

**Present:**

Chair – Councillor Villeneuve  
Vice-Chair – Councillor Woods  
W. Bollard  
J. Hawkins  
C. Li-Leger  
B. McMurray  
C. Thornley

**Regrets:**

R. Charles  
C. Girardi  
U Maxwell-Lewis  
F. McLafferty

**Staff Present:**

A. Boehm, IIC Liaison, Economic Development  
L. Cavan, GM Parks, Recreation & Culture  
L. Davison, Visual & Community Art Manager  
K. Gallie, Performing Arts Manager  
S. Bhogal, Deputy Chief Librarian  
S. McKinnon, Manager, Arts Services  
J. O'Donnell, Manager, Heritage Services  
L. Saffery, Museum Manager  
A. Rajah, CSA, Art Gallery  
E. Westerhuis, Surrey Art Gallery  
C. Bejtovic, Legislative Services

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**A. ADOPTION OF MINUTES**

1. The minutes of the Culture Development Advisory Committee meeting, held May 19, 2015, to be adopted.

It was

Moved by B. McMurray

Seconded by C. Thornley

That the minutes of the Culture

Development Advisory Committee meeting of May 19, 2015 be adopted as amended.

Carried

**B. DELEGATIONS**

1. **Dallas Luther, Maker Labs**

In attendance before the Committee to present on the background and development of the Maker Space movement in Vancouver.

File: 7800-01

The following comments were made:

- Maker Labs has been in operation in Vancouver for two years. The movement began in the early 2000's, stemming from digital culture appearing around that time, - blogs, instruction sites - and growing into a wealth of information on the internet. Growth of new hardware and new technologies opened up the field of electronics, and a computer social club started for new technologies.

- A broad definition of the Maker Movement is a number of sub-cultures passionately interested in being creative. Three-hundred people make use of the Maker Lab space in Vancouver. The space is family friendly and holds an open house every Tuesday night.
- In 2005, the Maker Movement was behind a magazine called "Make", re-envisioning what Popular Mechanics used to be. The trend is towards people wanting to work with their hands.
- Maker Faire is a weekend event just outside of San Francisco and in New York, a type of Science Fair meets Farmers Market.
- In 2010, the Great Northern Way campus, an educational enterprise located in Vancouver, held a two-day event with tremendous response. This Festival is in its fifth year and now held at the PNE. Close to 10,000 people attend annually over the two-day event.
- In the last four or five years, the Maker Movement has been working with start-up businesses that need access to facilities, combining business sense with artistic sense.
- Research into what was happening around North America in relation to the Maker Movement uncovered three large entities in San Francisco, Boston and Portland: Tech Shop, Artisan's Asylum, and ADX. Major post-secondary educational institutions are in close proximity, with a large pool of talented instructors from tech, film and engineering fields.
- Urban entrepreneurs require access to a rapid prototyping workshop. Garage start-ups need visibility and a supportive environment. Students lose access to facilities upon graduation. Maker Labs is a new digital fabrication workshop that educates, enables and empowers, providing the tools, practical skills development and enriching interaction for creative people.
- The model is a membership-based workshop and prototyping facility providing educational space for classes, events and workshops, as well as social space for members to work, design and connect. Classes are affordable (under \$100) and provide training and access to tools. Students can come back and use tools on a permanent basis, enabling them to run a business.
- To get the Maker Labs off the ground, the group took over an industrial space in Vancouver that was slated for eventual demolition. To accommodate their growth, they relocated in March 2015 to a new 26,000 square foot space in a Strathcona neighbourhood.
- Current membership stands at 138 members made up of professionals and enthusiasts, start-ups, and recent grads. Membership is \$100 per month; membership is not required to take classes.

Discussion

- If an individual does not have a membership but has taken a class, they can use the tools on a cost per use basis.
- The question of security came up in terms of people's projects. The delegation stated that there have been no security issues so far. People are grateful for the space, and are respectful of the tools and of each other's space.

**C. OUTSTANDING BUSINESS****1. City of Surrey Events - Web Site Demo**

K. Gallie, Performing Arts Manager

The following comments were made:

- K. Gallie gave a demonstration of the City of Surrey web site events page, including the application to host a festival or event.
- In order to advertise on the City's event calendar, the event must take place in Surrey, be a not for profit organization, and match City of Surrey values.
- In addition, K. Gallie pointed out that promotions support is offered to all Surrey Arts Centre and Centre Stage facilities renters at no extra cost.

**2. Capital Budget Expenditure on Culture - Past and Future**

L. Cavan, GM Parks, Recreation and Culture

File: 0540-20V

The following comments were made:

- At the last CDAC meeting, the Finance Department presented a report on the Cultural and Recreational Parcel Tax. At the request of the Committee, staff provided a summary of what has been invested in recreational projects and what has been invested in cultural projects in the past years and what is currently in the plans.
- In terms of recreational infrastructure, the two main projects the City has undertaken in the last year are the aquatic facilities. This has been a major capital commitment on behalf of the City.
- From the perspective of culture, upcoming projects include:
  - the expansion of the Surrey Museum;
  - the City Centre Library enhancements;
  - proposed investment for arts facilities in Clayton;
  - some enhancements to Holland Park in relation to capability of hosting concerts;
  - cultural corridor arts space in City Centre;

- South Surrey contemporary arts gallery and café; and
- ongoing commitments to public art based on the Public Art Policy and Plan.

### Discussion

- In response to an inquiry by the Committee, staff noted that financial commitments shown in this breakdown will come from the Cultural and Recreational Parcel Tax.
- Staff advised that 1.25% of the construction budget for any major capital project goes to public art, including the \$702,000 going to public art in 2016. Staff advised that contribution comes from any projects listed in the capital budget summary - a combination of pool budgets, youth park, North Surrey Arena, and any new arenas.
- The 3 million dollars for the South Surrey Contemporary Art Gallery and Café in the 2018/19 budget has been identified to finance that project. The Finance Department is working the budget so that those projects can move forward. Of the 85 million dollar levy revenue collected over the next five years, culture related projects (arts, heritage, libraries) will receive approximately 13 million dollars.
- A member of the Committee expressed disappointment that culture is not receiving a larger portion of the Recreation and Culture levy, particularly considering the content in the document showing the past expenditure on cultural projects compared to spending on recreation projects. This will create a need for continued fundraising. It was felt that cultural projects should be considered with equal weight to recreation. Staff noted that there is a large demand for ice arenas as the existing ice facilities are at the end of their life cycle. That is why those projects must be moved forward; they are replacement projects.

### **COMMITTEE RECOMMENDATION:**

It was

Moved by C. Li-Leger

Seconded by J. Hawkins

That the Culture Development Advisory

Committee recommend that Council direct a greater proportion of funds generated through the Cultural and Recreational Parcel Tax towards cultural projects.

Carried

**D. NEW BUSINESS****1. Surrey Art Gallery (SAG) Youth Engagement**

L. Davison, Visual and Community Arts Manager, and

E. Westerhuis, Youth Engagement Agent, Surrey Art Gallery

File: 7800-01

The following comments were made:

- E. Westerhuis provided an overview of research methods utilized for his report on strengthening communities through art and how to engage youth and young adults in the City of Surrey.
- Research included interviews and consultation with City staff, youth and young adults. Four different programs were tested, including 15 separate art events, and engaging with over 300 youth and young adults.
- Some barriers that prevent young people from accessing opportunities include cost, distance, and language barriers.
- In line with the 2012 Cultural Plan, the goals of the envisioned Community Art Program are to decentralize services, collaborate on projects, empower young people to lead, and utilize mentoring artists.
- Partnerships provide the foundation for strengthening community capacity and building a community art program. Young people learn from and become inspired by mentoring artists. In return, these artists give back to their community and become inspired themselves.
- The concept for delivering these outcomes includes:

**Programming**

- Accessible opportunities, programs and events in each Town Centre
- Depends on community partnerships
- Requires space for programming and storage

**Planning Teams**

- Community members - youth, young adults and artists
- Design their own programming
- Work in collaboration with City staff and community partners
- Receive food, bus tickets, and honorariums for participation

**Community Art Agents**

- Proposed City staff on the ground with information and resources
- Connecting people to opportunities
- Mobilize neighbourhood resources - spaces, leadership and artists
- Bring together planning teams and facilitate program planning

**Community Art Coordinators**

- Proposed City staff who oversee the program and support art agents
- Supply best practice research, training and a database of local artists

- Manage budgets, contracts, and other administration
- Facilitate connections between communities
- Other needed support includes transportation, space, and local artists who bring specialized knowledge.

### Discussion

- Staff noted there are many ways to advance this strategy, and challenged the Committee to think in terms of partnerships, grants, and resources. It was suggested that educational institutions and community organizations be involved as well.
- There are different models for adopting individual projects. Measures of a good program would be inclusivity and how the program engages with a larger group. The focus is more on the process and engaging the community.

## 2. **Surrey Cultural Grants Program - Update**

S. McKinnon, Manager, Arts Services, and  
A. Rajah, Cultural Grants Program Assistant  
File: 1850-20

The following comments were made:

- The success and growth of the Surrey Cultural Grants Program cannot be overstated. Since the launch of the Program, 71 groups have submitted Expressions of Interest. All final reports are in for 2014 and compared with statistics from 2013, there was a demonstrated growth in all areas, particularly involvement of artists and the number of participants in the program.
- All 2015 recommendations made by the CDAC Task Force have been achieved. The Task Force 2016 recommendations will be put forward in a budget issue paper asking for an increase in the cultural grants budget in 2016. Recommendations may also include an increase in funding levels for registered non-profit groups up to \$3,000 for Capacity Building grants, and \$10,000 for Project Grants. No change will be made to the Cultural Sustainability Grants.
- Key dates for the 2016 Cultural Grants:
  - **Friday, October 2, 2015** - Expression of Interest forms are due.
  - **Tuesday, October 20, 2015** - Application Information Session for eligible applicants.
  - **Tuesday, November 3, 2015** - One-to-One Application Mentoring Sessions for eligible applicants.
  - **Thursday, November 12, 2015** - Cultural Grants applications are due.

Discussion

- In 2014, 48 applications were received and 35 groups were funded. In 2015, 52 applications were received and 48 were approved.
- Most projects fall within the category where applicants can apply for up to \$5,000. There has been significant growth in the Program with approximately 100 groups currently in the database.
- The Committee questioned the possibility of having a \$10,000 limit with discretion. Options were discussed for different funding packages - some larger; some smaller; or only smaller funding grants and no larger ones.
- It was agreed that the CDAC task force that researched and developed the Cultural Grants Program should reconvene to discuss funding levels for the grant categories for 2016 and come back to the Committee in the fall with a recommendation.

**3. Say AH Brand Launch Update**

J. O'Donnell, Manager, Heritage Services, and  
K. Gallie, Performing Arts Manager  
File: 7800-01

The following comments were made:

- The Say AH campaign launched in September 2014 at Centre Stage. The profile of the Say AH brand is creating a greater awareness in the community and increasing participation in arts and heritage services.
- The web team developed and incorporated the brand, and new home pages were developed for arts services and heritages services.
- There have been over 50,000 hits to the Surrey International Children's Festival (SICF) page since January 2015.
- Thirty transit shelter ads ran from November 2014 through mid-January 2015.
- The brand has been featured throughout a variety of mixed media and various physical locations throughout the City. Large oversize AH brand posters have been on display at City Hall; banners have been developed for all facilities and have been taken to special events throughout the City.
- With the launch of the AH brand, Heritage Services redesigned their seasonal brochures. These brochures are reproduced four times a year with distribution to all facilities throughout the City including Welcome Wagon, Big Brothers and Big Sisters.
- The brand has been included in promotional posters at Stewart Farm and Surrey Museum as well as in high profile placement in posters for program

series held annually at Surrey Archives and Museum. As well, the brand has been put onto the SICF teacher's guide and City of Surrey letterhead.

- Newspaper advertising was used to launch the brand in the Surrey Leader and the Peace Arch News last fall, and there is continued integration of the brand into paid advertising to build awareness. The brand was also featured on the Surrey Civic Theatres program ad.
- Tourism publications to showcase the brand have been distributed throughout Surrey and the Lower Mainland.
- Other promotional uses for the brand include the Surrey Civic Treasures Call for Nominations, advertising for heritage volunteers, the Arts & Heritage e-newsletter, and the Heritage Collections Acquisition Project.
- Next steps include developing new arts and heritage facilities rental brochures, and a development plan to take AH banners to high profile community events.

#### 4. **Newton Town Centre Storefront Pilot Project - Update**

C. Li-Leger

The following comments were made:

- The Artist Collective put forth a proposal to create art in storefront windows and had a tour of 137th Street in Newton Town Centre.
- There is interest from a curatorial collective to run an exhibition; however, deep spaces need to be secured for this purpose, not just storefront space.
- There are significant opportunities for contemporary art to have a presence and opportunities to interact with individuals who have not had a venue to display their work.
- A recent report to Council requesting Council Initiatives funding to support this pilot project was approved; copies of this report were circulated on table.

#### Discussion

- Staff advised that A. Boehm of Economic Development and E. Westerhuis, Youth Engagement Agent from the Surrey Art Gallery, will be assisting with this project. They will meet this week and start to bring artists together and begin to move forward.

*Councillor Woods left the meeting at 5:17 p.m.*

- It was suggested closing the street and having a festival to celebrate the project. Councillor Villeneuve stated that the City will do what it can do

cooperate in that regard. The BIA is also looking at some initiatives such as a farmers market and an eco-business area.

**E. ITEMS REFERRED BY COUNCIL**

**F. CORRESPONDENCE**

**G. INFORMATION ITEMS**

The following items were received for information:

- 1. 2015 Heritage Re-enactment Program**  
J. O'Donnell, Manager, Heritage Services  
File: 7800-01

Staff distributed the 2015 Re-Enactors Schedule. Two new characters have been added to the Re-Enactors for 2015.

- 2. Summer Gallery Exhibit Opening - Invitation**  
L. Davison, Visual and Community Arts Manager  
File: 0330-20

The opening reception of five new exhibitions at the Surrey Art Gallery will take place on Friday, June 26, 7:00-9:00 p.m., with formal remarks at 7:15 p.m.

- 3. Invitation to Annual Business & the Arts/Surrey Civic Treasures Awards**  
S. McKinnon, Manager, Arts Services  
File: 0330-20

The 12th Annual Business and the Arts Reception and 8th Annual Surrey Civic Treasure Awards ceremony is being held on Tuesday, October 6, 6:00-8:00 p.m. at the Surrey Arts Centre.

**H. OTHER BUSINESS**

- 1. CDAC Meeting Time Change**

The Committee is asked to pass a motion to change the start time of the CDAC meeting to 2:30 p.m.

It was

Moved by B. McMurray

Seconded by C. Thornley

That the Culture Development Advisory

Committee meeting start time be changed from 3:00 p.m. to 2:30 p.m.

Carried

## 2. Verbal Reports

- a) **Surrey City Civic Treasures** - This is a group of individuals recognized for their contributions to Arts and Heritage in the City of Surrey.

As a way of raising awareness of what Civic Treasures are, the group would like to compile an information package outlining the expertise that is available should it be required, for example, dance, musicians, artists.

A speaker series may be planned at the Newton Cultural Centre or new Newton pop-up arts space to invite the public to come and listen to Civic Treasures share stories about their careers.

- b) **Soirée en Blanc** - Soirée en Blanc is a fundraising event for literacy by the Surrey Library on Saturday, July 11 at the Plaza at City Hall. A gourmet meal will be provided; entertainment by Denzel Sinclair. Tickets are \$150.
- c) **2015 Culture Days, September 25-27** - Registration is now open at [culturedays.ca](http://culturedays.ca); there are 112 activities registered so far.

Mandeep Wirk from Surrey has been selected as one of ten BC Culture Days Ambassadors in the Province. Mandeep is currently working as an artist in residence at the Surrey Art Gallery.

This year's Culture Days Launch will be held in the City of Richmond on Thursday, September 24 at the Britannia Shipyards.

- d) **Band Aid 2nd Annual Youth Musician Development Workshop** - This year's event will be held on Saturday, September 12 at the Surrey Arts Centre. The workshops will be similar to last year. Outstanding mentors this year include Bob D'Eith, Executive Director of Music BC; and two bands - Speed Control and Good for Grapes.
- e) **Peninsula Productions** - Alfred Hitchcock's *The 39 Steps* is being presented at the Coast Capital Playhouse in White Rock from July 8-25. Tickets and information: [www.peninsulaproductions.org](http://www.peninsulaproductions.org)
- f) **Contemporary Art Matters** - The group met with Genevieve Boucher, President of BC ARTscape. Discussions were held regarding the Newton Town Centre storefront pilot project ARTscape are willing to meet with the City in July or August. C. Li-Leger will liaise with S. McKinnon.
- g) **Doors Open, Saturday, June 27, 2015** - The 4th Annual Doors Open event will include Central City, Bear Creek Park, Newton and Cloverdale with 48 venues participating. Free hop-on hop-off transportation will be provided in all City center areas.

**I. NEXT MEETING**

The next meeting of the Culture Development Advisory Committee will be held on Tuesday, September 15, 2015, at 2:30 p.m.

**J. ADJOURNMENT**

It was

Moved by C. Thornley  
Seconded by C. Li-Leger  
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 5:30 p.m.

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Jane Sullivan, City Clerk

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Chairperson – Councillor J. Villeneuve