

**Present:**

Councillor Judy Villeneuve, Chair

Barbara Cooper

Carol Girardi

Cora Li-Leger

Alan McMillan

Bob McMurray

Chris Thornley

**Regrets:**

Councillor Barbara Steele, Vice-Chair

Wendy Bollard

Al Cleaver

Debra Hoggan

Frances McLafferty

**Guest Observers:**

**Staff Present:**

J. O'Donnell, Manager, Heritage Services

L. Cavan, GM Parks, Recreation & Culture

D. Jones, Economic Development

S. McKinnon, Manager, Arts Services

L. Anderson, Legislative Services

R. McCullough, Museum Manager

**A. ADOPTION OF MINUTES**

It was

Moved by C. Girardi

Seconded by B. McMurray

That the minutes of the June 19, 2012, Culture

Development Advisory Committee meeting be adopted.

Carried

**B. DELEGATIONS**

**1. Youth Arts Council of Surrey (YACOS)**

**Cynthia Bhourji, Stephanie Song, Joy Gyamfi, Amrit Rai, Kim Grewal, Howard So and Brie Hemingway**

Re: Background and Accomplishments

Cynthia Bhourji, Stephanie Song, Joy Gyamfi, Amrit Rai, Kim Grewal, Howard So and Brie Hemingway were in attendance to introduce themselves and to provide an overview of the Youth Arts Council of Surrey (YACOS), future plans for YACOS and how the Committee can get involved. Copies of the presentation were provided to the Committee on table and comments were as follows:

- YACOS is run for youth, by youth and operated under the umbrella of the Arts Council of Surrey (ACS).
- The idea of a Youth Arts Council was first proposed in 2003, when ACS recognized that the youth in Surrey were underserved and underrepresented in the community.
- In 2004, ACS co-produced "Let Me Sing: A Musical Salute to legendary composer Irving Berlin", starring local, emerging talent, of which the net proceeds were directed to support the ACS's initiative to form a Youth Arts Council for Surrey. The production was a huge success and raised more than \$30,000 as seed money for the installation of Canada's first youth arts council, to be administered by the ACS.
- Within three months from the first meeting (December 26, 2004), the membership grew from the initial five to 12 members. YACOS held its first

election, an executive was formed, the mission statement “to promote and foster participation in the arts amongst the youth in Surrey” was drawn up and a logo was designed.

- YACOS members go on to be very successful in life, whether it is in arts, sciences, business, engineering, or other endeavours (the successes of past members was provided).
- As previously noted, the net profits from “Let Me Sing” provided the initial seed money of over \$30,000 for YACOS. The ACS continues to support YACOS through providing mentoring, overseeing budgets and by donating space at the Newton Cultural Centre for the various meetings and events held by YACOS.
- YACOS also raises funds through the concerts and events they organize and host, showcasing the talent of young artists in Surrey while raising awareness of their work (a description of the assorted events was given).
- Working within set budget limits, YACOS actively pursues sponsors for the various successful events and mentors contribute their time and experience. (Current sponsors and mentors were noted, with appreciation.)
- In addition to continuing the core programs and events, future plans include:
  - upgrading the website and increasing utilization of social media, including Facebook and Twitter;
  - facilitating art workshops for youth;
  - collaborating with the Surrey Urban Farmers Market to showcase live youth performances; and
  - organizing a monthly open mic night.
- Goals:
  - continue to promote pride in the artistic and cultural achievements of the community;
  - continue to create opportunities for youth to exhibit their artistic talents;
  - increase awareness of YACOS and the various events;
  - reach out to parents to lobby for affordable arts programs within the Surrey school district; and
  - encourage arts organizations to develop apprenticeships.

In closing, the delegation thanked the Committee for providing the opportunity to present to them and noted that they would like to initiate a discussion for the possibility of holding a second community event (such as “Let Me Sing”) for which a grant request will be submitted in due course.

The Committee expressed their appreciation for the presentation and commended the group for their dedication and efforts in making YACOS a success, noting the importance of continuing to mentor new members to ensure that as they move on there will be knowledgeable people to continue the success of YACOS and the various programs. It was suggested that the group meet with other Surrey youth leadership groups within the City’s youth centres and recreation centres in order to establish further contacts for membership, etc. (staff offered to facilitate introductions).

**C. OUTSTANDING BUSINESS****D. NEW BUSINESS**

It was Moved by B. McMurray  
Seconded by C. Girardi  
That the Culture Development Advisory  
Committee receive New Business Items D.1 through D.4, as information.  
Carried

**1. Heritage Services Special Events**

J. O'Donnell, Manager Heritage Services, provided a PowerPoint presentation outlining a number of core services offered to the community, including exhibitions, programs, school programs and special events. A background of how the programming has changed over the years to achieve the current success was also provided. Additional comments were as follows:

- Community input on Heritage services and events is considered during the planning process for the development of annual Exhibition and Program plans.
- The Heritage Services Vision is to:
  - Engage the community in quality experiences related to the history and development of the City of Surrey;
  - Meet the interests and needs of the community now and in the future;
  - Build and sustain partnerships to stimulate curiosity;
  - Facilitate understanding and promote life-long learning;
  - Foster opportunities to participate in a broad range of meaningful experiences; and
  - Preserve heritage artefacts and documents for information, knowledge and enjoyment.
- Opportunities for families to discover the past have increased from seven events in 2006 to 14 events in 2012. Similarly, special event participation has grown from 391 in 2004 to 7,953 in 2011.
- Both the Stewart Farm and the Museum have had continual growth in attendance. (An overview of the various successful and eagerly anticipated events at each location, including photos, was provided.) The Committee was encouraged to assist in promoting participation at Heritage Services events by welcoming members of their groups and organizations.
- It was suggested that Green Timbers and Sunnyside Acres could be considered for future events that celebrate the natural history of Surrey.
- Further suggestions for themes and partners were requested to be submitted to the Manager, Heritage Services, as draft plans for future events will be explored and considered in September.

**2. Surrey Museum Phase 2 Update**

J. O'Donnell, Manager, Heritage Services, reviewed her memo pertaining to the Surrey Museum Phase 2 update, dated July 9, 2012. The intent of the Phase 2 update is to ensure a dynamic space will be created that is able to host more

national and international exhibits that a city the size of Surrey should be able to offer to the community. In order to meet the budget submission deadline requirements the finalized concept on the costing is due by July 25, 2012, with the final report to be submitted by August 15, 2012. The Committee will continue to be updated.

### 3. Cultural Grant Task Force Update

S. McKinnon, Manager, Arts Services, provided an overview of her memo pertaining to the Cultural Granting Task Force, dated July 10, 2012, and noted the various kinds of research and analysis that is being done in preparation for drafting recommendations to be considered by the Committee. The Task Force will continue the review process throughout July and August and will share the information with local arts and heritage groups at a Cultural Grant Development Workshop planned for September 26<sup>th</sup> at the Surrey Arts Centre (Studio Theatre) from 6-8pm. Further information will be provided at the Committee's meeting on September 18<sup>th</sup>.

To ensure the whole community is represented as widely as possible at the Workshop, it was suggested that representatives from some of the youth groups and one or two members from City's Diversity and Inclusivity Committee, be invited to attend.

It was noted that there are often companies that are interested in providing money for grants but don't want the administrative responsibility. As such, contacting representatives from the Surrey Board of Trade and/or the various BIAs to seek advice on how to establish partnerships in this regard that would acknowledge the contributing companies without them having to do the administration directly, was suggested.

### 4. Historical Re-enactment Program

J. O'Donnell, Manager, Heritage Services, reviewed her memo entitled "*Frontier Tale Blazers – Heritage Re-enactment Program*", dated July 9, 2012. The memo provides a background and update on the launch of the pilot program (including details of the five historical characters re-enacted), the performance schedule and plans for evaluation and assessment to determine future service potential.

It was noted that the first re-enactment was performed and very well received during the Canada Day celebrations in Cloverdale with significant exposure also gained through the local newspapers.

## E. ITEMS REFERRED BY COUNCIL

## F. CORRESPONDENCE

**G. INFORMATION****1. Culture Days BC | Play Your Part  
September 28 – 30, 2012**

The memorandum, dated July 16, 2012, from S. McKinnon, Manager Arts Services, regarding the above subject line, was reviewed. It was recommended that the Culture Development Advisory Committee receive this report as information.

It was  
Moved by C. Girardi  
Seconded by C. Thornley  
That the Culture Development Advisory  
Committee receive the report from the Manager, Arts Services, dated July 16, 2012, entitled "Play Your Part – Celebrate Culture Days – September 28<sup>th</sup> – 30<sup>th</sup>", as information.

Carried

It was noted that Culture Days is an excellent opportunity to gain exposure and showcase Surrey's arts and heritage on the Culture Days website. Assistance from the Committee in encouraging additional venues to host a Culture Days open house was sought, with a reminder that registration on the Culture Days website would also be required in order to promote those events.

**H. OTHER BUSINESS****1. Invitation – South Surrey Recreation Centre – Fitness and Arts Space  
Expansion Open House**  
Thursday, July 19, 2012 - 6 pm – 8 pm

It was suggested, as part of the expansion, that the opportunity to install electricity to additional outdoor spaces be considered in order provide an area that could hold future events (e.g. musical performances, etc.). Having the necessary infrastructure in place in advance will allow for future opportunities and growth.

**2. Verbal Updates**

- The Mind and Matter Gallery 39<sup>th</sup> Annual Arnold Mikelson "Festival of Arts" (July 14-15 and 21-22) is a wonderful event, that includes painting, sculpture, pottery, jewellery and Irish folk singing. An annual event that is highly recommended.
- Working with the Parks, Recreation and Culture department, CDAC member B. Cooper noted that she has also been in conversation with V. Gillespie (Surrey Public Art Advisory Committee member) regarding the labyrinth that will be placed at Kwomais Park. Opportunities have been discussed for the literary arts, with Semiahmoo Arts helping to sponsor a small creative writing contest. The contest will be limited to a one-page entry, with somewhere embedded the notion to do with a place of vision, as Kwomais means a place of vision. (It was noted that the exact address of Kwomais Park is not available on the City's website).

- The first Doors Open event at the Surrey Art Centre was very successful. It included the opening of three new Gallery exhibitions, as well as demonstrations by water colour painters. The Surrey Arts Centre theatre also offered a behind the scenes tour. There were 245 participants. It is the hope that the event, a social inclusion type of project, will concentrate more on the heritage and arts facilities as it grows.
- Fall exhibitions at the Surrey Art Gallery will include four different shows that feature portraits. This includes a new project for the Surrey Urban Screen and a juried show organized by the Arts Council of Surrey, called Mirror - Mirror. The opening for three of these exhibitions is scheduled for the evening of Saturday, September 15<sup>th</sup>.
- This fall the Gallery will be applying for a renewal of their supporting grants from the BC Arts Council and the Canada Council for the Arts. The application for the BC Arts Council grant is done in partnership with the Surrey Art Gallery Association. These two grants generally total \$124,000 annually; although the provincial funding has been fluctuating in recent years we are hoping to sustain our grant levels.
- The Beach House Theatre Company will be performing A Midsummer Night's Dream, August 15-19, 2012, at Blackie Spit at Crescent Beach. Tickets sold out within nine hours. It is possible that it may become an annual event.
- The Cultural Marketing subcommittee had an informal discussion pertaining to the marketing possibilities available as a tool to connect people to the arts and heritage activities in the City. The direction was to possibly hire a consultant. Sometimes the number of events going on within Surrey can be overwhelming; it would be ideal to have something that shows everything together so people know (for example) all of the events that are going on over a six month period, etc. It may require a pooling of advertising dollars to create something. There are so many marketing channels available; the traditional media is getting smaller.

#### E. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on **Tuesday, September 18, 2012**, in Parks' Boardroom #1 at 3:00 p.m.

F. ADJOURNMENT

It was

Moved by B. Cooper  
Seconded by C. Thornley  
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:40 p.m.

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Jane Sullivan, City Clerk

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Councillor Villeneuve, Chairperson