
Present:

Councillor Judy Villeneuve, Chair
Wendy Bollard
Al Cleaver
Carol Girardi
Cora Li-Leger
Frances McLafferty
Bob McMurray
Shelly Thorne
Chris Thornley

Regrets:

Councillor Barbara Steele, Vice-Chair
Barbara Cooper
Alan McMillan

Guest Observers:**Staff Present:**

L. Cavan, GM Parks, Recreation & Culture
D. Jones, Manager, Economic Development
M. McGreer, Economic Development
S. McKinnon, Manager, Arts Services
J. O'Donnell, Manager, Heritage Services
L. Anderson, Legislative Services
R. McCullough, Museum Manager

A. ADOPTION OF MINUTES

It was Moved by C. Thornley
Seconded by B. McMurray
That the minutes of the July 17, 2012, Culture
Development Advisory Committee meeting be adopted.
Carried

B. DELEGATIONS**1. Kent Gallie, Performing Arts Manager**

Re: New City Hall Cultural Venues

Kent Gallie, Performing Arts Manager, was in attendance to provide an overview of the new City Hall cultural venues. A PowerPoint presentation, detailing the operational study that was undertaken to look at the opportunity for Council Chambers at the new City Hall to also serve a dual purpose in providing a performance venue to engage the community, was shown. Comments were as follows:

- One of the big focuses of Council was to engage and activate City Centre and to draw community members into the City Hall. It is a tremendous opportunity to capitalize on the investment at the new City Hall and design a place that can also be opened up for the community.
- Other venues in the lower mainland were analyzed, in particular, the Inlet Theatre in Port Moody (159 seats + 50 additional; 125 live performance rentals annually) and the Matsqui Centennial Hall Auditorium in Abbotsford (350 seats; 100 live performance rentals annually), both of which host Council meetings for their respective municipalities.
- There were a number of community consultations (various performing arts and community cultural organizations, Surrey School District, Surrey Library and current City Council Chambers user groups) as well as staff consultations (which included the Office of City Clerk, IT, Facility Management, Surrey Arts

Services, Special Events, etc.), all of which provided important detailed feedback as follows:

- The new space will offer the following benefits:
 - There are limited rental venues in Surrey – new space is welcome;
 - High calibre of proposed equipment;
 - Professional technical staff to support performances;
 - Audience size – 200 seats (most groups felt that was a manageable size for their endeavours);
 - Access to public transit and many local amenities; and
 - Multi use of a public building.
- Challenges:
 - No piano (this issue was raised by many groups);
 - Size of stage is somewhat limited;
 - Limited wing and backstage space;
 - No direct loading access to the performance area;
 - Limited dressing room capacity; and
 - Pay parking.

(Note: none of these challenges were insurmountable)

- Technical Consultant Robert Hamilton, Douglas Welch Design Associates, prepared a plan to accommodate live performances in the Council Chambers, including:
 - Theatre standard lighting and sound system;
 - Theatrical drapes and masking;
 - Automated drape system to hide Council desks;
 - Installation of lighting cat walk;
 - Elevated stage; and
 - Innovative system for removing City Manager's and Senior Management staff desks to improve sight lines to the stage.
- Council Chambers and the performance venue are designed to have separate operating systems for lighting, sound, technology, Shaw TV coverage and web streaming. However, integration of the two systems may be possible when required.
- Programming the new space will provide cultural activities for the community while encouraging growth and development in the arts sector. Initial internal programming is necessary to build awareness of the possibilities and highlight the benefits of the new performance venue. This "primer" will help cultivate community use and is consistent with the goals of the 2012 Surrey Cultural Plan, enhancing both City Centre and the arts in general.
- Some examples of performances that could be held include chamber music/jazz ensembles, author readings, film and lecture series, small theatre performances, Pecha Kucha presentations and small choral groups.
- There were a number of factors considered in calculating a proposed fee structure:
 - Cost recovery potential for labour and equipment costs through generating appropriate revenue levels;
 - Fees charged by other venues based on a per seat average;
 - Services and professional grade labour included in the comparable venues;
 - Level of professional grade technical equipment provided;

- Location of venue relative to transportation options and other amenities such as restaurants;
- Level of interest in the space and cost expectations from potential local user groups surveyed; and
- Bottom line City operational investment.

(Graphs were shown noting proposed fees and charges for comparable venues.)

- It is also felt strongly that the presence of a box office will be crucial to facilitate will call ticket pick-ups, buying on the spot, facilitating last minute guest lists and complementary lists, etc., the location of which is still to be determined.
- The atrium inside City Hall is the main grand hall area and will also be designed for plug and play infrastructure to accommodate technical equipment. The Atrium will also be able to provide a variety of events including press conferences, City sponsored special events, art displays and exhibits and wedding receptions. Proposed fees for the Atrium will be on an hourly rate basis with a four hour minimum. The cost of all auxiliary equipment will be in addition to the hourly rental rate. (The list of proposed four hour fees were noted.)
- In summary, the new performance venue will provide significant benefits to the community:
 - Creating a cultural destination in the City Centre;
 - Exhibit local performers and cultural activities;
 - Enhance partnerships with local associations;
 - Expand the performing arts rental space inventory;
 - Enliven the environs of City Hall; and
 - Enhance the public's access to City buildings.
- Next steps
 - Approval of the 2013-14 operating budget
 - Support for programming
 - Approval of fees and charges
 - Funding for support equipment items such as the piano

The Committee commented as follows:

- Will the acoustics in Council Chamber be good enough for theatre and production?

There is a lot of hard surface in the space which will help and there is also going to be a lot of drapery that can be adjusted to change the sound. It should be quite a flexible space, much more acoustically equipped.
- The pricing of the Atrium rental is going to be really important. It has been reported that people find the Surrey Arts Centre too expensive to rent, whatever can be done to mitigate that, perhaps sponsorships, etc., is essential. It will likely be smaller groups that don't have the Board or backing that other groups have that will be looking to rent the this facility. If it is too expensive it won't be used.
- Is there, within the design of the building and if the Atrium space becomes popular, the opportunity to have equipment like tables and chairs? Not having that equipment might be a limiting factor and certainly, in the long run, may be beneficial to have for the future.

There have been discussions for the additional equipment however there is a challenge around space requirements for storage and the demand for space. Staff are currently looking more closely at potential opportunities for events (where some seating table and chairs are required) and will evaluate the demands. As built space is at a premium it is important not to use too much for storage, however if the diversity and quantity of events requires that all types of equipment is having to be frequently rented, that could initiate a case for purchasing some items and keeping them on site.

- Perhaps there may be an opportunity for a cross institutional collaboration with Simon Fraser University (next door). SFU Surrey does not have performance space, but they have a fair amount of equipment (stored on campus) that is used for special events and events designed by their interactive technology and contemporary arts departments. (Staff will contact SFU to inquire further.)

- Has there been any consideration for food and beverage on site?

There will be an area that will be leased out as a cafe; right now we are working under the assumption that they will be able to provide catering service when there are rentals going on. The ability to have a temporary server bar is also being looked at, with the hope of having it stored on-site for easy access for events.

C. OUTSTANDING BUSINESS

The Agenda was varied.

3. Cultural Marketing Plan Update

J. O'Donnell, Manager Heritage Services, reviewed her memo entitled "Surrey Cultural Marketing Plan – Progress Report", dated September 10, 2012. Additional comments were as follows:

- Throughout June and July the Project Team worked on developing and finalizing Terms of Reference for the Cultural Marketing Plan (the "Plan"). The purpose of the Plan is to raise the public profile and participation in arts and heritage facilities, services and programs through:
 - Marketing strategies for Surrey's arts and heritage facilities and services;
 - Strategies and goals for social media support for arts and heritage programs;
 - Branding of destination civic arts and heritage venues;
 - A promotion strategy; and
 - An information sharing strategy
- Extensive research of marketing firms with knowledge of the City of Surrey and experience in strategic planning was undertaken in early August. An Expression of Interest was distributed to consultants at the end of the summer. The process to engage a consultant firm will continue in September with a final contract for the project finalized by the end of the month.
- Consultants will begin work on the Plan in early October. During the course of the project, the consultants will: undertake extensive analysis of current and potential audiences; review publicity and promotion programs and distribution

methods; review advertising; consult with the arts and heritage community; consult with arts and heritage program staff; identify key messages; and develop a marketing action plan with measurable goals and strategies.

- Throughout the fall, numerous opportunities will be provided to the Committee members and the arts and heritage community to share their knowledge, ideas and input with the marketing consultants.
- By February 2013 the project will conclude with the submission of the finalized Plan for 2013 – 2016 to Council for adoption.

The Committee was solicited for any interest in becoming involved with the development of the Plan.

1. South Surrey Recreation Centre - Arts Addition Update

S. McKinnon, Manager Arts Services, provided an overview of her memo, dated September 11, 2012, regarding the above subject line. In addition to the memo, story boards, as prepared by the consultant, were also shown with photos describing the arts space addition, to provide an overall view of the site plan and the location of Centre in relation to its surroundings. Completion is anticipated by the end of 2013 with occupancy in early 2014.

It was recommended that the Culture Development Advisory Committee receive the South Surrey Recreation Centre Arts Addition Update as information and send a letter of thanks to the South Surrey White Rock Arts Society for their generous donation of \$250,000 towards this capital project.

2. Surrey Cultural Grant Program Draft Outline and Invitation to Community Workshop

S. McKinnon, Manager Arts Services, briefly reviewed her memo, dated September 11, 2012, regarding the above subject line and also provided a PowerPoint presentation (paper copies provided to each member on table) entitled “Cultural Grants Program – Enhancing Arts & Heritage in Surrey”. Additional comments were as follows:

- Through the development of Surrey’s Cultural Plan there were six (6) Town Centre Open Houses. At each open house there were cultural mapping stations where people could list the cultural spaces, organizations and artists in Surrey. It was found that there were over 120 arts and heritage organizations in Surrey, many more than expected. It was also noted that most of these were small informal groups that were just developing and that the more established groups were struggling to sustain their organizations and level of activities due to uncertainties in funding. These organizations are essential to the development of a vibrant, creative city and it was found that many other cities with these types of organizations receive municipal funding support in the form of cultural grants.
- At the May 15, 2012 meeting of the Committee a task force was established with a mandate to research and develop recommendations regarding the development of a Cultural Granting Program for the City (members noted).

- The task force studied five (5) cities with Cultural Grant programs including: Richmond, North Vancouver, Vancouver, Victoria and Mississauga. They compiled relevant grant information from each community, analyzed and compared the various programs and then prepared a draft program guidelines document (attached as Appendix 1 to the above noted memo). The task force will be sharing this information with local arts and heritage groups at a Cultural Grant Development Workshop planned for:
 - Date: Wednesday, September 26, 2012
 - Time: 6pm – 9pm
 - Location: Surrey Arts Centre – Studio Theatre(Note: Registration exceeded the space and a wait list has been established.)
- Sharing the research within the context of the current program funding (to ensure that realistic expectations are set) participants at the workshop will be asked about their funding needs and priorities. The current funding for the Cultural Granting Program is \$75,000 annually.
- Following the workshop the task force will meet to incorporate the community input and finalize the Cultural Grant Program guidelines. The goal is to complete this work and take a report to Council in early November, with the hope of having the new Cultural Granting Program launched by the end of 2012 and the first cultural grants being issued early in 2013.
- The vision of the Cultural Grants Program is to enhance arts and heritage in Surrey through building organizational capacity and sustainability in local cultural organizations; and investing in community based activities that promote awareness and participation in Surrey's cultural development.
- General guidelines for the Program include:
 - Organizations may submit one application per grant cycle.
 - Awarding of funds will be based on number of eligible applicants and available funding in the year the application is received.
 - 5-20% of the Program fund may be kept as a reserve for contingency.
 - City enhancement goals and cultural investment strategies may be considered as additional criteria for the awarding of funds.
- Exclusions apply to the following:
 - Educational institutions;
 - Religious, political and business groups;
 - Fundraisers;
 - Travel (outside the Lower Mainland);
 - Deficit reduction; and
 - Capital projects.

C. Thornley left the meeting at 3:57 pm

General investment strategies and eligibility criteria were noted and the procedure for processing grant applications was reviewed. Comments continued:

- Hoping to bring the Program forward to Council on November 5, 2012.
- The proposed deadline for applications will be set for January 2013, with the evaluation of applications occurring in February, results being announced in

March and funds being distributed in April 2013. After this first cycle, timelines may be adjusted. The Program is intended to be quite flexible.

The Committee commented as follows:

- Was there an exploration of an endowment portion of the grants as a way to build a legacy to provide additional funding? Perhaps it is something to consider once this program is off the ground.

There might be the potential to work with the Surrey Foundation and set up an endowment within the Foundation as opposed to setting up another one.

- Is this grant completely different from what is available now? Could an organization apply for both?

It was agreed that groups should apply now to the City's Community Grant Program as they normally would and then depending on the grant they receive it could be adjusted accordingly and then in the future the cultural groups would only be able to apply to the one Cultural Grant Program.

- Working with non-profits, we are to the point where meeting with groups looking at City lands, etc., actually working with a consultant now to see if there are potential for groups working together. Maybe there should be some discussion to see if there isn't some way that some of these groups can come together rather than competing to apply. The city is so large it is difficult to meet the needs of everyone. Might be an interesting question to ask if there would be an opportunity for that discussion down the road.

It was recommended that the Committee receive the Surrey Cultural Grant Program Draft Guidelines for comments and that Committee members attend the Community Workshop on September 26, 2012.

D. NEW BUSINESS

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION

1. Invitation: 2012 Surrey Civic Treasure Awards & Business and the Arts Celebration

Tuesday, October 2, 2012 at 6:00pm – Surrey Arts Centre

2. IN-vision Kwomais Labyrinth Fundraiser

Saturday, October 13, 2012, 7:00pm - Kwomais Point Park

A community fundraising event to support the establishment of a labyrinth in the park; presented by local artists associated with the group "Contemporary Art Matters".

Tickets: \$20.00 available at tickets.surrey.ca

3. Culture Days Proclamation

At the September 10, 2012 Regular Council Public Hearing meeting, Mayor Dianne Watts declared September 28 – 30, 2012 "Culture Days" in the City of Surrey.

The Committee viewed the video from the website promoting cultural activities across Canada during Cultural Days and noted the listing of activities, events and collaborations that will be going on throughout Surrey.

H. OTHER BUSINESS

1. Verbal Updates

- Peninsula Productions has finalized their series with the first production:

Jaclyn Guillou, Canadian Jazz Vocalist
Friday, October 12, 2012, 8:00 pm

Tickets on sale on line now - \$25 in advance, \$30 at the door

E. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on **Tuesday, October 16, 2012**, in Parks' Boardroom #1 at 3:00 p.m.

F. ADJOURNMENT

It was

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

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:14 p.m.

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson