

**Present:**

Councillor Judy Villeneuve, Chair  
Councillor Barbara Steele, Vice-Chair  
Wendy Bollard  
Al Cleaver  
Barbara Cooper  
Bob McMurray  
Carol Girardi  
Wilf Hurd  
Cora Li-Leger  
Chris Thornley

**Regrets:**

Debra Hoggan  
Al McMillan

**Guest Observers:**

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

**Staff Present:**

J. O'Donnell, Manager, Heritage Services  
L. Cavan, GM Parks, Recreation &  
Culture  
Kent Gallie, Performing Arts Manager  
S. Groves, Manager, Civic Facilities  
M. Houlden, Chief Librarian  
S. McKinnon, Manager, Arts Services  
L. Anderson, Legislative Services

As it was only the second time that the Committee has met, a round table of introductions was given for the benefit of those that were unable to attend the first meeting in March.

**A. ADOPTION OF MINUTES**

It was Moved by G. Girardi  
Seconded by B. McMurray  
That the minutes of the March 20, 2012, Culture  
Development Advisory Committee meeting be adopted.  
Carried

**B. DELEGATIONS****1. Bing Thom Architects – Performing Arts Centre Study**

Chris Wootten, Bing Thom Architects, was in attendance to discuss demographics and cultural trends relative to a performing arts centre study for Surrey. A PowerPoint presentation was provided and comments were as follows:

- Bing Thom was engaged a few months ago to explore the possibility of a performing arts centre in Surrey Centre and concurrently to look at possible uses in South Surrey for a cultural amenity; a two phase project.
- The first task was a needs assessment – go into the community and meet and discuss with a broad range of people. Out of the needs assessment will be a possible program, theatre/venue program, then to look at site selection. The site is already selected for South Surrey, but not for City Centre. A report is expected to be complete in July and should give a sense of what these facilities will cost and ultimately to operate.
- First part of the study was to look at the demographics. The centre of the GVRD has shifted from Vancouver in 1961 to Coquitlam at present, with the prediction of it being right at Surrey City Centre by 2030.
- Defined as the market for Surrey Centre with every direction taking in over one million people. There is a large market that encompasses all the communities and town centres. Surrey City Centre is right in the centre.

- In 2011, the population of the Surrey Performing Arts Centre (trade area) is 1.2 million, by 2041 it will be just under 2 million, out of the total population of 3.4 million. Currently 52% of the population within a 16km radius, increasing to 58%. It is a strong market.
  - Figures provided from Hill Strategies “*Factors in Canadians’ Cultural Activities Demographics and Cultural Crossovers Involved in Book Reading, Performing Arts Attendance, Art Gallery Attendance and Movie-Going*” denote a remarkable trend that Canadian participation rates in arts and culture has risen from 24.6% in 1998 to 37.2% in 2010, and attendance to performances has also increased from 11.8% in 1992 to 23% in 2010. Similarly, Canadians visiting an art gallery increased from 19.6% to 35.7%, visiting a museum from 32.7% to 47.8% and visiting a historic site from 27.1% to 45.7%.
  - Looking at propensity to attend performing arts events by age, indicates a baseline of all Canadians as 41%, with a spike in the 15-24 age group at 47% and the 55-64 age group at 43%. Interestingly, the population of Surrey has the same spikes. Surrey’s growing population suggests favourable support of the performing arts.
  - A higher level of education and income levels are also strong indicators of performing arts attendance, both of which continue to rise expeditiously in Surrey (high school educated growing by 284%, university degrees by 208% and the median income considerably higher than throughout Metro Vancouver).
  - Surrey doesn’t fair as well when looking at performing arts attendance rates by country of birth and household language. If French is the only language spoken at home, they are the most likely to attend performing arts.
  - Consumer spending patterns in BC in 2008: \$100 million spent on live sports; and \$200 million on live performing events. [Source: *Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2009*. Hill Strategies. November 2010.]
  - One dollar contributed by the City of Vancouver to the various arts groups, resulted in an additional \$12.75 in economic benefit.
  - Local spill over effects of arts and culture infrastructure investment are certainly evident in the rehabilitation of the Stanley Theatre in Vancouver:
    - An increase in restaurants, cafes and bars in the nearby area;
    - Retail sale increases of 107.7%, or \$112 million, which generated approximately an additional \$8 million in sales taxes and \$9 million in GST.
    - Real estate price increases of 72% and a doubling of condo prices, outstripping Vancouver residential market increases.
    - Building permits to increase from 1% to 16% of the permits issued in the general area.
- [Source: *Beyond Anecdotal Evidence: The Spillover Effects of Investments in Cultural Facilities*. Ryerson University. Toronto Artscape Inc. City of Vancouver 2003]
- It was also reported that when the Stanley Theatre was closed, it was dark and businesses also decreased in the neighbourhood, which shows that the above numbers are actual.
  - The feasibility study is not only looking at other theatres, etc. in the Lower Mainland, but also Canada. Looked at Brampton and Mississauga and found some interesting parallels.
  - In addition, will be meeting with a Councillor in New Westminster on April 20<sup>th</sup> to share some of this information to better understand where

Surrey is going. The Massey Theatre is coming down and they are going to rebuild another theatre, however they need to know what Surrey is doing, so there is coordination with planning.

Staff reported that all of the information will come together and be shared with the Committee to receive and to provide any recommendations and feedback and will then form as part of a report to Council.

The Chair thanked Mr. Wootten for his presentation, noting that it will be good to receive further information as the work begins.

## C. OUTSTANDING BUSINESS

## D. NEW BUSINESS

### 1. Surrey Art Gallery Strategic Plan – Staff Presentation

L. Davison, Manager, Visual and Community Arts, was in attendance to provide a review of the Surrey Art Gallery Strategic Plan. A PowerPoint presentation was provided, paper copies of which were circulated on table to the Committee, and comments were as follows:

- The Surrey Art Gallery is a public art museum specializing in contemporary art. It was established in 1975 by a group of concerned citizens who wanted to encourage Surrey to have all the amenities of a contemporary Canadian City. The Surrey Art Centre already existed, but the opportunity to exhibit art was on a hallway between the entrance to the theatre and the washrooms. When a land deal in Surrey fell through to develop a municipal golf course, citizens approached the City to add onto the Art Centre. What is remarkable about the Gallery is that it has had a contemporary art mandate since its beginning – a time when Surrey was primarily an agricultural district.
- The Surrey Art Gallery has been classified as a Class A Canadian art museum for thirty years, and in addition to its core support from the City for its staffing and physical operation, it receives significant operating grants from the BC Arts Council and the Canada Council to deliver its programming. It has also received numerous other grants and donations from other agencies including the Vancouver Foundation and Heritage Canada. In its last peer evaluation, the Surrey Art Gallery was noted as having the best programming of an art Gallery in the province. The Gallery has established a strong national reputation for its excellent programming, and in particular has received international recognition for its work presenting digital art.
- The Gallery brings international artwork to Surrey, equal to it showcasing Surrey artists to Surrey audiences. Up to 500 artists have their artwork presented annually. Approximately 50,000 people participate in the Gallery's annual programming whether attending exhibitions or engaging in its events and programs. The Gallery is also supported by an independent society, the Surrey Art Gallery Association.

- In 2012 the Surrey Art Gallery initiated the development of a Strategic Plan. This was just prior to the City embarking on its Cultural Planning process, so it doesn't appear as a specific investigation within the Cultural Strategic Plan.
- The Gallery engaged three different consultants for different aspects of its strategic planning process:
  - Elizabeth Kidd, who had been the Chief Curator at the Edmonton Art Gallery, and had extensive experience working with the Roundhouse's visual arts program was commissioned to undertake a program review;
  - Judy Baldwin, of Converge Inc, from the business community, engaged to undertake the process of community consultation, stakeholder interviews, and staff facilitation; and
  - Nina Winham and New Climate Strategies, commissioned to undertake more in-depth work with the young adult demographic – ages 19-29.
- The consultation process engaged over 70 individuals' key stakeholders including individuals, institutions and businesses, as well as age groups and other interest groups.
- As part of this process the Gallery established a programs review committee to look at the Gallery's operation in depth, with a particular focus on its programming. The consultants used processes of focus groups, as well as personal interviews and questionnaires.
- The Gallery also worked closely with the Board of the Surrey Art Gallery Association and ensured that the Gallery's operation was also compared with that of peer intuitions in Canada as well as some international Galleries.
- The objectives of the Gallery's strategic plan was as follows:
  - Affirmation of the Gallery's vision, values, mission and mandate
  - Identify the immediate and long term challenges and opportunities for the Gallery in Surrey's future
  - Provide a guiding document for planning for the gallery
  - Inform the cultural plan
  - Set priorities over the next 5 years

## Vision

- Invited into the Gallery by curiosity and interests, one will encounter ideas and new ways of seeing oneself and the world around us through art. Inside the Gallery is the opportunity to expand one's consciousness



- As a result of this process this is the vision that was described and supported by those consulted. There are two access routes into the Gallery – symbolized here as a house or home, containing both a heart and mind. One can enter through the invitation of people and programs or through the invitation of art and artists. Like art, a Gallery aims to make society a better place.

- The mission remains the same – serving Surrey through the delivery of art and museum programs that ranges from exhibitions, education, publication and the preservation of a permanent collection of art for the Citizens of Surrey.
- The mandate remained the same – a locally, regionally and nationally valued and important contemporary art museum.
- The Gallery’s values include creating the experiences of art and culture, lifelong learning, accessibility and inclusion, and also echo the City’s own values of community, innovation, integrity, service and teamwork.
- The outcome of the consultation had several strong messages. Overall the Gallery’s programming was deemed to be excellent. However there were also three strong concerns. One was that the Gallery did not have a strong local profile and needed to do more work in its marketing. Second, in terms of its future, feedback (particularly from the young adult demographic) commented that the Gallery was too small to be a destination, and in the wrong location – they wanted it to be near amenities. A strong suggestion was that if it was possible, to consider the Gallery moving – possibly to the City Centre area.
- Strategic goals and operational priorities are organized through specific themes:
  - *Exhibitions, collections and programming*
    - Continue to be an important provider of contemporary art programming
    - Continue to specialize in digital media
    - Expand the resource of the Gallery’s permanent collection of art
    - Increase capacity for participation
  - *Public awareness and engagement*
    - Here the communications weakness is identified, including the need to improve marketing, including social media.
  - *Audience development and participation*
    - As Surrey grows, there is the potential to engage new audiences.
    - One significant area of growth to explore is opportunities to engage families and young adults. The struggle is continuing to maintain existing programming, yet do more, within the same budget.
  - *Resource management and development*
    - This leads to the need to review priorities for all expenses, in order to reduce some programming in order to grow in new areas.
    - Partnerships will be key in the Gallery’s future, to secure additional funding. Right now the majority expense of programming is covered by the Gallery’s funding from grants, so a priority is to continue to be eligible for this funding and to meet the funder’s expectation.
  - *Monitoring and evaluation.*
    - In 2012 the Gallery also embarked on a performance metrics project (also supported by a grant fund) that will improve the monitoring and analysis efforts of the Gallery. We need to know what works, and why, with our audiences and supporters.
- With the implementation of the Cultural Strategic Plan, it is expected there will be opportunities to ensure the planning of the Gallery’s future is integrated into the overall planning of the City.

Discussion ensued with respect to developing a communication tool to achieve greater attendance. An increase to the newsletter, using Facebook and creating membership benefits were suggested. It was noted that one of the challenges with membership is benefit and what those benefits would be. Comments were as follows:

- The option of membership benefits is still worth exploring, even if the only benefit is to say “I support the art gallery”.
- In 2000, memberships were considered, which included the museum as well. Along with the notion of having a membership and having donors is being able to manage a program like that. The creation of a quarterly glossier publication, specifically for members, was also considered. There were quite a few factors considered, and involved a number of resources.
- It is something staff can explore, beyond the revenue stream, more the hook of a benefit, maybe not financial.
- The marketing plan – Council is really interested in raising the profile of what is already here, as there is so much (e.g. Vancouver Sun really promoting the arts with a coloured ad). We could use City Page, in a more dramatic way; it is a valuable advertising resource for us.
- Could also think about promoting through the Metro Vancouver MAXGuide, the online arts and culture guide that provides free listings of arts and culture events for arts organizations, individuals and selected arts and culture businesses. It is an incredible resource and well used by a growing number of groups. It would help support the audiences.
- A presentation about the MAXGuide and more information about the Arts Council, Arts Association, etc., so we can show we are supporting them all, it is actually support. E.g. Sports and Leisure produce a nice glossy, large booklet that encompass so many of their programs, maybe we could do something specifically for the arts for what is coming up in the spring season or fall season, etc.. Once the information is collectively together and one can see how much is here, it is amazing. We need to create some enthusiasm.
- Some of this could also be brought forward in the Spotlight publication tool.
- There are so many new people in Surrey, if can let people know there is more than enough to do here, it will be very valuable.
- We have a really good product with the programming we have and the feedback from the young adults is very helpful.

Councillor Steele left the meeting at 3:54 pm

## **2. 2012 Surrey Civic Treasure Awards Program**

The memorandum, dated April 17, 2012, from S. McKinnon, Manager, Arts Services, dated April 17, 2012, regarding the above subject line, was provided on table for review. It was recommended that the Culture Development Advisory Committee (CDAC):

1. Receive the memorandum as information;
2. Encourage CDAC members to submit nominations for the 2012 Surrey Civic Treasures Awards; and

3. Nominate a representative to the 2012 Surrey Civic Treasures Award Selection Committee.

A brief background was provided and it was reported that the promotion of the awards program will take place throughout the month of May and early part of June. The Selection Committee (which includes past recipients, Board of Trade, media, etc.) will meet twice throughout the selection process, first for an orientation session and a second meeting to review nomination packages and formulate a recommendation to Council.

The Committee commented as follows:

- C. Thornley noted that he and another Civic Treasure recipient had been discussing the idea of a lobby group for the arts, with the goal of adding more value and communication to linking arts, culture and heritage to the title of Civic Treasure. The idea is to celebrate the support received for the arts and to reinforce and advocate for that. One of the more popular thoughts is to limit the number of recipients to three or four per year; enough to complement the business and the arts, but limited to enhance the value of the award. However there should be a clear message that to be nominated in the past and not selected does not mean they cannot be nominated again. An update will be provided in due course.
- It is good for the people that have been acknowledged to build that strength and knowledge. It is easier for a group to promote than an individual. It would also make for a really good article to submit to the newspaper; an excellent story of people connecting.
- The Vancouver Foundation recently reported their findings from a survey noting that 65% of those surveyed acknowledged the fact that they feel disconnected from their neighbours, community and government. The idea of connection is important, it is also a safety issue. In a way the arts can perform some roles in building those connections, maybe something to think about as marketing; maybe something that people would not just go to, but participate in as well.
- It is supported in research, that the arts does increase safety, builds tolerance, etc. All these can be realized through arts and cultures as well as building a sense of belonging.

It was

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

Committee (CDAC):

1. Receive the memorandum as information;
2. Encourage CDAC members to submit nominations for the 2012 Surrey Civic Treasures Awards; and
3. Nominate Chris Thornley and Bob McMurray as representatives to the 2012 Surrey Civic Treasures Award Selection Committee.

Carried

## E. ITEMS REFERRED BY COUNCIL

**F. CORRESPONDENCE****G. INFORMATION****1. Surrey Museum Exhibition: Unsinkable: Remembering the Titanic, 1912-2012**

On display April 10 - June 12, 2012

This exhibit marks the 100<sup>th</sup> anniversary of the launch of the infamous luxury liner Titanic. The focus was purposely not to talk about the disaster, rather to recreate that period of the Edwardian Era and early 20<sup>th</sup> century transatlantic steamship travel. Two cabin rooms were meticulously recreated to represent both 1<sup>st</sup> and 3<sup>rd</sup> Class accommodations.

**2. Surrey Museum Exhibition: Community Treasures - Surrey's Karen Community**

On display February - July 2012

This exhibit explores the story of Surrey's Karen People; former citizens of Burma who became refugees from this country following the arrival of a military dictatorship in the 1970s. It features the unique images, artefacts and histories of this community as it traces their journey from Burma, to the refugee camps of Northern Thailand, eventually to arrive in Surrey five years ago.

The Committee questioned how the exhibition was being promoted (schools, newspapers, etc.), as the exhibition would be really interesting for young people to be taught more about who is living in the community. It was reported that the main promotional focus was through the City's website, newspapers, Twitter and a great deal of word-of-mouth through social societies that the City works with.

**3. Surrey Art Gallery Exhibition: Cao Fei: Simulus**

On display April 7 - June 10, 2012

Discussion ensued with respect to the attendance at the Art Gallery and the Arts Centre. It was noted that the Art Gallery is generally open at the same time as many of the professional and community theatre productions (including music and dance performances) at the Arts Centre. As such, opportunities were suggested to encourage those attending a performance at the Arts Centre to "check out" the Art Gallery while they were there. The perception appears to be that they are not allowed. Better signage, and perhaps including an announcement at the end of various performances advising that the Art Gallery is open and available to everyone, was also suggested.

**4. Surrey Art Gallery Exhibition: Vision Machine: Marianne Nicolson and Etienne Zack**

On display April 7 - June 10, 2012

**5. Surrey Art Gallery Exhibition: Art by Surrey Secondary School Students**

On display February 19 - April 29, 2012

## 6. Cultural Grants

As a result of the growing requests received from various cultural organizations seeking funding, it was requested that staff research cultural grants and how they can be established/implemented. It is going to be really important over the next year to look up some guidelines for cultural grants and how people go through that process for the grants as a whole. The concern is that there needs to be a level playing field, not an individually solicited request to each member of Council.

Staff reported that they have identified some resources to start from for the funding and logistics and suggested aligning with when the City's major grants go through so that everything can be happening at the same time; a coordinated program. In addition, research of programs in other cities (Vancouver, Calgary, etc.) will be done, the results of which will be brought back to the Committee for next step discussions (timelines for funding, award dates corresponding with various events, etc.). It is anticipated that some information may be available for the June meeting.

## H. OTHER BUSINESS

### 1. Verbal Updates

- **Semiahmoo Mall** - Artwork from elementary school students will be on display at the Semiahmoo Mall beginning the weekend before Mother's Day until the end of the month.
- **The Surrey Festival of Dance** - One of the largest amateur dance competitions held in North America, with over 10,000 dancers competing and performing, got underway at the Surrey Arts Centre on March 24<sup>th</sup>. The Festival will continue for five weeks and end April 25<sup>th</sup>, with Awards and "No Borders Group Dance Challenge" taking place on Saturday, May 5<sup>th</sup>. As a not-for-profit society, the Festival will be giving back \$60,000 to the participants in the form of scholarships and grants. Altogether it is anticipated that there will be more than 700 cheques given out. (A binder full of thank you cards to the society was made available for the Committee to see.) The Festival of Dance is a really important part of what is going on in the city right now.
- **South Surrey Recreation Centre Expansion** - As noted at the last meeting, the architects (Taylor Kurtz) had initiated a number of focus group meetings and the first public open house. The focus groups were well attended and the arts community was very well represented. To gain a better understanding of the requirements of the space, the architects have been visiting a number of facilities throughout the lower mainland. The architects have established a website to stay connected with the project which includes a survey for feedback and comments. Small business cards, noting the website address [www.taylorkurtz.com/SSRC.html](http://www.taylorkurtz.com/SSRC.html), were also created to distribute for further exposure to the project. Word is spreading throughout the community and excitement is building.
- **Surrey Children's Festival - May 24 - 26, 2012** - The only festival outside of Vancouver for children. The theme for the 2012 Festival - Your Turn to Shine! Expected attendance is 16,000 - 20,000 over the three days. There are a little

over 300 volunteers, 90% are youth. Access to the site is free, with various performances happening on each of the four performance venues: two inside the Arts Centre (Main Stage Theatre and Studio Theatre) and two in Bear Creek Park (Leap Frog Stage and Community Spirit Stage). There will also be hands-on Arts Activities inside tents and roving performances throughout the park. In terms of community connections, there will certainly be a lot of that going on at this event. The Make a Memory Sponsorship Program was noted regarding sponsorship of busses.

- **Surrey Libraries** - A Facebook page has been created for "Surrey Writes" that will advertise the various writing and reading events, information and competitions.
- **1912 Municipal Hall** - The 1912 Municipal Hall, one of Surrey's premier heritage buildings and home of the Surrey Archives, celebrates its 100<sup>th</sup> Anniversary this year! The building has served the City in many capacities over the years. A video is featured on the City's website at <http://www.surrey.ca/culture-recreation/2400.aspx>.

The Chair thanked the Committee members for their participation, noting that with there being so much going on in Surrey it is really important for the Committee to figure out how to collectively have that information all together to market. It was suggested that a subcommittee be formed to work with marketing staff to look at creating a marketing tool to connect people to the arts.

#### E. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on **Tuesday, May 15, 2012**, in Park's Boardroom #1 at 3:00 p.m.

#### F. ADJOURNMENT

It was

Moved by B. McMurray  
Seconded by C. Girardi  
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:36 p.m.

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Jane Sullivan, City Clerk

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Councillor Villeneuve, Chairperson