

**Present:**

Councillor Judy Villeneuve, Chair  
Councillor Barbara Steele, Vice-Chair  
Al Cleaver  
Al McMillan  
Barbara Cooper  
Bob McMurray  
Carol Girardi  
Cora Li-Leger  
Debra Hoggan  
Wilf Hurd

**Regrets:**

Chris Thornley  
Wendy Bollard  
Scott Groves

**Guest Observers:**

L. Davison, Visual and Community Art  
Manager  
R. McCullough, Museum Manager

**Staff Present:**

D. Jones, Manager, Economic  
Development  
J. O'Donnell, Manager, Heritage Services  
L. Cavan, GM Parks, Recreation &  
Culture  
M. Houlden, Chief Librarian  
S. McKinnon, Manager, Arts Services  
T. Mueller, Legislative Services

**A. WELCOME & INTRODUCTIONS**

Councillor Villeneuve, Committee Chair, welcomed the members of the Culture Development Advisory Committee (CDAC) and noted she is pleased to have the committee established to raise the profile of arts and heritage within the City of Surrey (CoS).

The Chair clarified the goal of CDAC is to not duplicate efforts of the Public Art Advisory Committee (or other agencies) but rather to enhance the efforts and further publicize what is happening within Surrey from an arts and cultural standpoint.

**B. NEW BUSINESS****1. Culture Development Advisory Committee Terms of Reference (TOR) Review**

A review of the TOR for the Committee was provided by the Chair. Additional comments were as follows:

- The Chair reviewed the TOR and encouraged all members of the committee to review and provide feedback to staff if any elements were missing or requiring amendment.

**COMMITTEE RECOMMENDATION:**

It was Moved by B. McMurray  
Seconded by C. Girardi  
That the Cultural Development Advisory  
Committee recommends that Council adopt the Culture Development Advisory  
Committee Terms of Reference as presented.  
Carried

**2. Surrey Cultural Plan – Enhancing Urbanization through Arts and Heritage - Staff Presentation**

A presentation of the Surrey Cultural Plan “Enhancing Urbanization through Arts and Heritage” was provided by S. McKinnon, Manager, Arts Services, and J. O’Donnell, Manager, Heritage Services. Additional comments were as follows:

- Staff reported in 2011 Surrey was awarded a 2010 Legacies Now Creative Communities Grant and hired a firm called Cornerstone Planning Group to conduct public consultations and prepare a new Cultural Plan for the City. The City was seeking to engage the community in enhancing awareness and understanding of the role of arts and heritage in Surrey’s ongoing evolution as a major urban centre.
- The goal was to develop a new Cultural Plan to serve as a practical guide for the future development of arts and heritage in Surrey over the next 10 years.
- In building the plan, staff conducted extensive public consultation; some of the members of the CDAC were part of the initial steering committee.
- The study outlines the characteristics of Surrey now and in the future. In compiling the plan, researchers did an extensive amount of research and included community input from several sources. The recommendations in the plan provide a framework to make a positive contribution toward the urbanization of the City.
- The Surrey Cultural Plan was launched 1 year ago in a World Cafe Forum. Staff invited leaders from all sectors of the community who were tasked with generating ideas for maintaining and promoting Surrey’s vibrant cultural sector.

**Key themes formed the basis for the recommendations and strategies as follows:**

1. Feasibility and service needs for cultural facility space for South Surrey.
2. Functional space plan and needs for a phase II expansion of the Surrey Museum.
3. Public Art Plans identifying sites and themes for public art in Cloverdale, South Surrey, Newton, Surrey City Centre, Guildford and Fleetwood.
4. Inventory of public and private sector cultural assets, services, and facilities in Surrey; identifying evident gaps and needs.
5. Needs, opportunities, space and operational requirements for a decentralized model of arts and heritage City-wide services.

6. Space and resource requirements for the growth and preservation of City material cultural and art collections.
  7. Assessment relative to needs and roles for effective communication of cultural values and benefits by public and community stakeholders.
  8. Identification of cultural spaces and amenities in City Centre development plans.
- The findings of the World Cafe were posted on the City website and were used to prepare information and questions for the Town Centre Open House series that followed involving 6 open houses.
  - Residents were invited to learn more about key themes of the plan and encouraged to submit names of cultural workers, organizations and venues for a mapping of Surrey's cultural inventory.
  - A Public Art Workshop was held in May 2011 involving the consultants, CoS staff and the Public Art Advisory Committee focussed on identifying sites, themes, and suitable locations for public art. Throughout the consultation process, a vision was defined. The vision states; "The 2011 Surrey Cultural Plan mobilizes Surrey's arts and heritage resources, to enhance urbanization to achieve a dynamic, sustainable and socially cohesive City with an enviable quality of life."
  - A mapping exercise was conducted, and was a significant element of the planning process. An inventory database was created to monitor ongoing patterns and trends in the cultural sector to assist with planning future programming and services.

Key Cultural Plan Recommendations / Findings are classified as individual enhancement goals as follows:

**Goal A – Enhance City Centre (takes inspiration from the Official Community Plan):**

- Through the Build Surrey investment some of the facilities have been completed, planning for the performing arts centre has already started.
- Within the City Centre, the recommendations are that the heart of the city concept would be refined to create a profile comparable to great cities throughout the world. Short term recommendations include a functional plan for the performing arts centre and expansion of the art walking loop.
- Want to support the start up of Arts Umbrella in City Centre in September 2012.

**Goal B - Enhance Town Centres.** Council recognized that existing facilities and services need to be disbursed and be made more accessible. New cultural spaces may be combined through civic or private infrastructure. The most immediate example will be in South Surrey through the expansion of the South Surrey Recreation Centre. Funding for arts space was identified at \$1.5 million. A two-phased approach was recommended starting with the expansion of the South Surrey Recreation Centre followed by the incorporation of cultural space into a public/private development proposed for the South Surrey Town Centre.

**Goal C – Enhance Sense of Community.** Focuses on enhancing the sense of community in the CoS. Community consultation strongly indicated that the cultural centres provide services and exhibitions that promote cultural understanding. The role of enhancing sense of community is relevant in a diverse city.

- Strategies include the completion of Phase II of the Surrey Museum.
- Staff noted 2,000 sq. ft. is the minimum needed to host travelling exhibitions and the current museum falls short. Phase II of the Surrey Museum will address the space needs in the heritage area.
- Another strategy is focussing on decentralizing arts and services. This goal aligns with the goal of enhancing town centres and will be looking at the needs of expanding cultural resources.
- The goals include undertaking Phase II of the Surrey Museum and the objective in the short-term is the architectural design of Phase II.
- Also, updating the Surrey Theatre strategic plan as new performing arts projects move forward, i.e., new council chambers at City Hall.
- This goal also includes updating the collections development plan for Heritage Services and the Surrey Art Gallery.

**Goal D – Enhance Community Involvement Potential.** This goal recognizes that cultural groups create the energy and ambiance that are the hallmark of a vibrant city. Volunteer/not-for-profit organizations need stability in funding and are currently surviving from one month to the next.

- A goal that was identified is the need to establish a cultural granting program to mobilize the talent and energy and to allow the city to provide a catalyst to build the cultural sector.
- Short-term objectives include developing the Cultural Grant Program and to enhance dialogue with arts and cultural groups.

**Goal E – Enhance the Economy.** The economic benefits of a thriving cultural sector can revitalize urban areas and create spin-off businesses. A cultural economic development plan including a cultural tourism strategy will help to promote and raise awareness of arts and heritage. The goal also includes the development of a cultural marketing plan and strategies to create affordable spaces for artists.

**Goal F – Enhance City Efforts.** This is specific to the areas of arts and heritage.

- To achieve the goals set in the Cultural Plan will require arts and heritage staff to engage in new community development, facility and service planning and delivery activities.
- Consideration will be needed to augment arts and heritage staff resources.
- A sustainable grants and sponsorship strategy must be developed.
- Another strategy is the responsibility for managing the cultural inventory and need to make sure the data collection tools are maintained to perform the function of allowing the undertaking of analysis for future planning.
- Short-term objectives are to review staffing resources and to implement staffing adjustments to support cultural priorities.

**Summary:**

If successful in implementing the Cultural Plan, there will be many positive outcomes for the city.

**Next Steps:**

- The next steps are to take the Cultural Plan forward to Council for adoption, comments and questions from committee members are welcome.
  - The plan will go forward to Council with a Corporate Report and once adopted will become the accepted direction for the next 5 - 10 years.
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- The Chair noted the extent of the public consultation process was impressive.
  - Staff clarified Mayor and Council wanted support of CDAC to strengthen staff's abilities to act on the recommendations.
  - There was discussion regarding the definition of culture and the scope of the Plan in relation to the film sector and literary arts.
  - Staff clarified there is a film staff liaison that works within the special events section of the Parks Division. Film works and special events has been a very successful component of the department and is an area that should be targeted for inclusion in the Plan during any future updates.
  - The Committee discussed an element that is missing from the Plan is the literary component. Staff noted that it could be incorporated in the work of this committee through staff presentations and delegations to the committee.
  - With recognizing commercial film opportunities, Mr. Bob Dominick, Light Year Digital Theatre, President and Chief, could be invited to appear as a delegation regarding film festivals.
  - The Committee suggested that literary art and film be included in an update to the Plan and integrated in over the course of 2012.

It was Moved by C. Girardi  
Seconded by B. McMurray  
That the Culture Development Advisory  
Committee recommends that the General Manager, Parks, Recreation and Culture,  
prepare a report to Council recommending that Council adopt the **Surrey  
Cultural Plan – Enhancing Urbanization through Arts and Heritage**, as  
presented.

Carried

It was Moved by A. McMillan  
Seconded by D. Hoggan  
That the Culture Development Advisory  
Committee recommends that literary arts and film be included in any future  
update to the Surrey Cultural Plan – Enhancing Urbanization through Arts and  
Heritage Plan and integrated over the course of 2012.

Carried

### 3. **South Surrey Recreation Centre Expansion – Phase I Arts Space**

S. McKinnon reviewed the expansion for the South Surrey Recreation Centre,  
Phase One Art Space and the following comments were noted:

- The expansion project was an outcome of the Cultural Plan. The first open house for the Cultural Plan was held at Elgin Hall in South Surrey.
- Shortly thereafter, staff received unsolicited proposals from various arts groups outlining their space requirements. Staff felt it important to bring groups together, share proposals, and consolidate common requests / needs.
- The outcome of the consultation process was a Council recommendation to move forward with \$1.5 million project, resulting in an expansion to the South Surrey Recreation Centre.
- In total there will be 20,000 square feet of space added to the existing building, approximately 4,000 sq. ft. will be arts space. The arts space will include a pottery studio, office space, meeting room and large studio space for temporary exhibitions and programs. The South Surrey White Rock Arts Society has submitted a space proposal and has offered to make a significant financial contribution towards the project in exchange for use of the space.
- Taylor Kurtz, Architecture + Design Inc. has been hired for the project.
- On Tuesday, April 3, 2012, the first focus group sessions and an open house will take place.
- Staff will be using several types of media to notify citizens to engage in meetings held during the day and public consultations held in the evening.
- Completion of the project is targeted for the end of 2013.

#### 4. Surrey City Centre – Performing Arts Centre Study

A review of the Performing Arts Centre Study for Surrey City Centre was provided by L. Cavan, General Manager Parks, Recreation, and Culture. Comments were as follows:

- A recommendation of the Cultural Plan was to move ahead with the feasibility study for a Performing Arts Centre in City Centre including other cultural elements such as Gallery and Museum exhibition spaces.
- The City issues a request for proposal (RFP) for someone to do a feasibility study and secured Bing Thom Architects (BTA), they have designed venues in the Lower Mainland and Internationally.
- BTA will conduct a community needs assessment, create a functional program to meet these needs and look at the best location to put a performing arts centre in City Centre where it can make the most impact in terms of being a new vibrant focus of the city.
- Conceptually this project has been promoted as a 1600 seat theatre along with a smaller 250 theatre venue. BTA are undertaking 200 telephone calls and in-person interviews with producers, non-profit theatre companies, ethno-cultural community groups, the Downtown Surrey BIA, Surrey School District, and others to determine needs over the next 5 - 20 years.
- BTA staff are establishing a blog to receive information from the community and will be populating it with more information as they are formulating the program at <http://www.Surrey.pac.ca> and will have information available on both Facebook and Twitter.
- The consultation team will come to a CDAC meeting and the final report will be brought to Council before the summer recess.
- The BTA team is also working for the City on Phase II Cultural Space in the South Surrey area. There is a potential opportunity in a proposed public/private mixed use development in the South Surrey Town Centre to develop cultural space. It has the potential for an amenity contribution of approximately 25,000 sq. ft. in cultural space.
- A similar study will be done in South Surrey; both projects are being worked on at the same time. The consultants said it is amazing in terms of the need and everyone in the area is excited, noting there is a market; arts and culture are alive and well and thriving in Surrey.
- At this point there is not a full capital budget in place for either project. We require enough information that we can be prepared to leverage grant funding from other levels of government and in City Centre it is important that the site be secured; preserved for the future project.
- The Chair noted that potential partnership opportunities could be achieved with Simon Fraser University (SFU). The Chair noted if a professional, comprehensive plan is in place it will help to leverage support and necessary funding.
- Staff noted the library is a good example of three levels of government co-operating with the funding when a plan was in place.

5. **South Surrey Cultural Space – Phase Two**, L. Cavan, General Manager Parks, Recreation and Culture

This item was deferred to the next meeting.

## C. INFORMATION

1. **2012 Meeting Schedule**

This item was addressed in the previous discussion related to the hiring of Bing Thom Architects to complete two studies concerning new cultural space development in Surrey.

## D. OTHER BUSINESS

1. **Group Discussion – CDAC Evolution**

The Chair requested Committee members to provide individual comments/ feedback on why they were interested in joining the CDAC and what role the CDAC might play in serving the community in the future.

**C. Li-Leger** - Came with the spirit of curiosity. Noted there is a need for more facilities within the CoS for artists to exist and come forth. Wondering if the CoS is exploring a larger organization of arts in general within the community, i.e., right now, Public Art it is tied to a parks and recreation model and not as a separate cultural entity. She wondered when the City might contemplate having arts exist as a separate department within the CoS.

The Chair suggested C. Li-Leger to provide updates (at future CDAC meetings) regarding the progress of the South Surrey Phase Two Expansion Committee in relation to achieving an artist run centre for contemporary arts.

**A. McMillan** – Noted it would be interesting to look at cities of similar size/ demographic to Surrey in order to get a sense of how they approach similar projects. As an example, the City of Portland has a great program of public art. Additionally, there are great resources in Metro Vancouver and located within our community at large. Staff might want to consider booking delegation presentations from other groups that would be relevant to the CDAC mandate.

**B. McMurray** – Has served on the Public Art Advisory Committee and also the Steering Committee to develop the Cultural Plan and is interested in developing the next steps. Generally, interested in the effort and resources put into developing CDAC.

**C. Cirardi** – Previously served on the Parks Recreation and Culture Committee. Noted that the CoS is a leader in BC with respect to the arts. She referred to the Newton Cultural Centre (<http://www.surrey.ca/city-government/7365.aspx>). Carol noted there is meeting room space and an artist's display every month featuring local artists. The facility is managed by the Arts Council of Surrey and it is a good model other facilities could follow. Carol has been involved with the Surrey

Festival of Dance for many years ([http://www.surreyfestival.com/index\\_eng.asp](http://www.surreyfestival.com/index_eng.asp)) and suggested that the CDAC could be a voice for promoting similar festivals to bring awareness and increased community participation.

The Chair noted 1/3 of Surrey's population is under the age of 19, with the help of the City, the dance festival has worldwide acclaim.

**W. Hurd** – Noted the challenge in addressing art funding / support is to bring the issue to government and convincing government that arts is a worthwhile industry which helps to leverage other core values within our communities. He further noted communities that get it right, attract large companies that appreciate culture and its connection to quality of life.

**D. Hoggan** – Commented the invitation to participate in the CDAC committee has been timely. She has had a number of discussions at an executive level regarding aboriginal cultural events and has been involved with First Nation artists who have expressed a desire to have more accessible art venues, and resources made available to better showcase their work. She has participated in many discussions regarding how First Nations Artist and Cultural Events can be celebrated within the community.

**A. Cleaver** - Wanted to ensure that the museum needs were represented. Noted there has been a lot of improvement in the municipality and support for the museum and archives. Pleased to see that finally, culture and heritage have been brought together. Noted with the distinguished group of committee members, there can be nothing but success.

**B. Cooper** - Pleased to be a part of the committee, excited to be involved in the process that lead into the creation of the Cultural Plan. One of the benefits has been meeting different people and being in touch with different sectors that make up the arts sector. She commented that librarians see other aspects / opportunities that can be used to enrich projects within the community. Noted it is satisfying to see new cultural facilities developing in South Surrey and that things are moving forward.

**Councillor Steele** - Has been involved in performing arts in Surrey for many years and has a love and appreciation for the arts. Serves as the Chairperson for the Surrey Heritage Advisory Commission and noted that the 'Streets Program in Cloverdale' (sponsored by Heritage Services) will be hosting interactive street performers to bring heritage to life through street interpretation performances.

**M. Houlden** – She is excited to have the library included on this committee. Surrey Reads and Writes 2012 (<http://www.surreylibraries.ca/5459.aspx>) is comprised of specially designed workshops and panels for 32 aspiring writers. Recently started the Surrey Stories as an Open Mic night for writers (<http://www.surreylibraries.ca/programs-services/5475.aspx>). Surrey Central Library is piloting the summer series on music as a place to be an incubator for local artists, small theatre, and music in preparation of the new theatre for up and coming artists to have an audience. She will be working on updating the strategic plan for the library. She highly recommends Richard Florida, Director and

Professor of Business and Creativity, associated with the University of Toronto and the Martin Prosperity Institute as a future speaker for an Economic Summit.

**R. McCullough** - Happy to see the group coming together, noted CDAC provides an opportunity for the Museum to have a voice and also provides Heritage Services an opportunity to vet ideas with members of the arts community.

**L. Davison** - Interested in sharing information about the Surrey Art Gallery (<http://www.surrey.ca/culture-recreation/1537.aspx>) and promoting engagement in film and literary arts in the city. Looking forward to introducing the new public art collection for the CoS and sharing the Surrey Art Gallery Strategic Plan with CDAC members.

**D. Jones** - From a business and investment prospective, believes arts and culture are critically important. She hopes to inform and support the efforts of CDAC and suggested the group contemplate partnering with the Surrey Board of Trade to co-sponsor events.

**L. Cavan** - Commented culture has always been in the department's portfolio, the CDAC presents an opportunity to further raise the profile of culture within the City. Views CDAC as an opportunity to advance this element of the PRC department portfolio and ensure culture thrives within Surrey.

**J. O'Donnell** - Has worked over the last year on the CoS Cultural Plan and the public consultation process. Noted it is exciting to be on the brink of doing good things in both built and natural heritage areas. She feels strongly and passionately about sharing cultural heritage with others in the community.

**S. McKinnon** - When Surrey became the Cultural Capital of Canada in 2008 it was a milestone and there were many great legacies. The 'Touch the Future Panel' at the Surrey Arts Gallery's 30<sup>th</sup> anniversary celebration was another turning point. One of the discussion points addressed the fact that the skyline of the city centre is going to change through rapid growth. This growing population would place pressure on the Surrey Arts Centre. It was noted that South Surrey is considered an incubator for artists in the community and therefore seems the logical place to start expanding arts services and facilities. Another focal point in the coming years will be youth. It is critical to foster the Youth Arts Council of Surrey (YACOS) <http://www.artscouncilofsurrey.ca/html/yacos.htm>. The proposed new Surrey Cultural Granting Program will play an important role in fostering cultural development within the city.

The Chair thanked the Committee members for their ideas / suggestions and updates. Noted the CDAC is well on its way to creating strong cultural development in the city. Commented that a future agenda item will provide more details and how to move forward on the Cultural Granting Program and what that might look like and requested D. Jones to follow up with exploring the possibility of having Richard Florida (<http://www.creativeclass.com>) attend a future speaking event in Surrey.

E. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on Tuesday, April 17, 2012, in Park's Boardroom #1 at 3:00 p.m.

F. ADJOURNMENT

It was

Moved by B. Cooper  
Seconded by B. McMurray  
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:35 p.m.

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Jane Sullivan, City Clerk

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Councillor Villeneuve, Chairperson