woods
B. McMurray
C. Li-Leger
C. Thornley
U. Maxwell-Lewis
W. Bollard

Regrets:

R. Charles
C. Girardi
F. McLafferty
J. Hawkins

Staff Present:

J. O'Donnell, Manager, Heritage Services
K. Gallie, Performing Arts Manager
L. Cavan, GM Parks, Recreation & Culture
M. Houlden, Chief Librarian
A. Boehm, Business Development Liaison, Economic
Development
S. McKinnon, Manager, Arts Services
L. Saffery, Museum Manager
C. Bejtovic, Legislative Services

A. ADOPTION OF MINUTES

1. The minutes of the Culture Development Advisory Committee meeting, held April 21, 2015, to be adopted.

It was

Moved by U. Maxwell-Lewis

Seconded by B. McMurray

That the minutes of the Culture

Development Advisory Committee meeting of April 21, 2015 be adopted.

Carried

B. DELEGATIONS

1. **Kia Kadiri, Vice President and Mattias Boon, President, Streerich Hip Hop Society.** In attendance before the Committee to provide a presentation on Surrey youth engagement projects and potential future activities in Surrey.

The following comments were made:

- The Streerich Hip Hop Society began in Canada in 2013 and offers a variety of programs and workshops that suit the needs of the community. Its goals are to assist youth in building self-confidence, and to provide skills to communicate and express themselves through creative art forms.
- The last 15 years have seen the growth of a strong breakdance community, and the creation of a platform for people of all backgrounds to develop creative potential through elements of hip hop.
- The delegation gave an overview of the Board of the Streerich Hip Hop Society and some of their successes, including:

- Partnerships with community centers
 - Salish Coast Zulu Nation Chapter Leaders
 - Receipt of two City of Surrey Cultural Grants
 - Receipt of BC Arts Council and TD Then and Now Grants
- Art workshops bring the visual art form of the streets to the classroom and provide an opportunity to engage in discussion about art, both modern and traditional. Graffiti has a bad reputation, however youth can be educated about ways to be involved in legal street art; graffiti art helps youth to discover the introduction to aerosol arts and to learn important ways to make murals with positive outcomes.
 - The Society has been involved with the Universal Zulu Nation, an international awareness group created in New York to combat gang violence. The Seattle chapter approached Streerich last year to form a Vancouver chapter; the only other Canadian chapter is in Toronto.
 - Workshops on learning DJ and MC skills are offered, providing an opportunity to learn the art of public speaking and ways to overcome stage fright.
 - Challenges facing the Society include lack of space; lack of funding; and battling negative perceptions associated with hip hop culture. The Society would like to provide opportunities to fellow youth workers, and create volunteer opportunities and mentorships for artists so they can become facilitators themselves.
 - The Society is providing a workshop at Elgin Park Secondary on May 25, as part of a grade 7 girls' leadership conference. There are 425 girls registered. The workshop will include dance, body image, music and writing.
2. **Jaret Lang, Development Manager, and Tina Peng, Surrey City Development Corporation.** In attendance before the Committee to provide survey results and future direction of the Semiahmoo Mixed Use Development.

The following comments were made:

- SCDC and 152nd Street Holdings separately own adjacent lots located in the Semiahmoo Town Centre. The development site totals 1.82 acres and is situated on the southeast corner of 152 Street and 19 Avenue.
- Initially a two-tower scenario was explored which would include a podium of commercial and retail space, a performing arts theatre and contemporary arts space with a café. However, high-rise towers do not fit with the aspirations of this South Surrey community.
- A low/mid-rise development would provide a good density residential option but would not include a performing arts theatre.

- Market intelligence indicates that in South Surrey the demand appears to be more use-driven vs. investment-driven. The market is one of downsizing, people who are transitioning from larger homes to condos rather than speculators purchasing units as an investment. Therefore the size and finishing of the units must be scaled differently and priced accordingly.
- A study commissioned in July indicates that the housing market is strong for single family and townhome products.
- A view study was conducted which indicates developers may be able to charge premium prices for waterfront views, but a 15-storey height is required to achieve waterfront views from this site.
- A phone survey was conducted of 402 Semiahmoo residents to determine if there is support for towers versus a six-storey development. The following options were presented in the phone survey:
 - Project A: A six-storey residential development with retail on the ground floor and an art gallery and café; or
 - Project B: Two residential (20-25 storeys) towers including a theatre, art gallery and café.

More than two-thirds of those surveyed supported Project A. Support was strongest amongst those who owned their own home and had lived in Surrey between five to ten years.

- Based on these results and market opinion, the six-storey project is where SCDC is aligning itself.
- SCDC will continue to work with the City on the delivery of the community arts café, gallery space and additional amenity space.

Discussion

- J. Lang noted that density is not being built right now because of market conditions, concrete form, and construction and land costs. Most developers would not build concrete high rises in today's market.
- In response to an inquiry about the success of sales of a building in White Rock which has eight to ten storeys, it was noted that particular project is one of the few exceptions. It is concrete and less than 20 storeys; however, it is south of 16th Avenue and as such has a White Rock address; this is considered a premium location.
- Concern was expressed about this project moving ahead as condos are losing value right now. J. Lang assured the Committee that the developers are working with a marketing entity which can assist in the design along with the architects to ensure a product that will be successful.

- In terms of a time line, constant focus is on the numbers, studying the market, and paying attention to construction cost and trends in the economy. Analysis continues throughout the process.
- Architects experienced in townhome development have been engaged and the next step is preparing the development permit application. The next step is to determine the nature of the relationship with the joint venture partner who owns the adjacent parcel; waiting for results of appraisal.
- SCDC would like to come back to a future CDAC meeting to report and update.
- The space to be allocated for contemporary arts/ community art gallery/ cafe would be a significant asset to the community. It could provide gallery exhibition space, and space for a revenue generating café run as a non-profit social enterprise.
- Councillor Villeneuve noted that, considering the state of the market and community reaction to high rises, the City will consider purchasing land and providing capital funds as another option for realising the original full scope of this cultural space project.

C. OUTSTANDING BUSINESS

D. NEW BUSINESS

1. **Cultural and Recreational Parcel Tax**, V. Wilke, General Manager, Finance and Technology and S. Fillion, Manager, Financial Services

The following comments were made:

- Through the 2015 financial planning process, the requirement for additional funding for the capital program was identified. Council discussed options for funding and determined that a flat levy would be appropriate. Projects identified to be funded from this levy include:
 - Guildford and Grandview pools;
 - Second phase of the Surrey Museum;
 - North Surrey arena replacement;
 - Cloverdale twin ice surface;
 - Clayton Heights recreation centre/ library/ arts space
- Additional projects continue to be identified, which include the second phase of the museum at significantly larger expense than anticipated. All the projects identified so far will be funded from the levy of \$100 per household. As projects are added, Council will decide whether there is a need to increase this parcel tax.

Discussion

- In response to an inquiry, staff advised that over the first five years most of the levy will go to recreation; although some has been allocated to the cultural program. Over the course of the next ten years, the library will also be included in the plan.
- The Committee questioned where decisions are made about funding allocations, and why cultural programs are not receiving 50% of the funding. The Committee was advised that these decisions are made by Council. It was noted that 12% of the parcel tax will go to culture programs. The addition of more projects would require an increase to the levy.
- Concern was expressed that the funding seems disproportionate and an inquiry was made as to the outcome of the request that this go back to Council for further review. Staff clarified that the issue that went back to Council for further review was that of a name change. Because the parcel tax was passed by bylaw, there would be a need to change the bylaw in order to change the name of the levy. Cultural and Recreational parcel tax is the official name given the levy by Mayor and Council.
- Staff clarified that the five-year capital budget is reviewed every year and any potential changes can be considered at the next revisit. The five-year plan includes relocation of the North Surrey arena spread over two years. This project may not happen quickly which may provide an opportunity for the timing of other projects to change.
- Staff are currently compiling the budget for the period 2016 to 2025 and input from this Committee is valuable. There is also collaboration between City staff and elected officials in determining what projects move forward.
- It was noted that this Committee has the opportunity to put forward recommendations that will influence the ten-year budget and may also be able to influence the decision to get projects into the budget over the next couple of years. It was suggested the Committee put forward recommendations for key projects as soon as possible to ensure consideration is given to the cultural needs of the community.
- Staff noted that there were many years when aquatic or recreational facilities were not being built when there was a significant need. Opportunities for grant funding have been explored and a federal grant was announced Friday that may assist in freeing up other capital money. The Library was built in a year because federal funding had become available; construction had to be complete within a year to ensure grant funding was not lost.

A session has been planned to review preliminary capital budget items with Council. June and July will be spent gathering information with the objective of having a draft outline of a five-year capital plan ready this fall.

- When asked for clarification of the City's position to fund RCMP officers, it was noted that the City is hiring more RCMP officers than had been anticipated five years ago, and funding allotted to parts of the capital program had to be redirected to the RCMP. This increased expenditure put pressure on the City's operating budget. If the levy was not established, the funds in the capital program would have to have been reduced, jeopardizing the capital projects on the plan. The levy was established to ensure the Capital Program continues.
- The Committee questioned whether Council, in their deliberations about naming the levy, considered calling it an "RCMP Levy". The Committee was advised that Council did take this into consideration. However, the levy was established to ensure the Capital Program implementation continues, with a focus on Cultural and Recreational capital investment.
- Concern was expressed that, even though the parcel tax is called the Recreation and Culture Levy, not much funding is going towards the culture aspect. It was suggested that Committee members come to the next CDAC meeting prepared to make recommendations for Council to consider going into budget planning for the fall.
- A Committee member noted that things have greatly improved and that needs to be acknowledged.

B. McMurray and C. Thornley left the meeting at 4:32 p.m. and quorum was lost, therefore the meeting was adjourned.

The agenda was varied.

J. ADJOURNMENT

It was	Moved by Councillor Villeneuve Seconded by Councillor Woods That the Culture Development Advisory Committee do now adjourn
	<u>Carried</u>

The Culture Development Advisory Committee adjourned at 4:32 p.m.

Jane Sullivan, City Clerk

Chairperson – Councillor J. Villeneuve

The Culture Development Advisory Committee meeting continued with the agenda, proceeding as notes only.

D. NEW BUSINESS

Committee members were asked to bring their project ideas to the next meeting with recommendations for Council's consideration, going into budget planning for the fall.

2. Surrey Libraries Annual Report, M. Houlden, Chief Librarian

The following comments were made:

- The Library is a vital community service, with 7,000 individuals accessing services daily; 2.5 million each year.
- Annually, there are 1.4 million hits to the website; 4 million items borrowed; only 4% are electronic books - print still dominates.
- The Library works with over 60 agencies to introduce programs into the community. It is a literacy leader, developing readers of the future and inspiring readers from a young age. More than 50% of materials are for children under the age of 12.
- The Library supports kids getting ready for school and has had the largest summer reading club in B.C. for ten years.
- Fifty percent of teens from low income families use the library to access the internet.
- Libraries are closely linked to the publishing world and are an economic driver where publishing is concerned. Canadian libraries buy well over \$90 million in resources; Surrey libraries purchased over \$2.1 million in resources in 2014.
- National Poetry Month was celebrated in April; the Poet Laureate winner will be announced in the Fall.
- The Library sponsors many events such as:
 - Author readings
 - Authors Among Us
 - Write here, Read now
 - Young Adult Writing contest
 - Writing programs including writing circles and camps
 - Teen book clubs
 - Surrey Writes Facebook page, an on-line community for writers in Surrey
- The Library supports other arts forms as well, including:
 - Puppet theatre
 - Artist exhibits
 - Music in the library - the Surrey Youth Orchestra

- The Maker Movement is groups or individuals getting together to create new products out of broken things - a recycling movement; making your own books, videos, music, repairing bicycles, knitting. The movement focuses on amateurs with the opportunity for mentorship. The Surrey Maker Cube group meets every Friday; their current projects include:
 - DiscARTed crafts
 - Guildford A/V club - peer group teachings
 - Surrey Maker Faire

Ideas for future projects include:

- Digital media lab
 - Services for self-published authors
- The Library is planning a Gala in the Plaza - Soirée en Blanc on July 11. Approximately 500-800 guests will be in attendance to enjoy jazz music and food to support innovative programs that the Library would like to present that fall outside of the traditional library services and traditional funding.

3. **Peninsula Productions Presentation, W. Bollard**

The following comments were made:

- The Lion King will be on tour in the Lower Mainland in June and the cast has chosen Peninsula Productions as the charity for their fundraiser. A jazz cabaret will be held on Monday, June 29 at the Revue Stage Lounge on Granville Island.
- Beginning in September, W. Bollard will be taking time away from Peninsula Productions to go to London to obtain a Master's Degree in Directing. In the event that Surrey has its own performing arts company in the future she would like to be at the helm.

4. **New Arts Space Opportunities Update, S. McKinnon, Manager, Arts Services**

The following comments were made:

- Surrey's Cultural Plan has six different enhancement goals and three of them address the need to create affordable, decentralized cultural spaces and services:
 1. Enhance town centres
 - Augment arts and heritage space in downtown areas
 2. Enhance the sense of community
 - Expedite the decentralization of arts and heritage services

3. Enhance the economy
 - Create affordable arts space
- Internal demolition of the 10660 City Parkway property was completed last week and staff are currently in the process of working on a Request for Expressions of Interest document. The objective is for this space to provide a creative hub in Surrey, providing community engagement and outreach with priority on youth. The goal is to promote arts in city centre and contribute to a vision of a “cultural corridor” in the City.
- The Committee was asked to review the information being requested of applicants and provide feedback to S. McKinnon. The Request for Expressions of Interest is being sent to groups in the cultural grants database; there are potentially more than 80 groups in the city who do not have a space to call home.
- A tour of the site will be conducted at the beginning of June for interested parties. Successful proponents will meet with the project architect in September to plan the renovations for this space.

Discussion

- In response to a question regarding funding, it was noted that there is \$250,000 in the budget to start renovation work in 2015 and complete the project in 2016. The arts space will be approximately 2,500 square feet.
- Staff are looking for a member of CDAC to participate on the proposal review/selection committee. W. Bollard volunteered for the role.

5. **Newton Town Centre Storefront Pilot Project, C. Li-Leger**

- Two groups of artists are proposing contemporary art installations for the Newton Town Centre Storefront Pilot Project. The exhibition would require one or two storefronts to accommodate.
- A block party may be planned to attract new energy to the neighbourhood and to encourage existing businesses to offer some of their window space.
- A similar project was done in Oakland 25 years ago. Two-hundred storefronts participated and the project took on a life of its own and continued for 14 years. By the time it was done, there were 4,000 artist installations.
- Staff would like proposals from this group in order to assist in the preparation of a corporate report for June 15 Council.
- There will be an update at the June CDAC meeting.

5. City of Surrey Events - Web Site Demo, K. Gallie, Performing Arts Manager

Due to time constraints, this item was deferred to the next meeting.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. LEGO: Fraser Valley Odyssey Exhibit, Lynn Saffery, Museum Manager, Heritage Services

- The LEGO: Fraser Valley Odyssey Exhibit is coming to the Surrey Museum from June 2 to September 19. The exhibition features six displays that represent different time periods in the Fraser Valley.

H. OTHER BUSINESS

1. Verbal Updates

The following updates were provided by Committee Members:

- a) Councillor Villeneuve informed the Committee that The Re-Enactors were given the BCRPA Award of Excellence.
- b) C. Li-Leger advised that Contemporary Art Matters was one of six organizations shortlisted for mentorship and coaching from BCArtscape.

I. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on Tuesday, June 16, 2015, at 3:00 p.m.