

Present:

Councillor Judy Villeneuve, Chair
Wendy Bollard
Al Cleaver
Barbara Cooper
Debra Hoggan
Cora Li-Leger
Al McMillan
Frances McLafferty
Bob McMurray
Chris Thornley

Regrets:

Carol Girardi
Councillor Barbara Steele, Vice-Chair

Guest Observers:

Colleen Maybin, Arts Umbrella

Staff Present:

J. O'Donnell, Manager, Heritage Services
L. Cavan, GM Parks, Recreation &
Culture
M. Houlden, Chief Librarian
S. McKinnon, Manager, Arts Services
L. Anderson, Legislative Services
R. McCullough, Museum Manager

The Committee formally welcomed the new Committee member Frances McLafferty, School of Computing Science and Interactive Arts and Technology, Simon Fraser University.

A. ADOPTION OF MINUTES

It was Moved by B. Cooper
Seconded by W. Bollard
That the minutes of the May 15, 2012, Culture
Development Advisory Committee meeting be adopted.
Carried

B. DELEGATIONS**1. Al Cleaver and Hazel Lindenbach
Friends of the Surrey Museum and Archives Society**

Al Cleaver and Hazel Lindenbach, Friends of the Surrey Museum and Archives Society (the "Society"), were in attendance to provide an introduction, mandate and achievements of the Society. A PowerPoint presentation, which included a brief history of the Society, was provided. Comments were as follows:

- The Society, incorporated in September 2000, was formed to support the Surrey Museum and Surrey Archives in raising funds through various campaigns and appeals for future growth and development of the Surrey Museum and Archives, and building public awareness of Surrey's heritage through programs and services.
- The Society is a registered non-profit charitable society, presently consisting of 85 members.
- The new museum capital campaign was launched 2001 – 2005 and raised \$1.6 million during that time. \$1.0 million was disbursed to building the new museum (that had a total cost of approximately \$5.0 million), \$400,000 was set aside for an endowment fund to support museum services

and operations and \$200,000 was given to the City of Surrey for the development of Phase Two of the Surrey.

- Surrey City Council challenged the Society to raise \$1.0 million and they would match all funds raised over \$1.0 million to a maximum of \$250,000. The challenge was exceeded and City Council matched the “Friends Capital Campaign” with \$250,000 which was transferred to a reserve fund in 2007 for the Surrey Museum Phase Two.
- One of the Society’s milestone achievements is the sponsorship of free admission to the Surrey Museum:
 - In 2007 the Society proposed to Council an annual donation to provide free admission to the Surrey Museum, Council accepted and the Society embarked on a second fundraising drive.
 - Admission sponsored by the Society in 2011 and 2012 = \$48,000.
 - In 2011, over 19,000 visitors enjoyed exhibitions, special events and drop-in programs at the Museum.
 - The Society is committed to a free Surrey Museum accessible to all residents and visitors.
- Completion of the Surrey Museum Phase Two will fulfill the Friends Capital Campaign responsibility to 73 corporate donors, service clubs, organizations, individuals and foundations who generously contributed \$1.6 million toward a new museum for Surrey – to be planned and built in two phases.
- Confirmation of City capital funding for construction is anticipated by members at their 2012 Annual General Meeting in November, 2012.
- A component of Phase Two includes 2,500 sq. ft. additional space for a temporary exhibition gallery which is currently 900 sq. ft. and limits the ability to borrow national exhibitions. The additional space will provide greater opportunities and better accommodate traveling exhibitions.

In closing, the delegation stressed the benefits of becoming a member of the Friends of the Surrey Museum and Archives Society and encouraged the Committee members to consider joining. Membership applications to the Society and the Summer 2012 Surrey Museum programming brochure, which includes information on the upcoming exhibitions and special events, were circulated.

The Committee expressed their appreciation for the presentation and commented as follows:

- It is commendable the amount of money that has been raised by this organization and the ongoing contribution of the endowment to cover the cost of admission, reducing the barrier so that anyone can visit and enjoy. Really significant.
- Staff reported that the City is in the process of securing an architect. Once selected, the architect will visit the Museum to determine what is needed for the addition and prepare a capital costing for submission to the Five Year Capital budget. The intent will be dynamic and interactive space that will add more vibrancy to the Museum.
- The New Museum has been identified in the Build Surrey Program and although it is not identified in the five year capital plan, Council is very supportive of Phase Two and have identified the need.
- The Museum Endowment fund provides the Society with income to support admission sponsorship. Initially when the Endowment fund was

established it was \$400,000, since then it has increased to \$673,000, and in the first six months of this year the Society has already raised \$12,000 for admission sponsorship in 2013.

- On behalf of the Museum staff, J. O'Donnell, Manager, Heritage Services, thanked the Society for their on-going success in providing opportunities for people to experience and enjoy heritage services and heritage facilities.

2. **Tyler Russell**
Cafe for Contemporary Art

Re: Creative Space Making – An Artist Run Centre Model

With respect to the Surrey Cultural Plan and two of the Enhancement Goals, “Enhance Town Centres” and “Enhance the Economy”, S. McKinnon, Manager, Arts Services, invited Tyler Russell, Cafe for Contemporary Art (North Vancouver), to provide an overview of the cafe and its role in enhancing the arts and the economy. Mr. Russell provided a PowerPoint presentation, which included a series of photos from the various events and exhibitions that have been held at the cafe and comments were as follows:

- The cafe, located at 140 East Esplanade, is a neighbourhood based space for contemporary art that is self financing and deeply integrated in the community it serves.
- At *Café for Contemporary Art*, we believe that real human communities are the foundation of artistic and cultural production. Building dialogues around contemporary art and ideas relevant to the here and now, we provide platforms for interactions that spark creative impulses and blur the lines between art and everyday life.
- At the cafe we also work with people in the coffee scene. In Vancouver and the North Shore there is a very vibrant coffee scene. We participate in barista competitions, etc. and really get involved with them as well; a great way to intersect communities.
- The cafe provides unlimited opportunities including spontaneous painting, exhibits, video screening, community dinners, music and artist practise, open mike and entertainment events, as well as the simple pleasure of coffee, food and meeting people.
- Our space is able to take risks on artists that are not really known and give them a platform, which is really exciting (photos were shown).
- How do we do this? We don't chase grants, we work hard! We work from 6 am to 8 pm, trying to create an independent self financing space that gives art a space where it doesn't have to depend on the market or state financing in order to exist.
- We sell books by many local authors and have summer food exhibitions (currently serving “everyday tacos”) and the coffee we serve is world class, exceptional.
- We are open to conversation. We do things that facilitate community conversations that otherwise are not as easy to have.
- We do the cafe thing for conversation without the burden of being a city.
- We have had hundreds of submissions of what is liked best about North Vancouver, what is going to happen with the waterfront, how they want it to develop, etc. Everyone comes and talks. Out of this community

organizations emerge, e.g. the North Vancouver Urban Forum – pushing for all kinds of public participation and transparency in civic affairs.

- Through my travels, I learned that village communities really pool their resources to get things done. That is what we are doing at the cafe in many different ways and different levels, working really hard to make space for art and bringing everyone together. Art bridges a gap that in other circumstances is not as easily bridged.
- One of the things that has been really interesting, we are a few blocks away from Squamish First Nations and have been able to develop really interesting conversation there through a lot of our programming that hasn't had the burden of the state; being able to work in different ways.
- It is vital in multicultural communities to have spaces to pull people beyond languages; art provides a focal point.
- It all begins with a little space.

On behalf of the Committee, the Chair thanked Mr. Russell for his presentation noting that the City of Surrey is looking at something similar in South Surrey. Additional comments were as follows:

- The space itself is leased and the annual operating budget for running the cafe is approximately \$23,000 per month (which includes \$8,000 per month for rent).
- Generally a fee is not charged to exhibit the various artworks, however there are circumstances where contributions/donations are collected (e.g. host a reading by someone from Capilano University, etc.).
- Sometimes private parties are held there for which the catering is done by the cafe, in which case there is a charge applied.
- The square footage is 1984 square feet, which includes 700 square feet of gallery space, with a maximum capacity of 50 (restricted by washrooms). Certainly more storage space and seating (15-20 seats) is desirable, and the exhibition space is sufficient, however to go beyond the current square footage would also incur additional costs (more paint, etc.)
- Presently there are approximately 200 people coming through the cafe each day. Location is important and having the foot traffic helps.
- The cafe has been there for three years now. The first two years were hard, but it has become a destination now, growing 5-10% each month.

The Committee again expressed their appreciation to Mr. Russell for taking time out to present to the Committee and congratulated him on the success of the Café for Contemporary Art. It was noted that there may be a point where the Committee would like to invite Mr. Russell back to help develop and advise on a similar project for Surrey.

C. OUTSTANDING BUSINESS

1. **Surrey's Cultural Plan - Enhancing Urbanization Through Arts and Heritage** File: 0115-01

The memo, dated June 10, 2012, from Laurie Cavan, General Manager, Parks, Recreation and Culture was reviewed.

It was Moved by B. McMurray
Seconded by B. Cooper
That the Culture Development Advisory
Committee receive the report from the General Manager, Parks, Recreation and
Culture, dated June 10, 2012, entitled "Surrey Cultural Plan – Enhancing
Urbanization Through Arts and Heritage", as information.

Carried

D. NEW BUSINESS

1. Cultural Granting Task Force – Status Report

S. McKinnon, Manager, Arts Services, circulated a memo, on table, to provide the Committee with an up-date on the establishment of the Cultural Granting Task Force (CGTF) and the related work plan. The members of CGTF were identified, including two additional staff members: Alison Rajah, who will work part-time with CGTF to co-ordinate meetings, provide research assistance and compile the final report, and Suzanne Fillion, Manager Financial Services, who will provide her expertise regarding the City's current granting programs and procedures.

CGTF has selected five cities to study: Richmond, North Vancouver, Vancouver, Victoria and Mississauga, and created a series of 19 tasks and questions for the members to address.

The research will be conducted throughout July and August. The members are also interested in sharing this information with local arts and heritage groups and asking them about their needs and priorities. It is the hope to have a workshop with these groups in early September, with a goal to complete this work and have the new Cultural Granting Program launched by the end of this year. CGTF will continue to report to the Committee on an on-going basis.

2. Cultural Marketing Plan - Update

J. O'Donnell, Manager, Heritage Services, identified the managers team selected for the Cultural Marketing Plan (Plan) and provided an update as follows:

- A project managers' meeting was held (early June) to review the Cultural Plan recommendations and Terms of Reference for other cultural marketing plans. Purpose, goals, issues and required deliverables were identified. A draft Terms of Reference was created and shared with the CDAC representatives for the project W. Bollard and C. Thornley.
- A project team meeting was held on June 15th to review the draft Terms of Reference and to discuss the purpose of the Plan. There was significant discussion regarding the need for an overall identity for "culture" and the need for a "communications plan strategy" and "culture gateway" website landing page.
- Suggested edits to the Terms of Reference have been incorporated and next steps are as follows:
 - Managers' meeting to finalize the Terms of Reference – early July;
 - Submission to Purchasing for coordination of RFQ;

- Marketing Manager and others – submitting names of firms who have developed cultural marketing plans or worked on marketing plans with experience in arts/heritage sector;
- Consultant selection; engagement for fall start; and
- Project team support for public consultation process; analysis of existing audience perception; key messages; best practices; and Communications Action Plan.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION

1. Surrey Arts Centre Theatres: 2012 – 2013 Season’s Launch

Memo, dated June 11, 2012, from Kent Gallie, Performing Arts Manager.

The Parks, Recreation and Culture Department recommends the Culture Development Advisory Committee receive this report as information.

It was
Moved by B. McMurray
Seconded by c. Thornley
That the Culture Development Advisory Committee receive the report from the Performing Arts Manager, dated June 11, 2012, entitled “Surrey Arts Centre Theatres: 2012 – 2013 Season’s Launch”, as information.

Carried

2. Arts 2012 Opening Invitation

On display June 23 – August 18, 2012

Members were invited to attend the opening at 2:00 pm on Saturday, June 23, 2012, at the Surrey Art Gallery (marketing brochure provided).

3. The Mousetrap, by Peninsula Productions, Coast Capital Playhouse

Runs July 11, 2012 - July 28, 2012

4. Doors Open

As noted at the Committee’s meeting in May, the Committee was reminded that the City’s first ever Doors Open event, a free celebration of the diversity culture and art in Surrey, was being held on Saturday, June 23, 2012. A brochure listing all of the various (City Centre to Newton) facilities, exhibits, parks, etc. that were participating in the event was provided. The event, which involves more than 30 sites, kicks off at the Newton Cultural Centre at 11:00 am and ends at 4:00 pm. It is the hope that it will become an annual event, highlighting a different Town Centre each year.

H. OTHER BUSINESS**1. Verbal Updates**

- Further to the recent report in the local papers regarding the relocation of Semiahmoo Arts to Centennial Park in White Rock, B. Cooper reminded the Committee that Semiahmoo Arts serves a very large area in Surrey, regardless of their location. Since the move, Semiahmoo Arts are working towards adopting a new model and becoming more grass roots which will provide greater community outreach opportunities, reaching out to the community to work with them in assisting with their projects.
- In response to the latest call for artists proposals, for the Surrey Urban Screen venue, the Surrey Art Gallery received forty-six (46) submissions from across Canada, the United States, Great Britain and Australia.
- The Surrey Art Gallery Acquisitions Committee met recently to review possible donations and purchases of art work for the City's collection. In total twenty-one (21) art works were added to the collection, with a value of approximately \$90,000. Most of these works were donations including ten (10) works by Jack Shadbolt that came from Simon Fraser University from the estate of Doris Shadbolt.

E. NEXT MEETING

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

F. ADJOURNMENT

It was

Moved by A. McMillan
Seconded by B. McMurray
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:01 p.m.

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson