

Present:

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

Regrets:

Councillor Barbara Steele, Vice-Chair
Carol Girardi
Shelly Thorne

Staff Present:

S. McKinnon, Manager, Arts Services
J. O'Donnell, Manager, Heritage Services
R. McCullough, Museum Manager
L. Luaifofo, Legislative Services

Guest Observers:

A. ADOPTION OF MINUTES

It was Moved by B. McMurray
Seconded by F. McLafferty
That the minutes of the September 25, 2012, Culture
Development Advisory Committee meeting be adopted.
Carried

B. DELEGATIONS

1. Heidi Greco

Heidi Greco was in attendance to discuss the proposal for a Poet Laureate for the City of Surrey. Comments were as follows:

- Duties of a Poet Laureate can include writing poems for special occasions, coordinating events, outreach workshops, contests or readings that promote poetry to a broader base of people; building partnerships with schools, prisons and other institutions.
- This would be the ideal time (preliminary/planning stages of acquiring a Poet Laureate) for Surrey to establish the criteria for the hiring process and the duties/expectations of a Poet Laureate.
- Mr. E.D Blodgett, former Poet Laureate of Edmonton was recommended to participate on the selection committee. Mr. Blodgett received the Governor General's award.

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

- It was questioned if SFU has a creative writing department as it would be important for SFU to be a part of the process of hiring a Poet Laureate. It was noted that due to cutbacks there is no creative writing department.
- Surrey has been putting itself on the map creative writing wise. There are currently 30 cities in Canada committed to a program to have a Poet Laureate.
- It was suggested that information on the costs to hire a Poet Laureate be gathered from the City of Vancouver.
- The Committee will review the booklet and discuss the possibilities of a Poet Laureate. This item will be referred to the Chief Librarian, Melanie Houlden. The next steps will be determined at the next Committee meeting.
- World Poetry Day is on March 21 and International Poetry month is in April, 2013. A good target date to secure a Poet Laureate would be during those dates.
- Funding through Canada Council is an option to explore.

This item is to be put on the next CDAC meeting agenda for full discussion.

2. **Newton Cultural Centre – Update**

Patricia Dahlquist, Arts Council of Surrey Board member, was in attendance to provide an update regarding the status of the Newton Cultural Centre operation. A PowerPoint presentation was given and comments were as follows:

- The Arts Council of Surrey (ACS) is a registered non-profit organization that has been working on behalf of the local arts community for 45 years.
- Membership of the ACS has increased from 135 members in 2002 to 500 members in 2012.
- Over the past two years, ACS has worked with the City of Surrey participating in consultations related to Surrey's Culture Plan.
- Surrey's 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.
- The "Build Surrey" Program provided \$1.5 million in funding for the re-development of the Newton Cultural Centre.
- The City of Surrey decommissioned Firehall #10, the building was originally constructed in 1962 on 72 Avenue. The building is central and is located in an easily assessable area in Newton with over 29,000 cars passing this site daily.
- ACS was formerly located in North Surrey and that space was inadequate. An open house was held to consult the community on plans for the

renovation of the old firehall. There were 50 people in attendance that were in support of the project.

- The Newton Cultural Centre official opening was in September, 2010. The theme was "Setting the Arts on Fire" and the Surrey Celebration Dance Team and fire dance performers were in attendance.
- The Centre is just over 6,000 sq. ft. with an open secure entrance. The Gallery capacity is 50 people and the Theatre/Rehearsal hall capacity is 100 people. The Conference Meeting room capacity is 60 people
- Bookings of the centre have exceeded expectations with 36 bookings over three months in 2010 to 400 bookings in 2011.
- The ACS participated in workshops that influenced the Cultural Capitals of Canada bid preparation. As well, the Council participated in the Fusion Festival, Vaisakhi Harvest Festival, Canada Day and Surrey International Writer's conferences.
- Another ACS initiative was "Work of Art" – a professional development opportunity for local artists with 77 participants. ACS hopes to repeat the workshop in 2013.
- The Youth Arts Council of Surrey (YACOS) was established a few years ago and now has a permanent home at the Newton Cultural Centre. "Surrey Shines", a YACOS initiative was attended by 450 people including the audience and participants.
- The Newton Cultural Centre has increased the profile of the Arts Council of Surrey and the City of Surrey. Other Councils are impressed. It is essential that Surrey retain arts in the City.

C. OUTSTANDING BUSINESS

1. Heritage Re-enactment Program Evaluation

J. O'Donnell, Manager Heritage Services, provided a PowerPoint presentation entitled "Frontier Tale Blazers 2012". Comments were as follows:

- The re-enactment program hired a re-enactment coordinator, Yvette Dudley Newman in March, 2012. The program ran from July 1 to August 18, 2012 and was implemented with funding by the City of Surrey Council. The final evaluation was completed at the end of September, 2012.
- Once there were drafts of scripts, there were three scripts of each character and in order to determine audience reaction and check factual clarity and congruency, a "table read" was taken in spring and included members of the Surrey Historical Society.
- Another component was branding the project. There were 30 possible names and titles; the final selected name was "Frontier Tale Blazers".
- There were 5 characters. Each possessed musical, singing or dancing talent, in addition to three scripts they had to perform.
- For the marketing and promotion of the project, a series of postcards were created and distributed to guests to thank them for attending as well as

provide the Heritage Services facility contact information. The postcards feature six photographs from the Surrey Archives.

- Press releases were sent out and Public Services Announcements were shared with the media in July and August about the program.
- The first performance was done for Mayor and Council then others followed on Canada Day, Pioneer Fair at the Historic Stewart Farm, Fusion Festival, Cloverdale Blueberry Festival, Dancin' in the Barn and lastly, the Surrey Museum Day on August 18, 2012.
- The project was a success and a great learning opportunity. The program achieved the goal in that it brought history to life and met one of the needs identified in the Cultural Plan to decentralize cultural services to the Town Centres.
- The cost of the project was \$70,000 of which a significant portion of that was the actor's fees.
- Council will be asked to endorse the project again in 2013.

2. Cultural Grant Community Workshop Outcomes

S. McKinnon, Manager Arts Services, provided an overview of her memo regarding the above subject line, as circulated to the Committee on table. It was recommended that the Culture Development Advisory Committee receive the memo entitled "Cultural Grant Community Workshop Outcomes", as information.

Comments from workshop participants were as follows:

- Thank you to Surrey for putting the focus on arts and culture. The workshop was interesting and productive and clarified many aspects of the grant proposals.
- 39 guests attended the workshop along with 14 facilitators and reporters.
- The only concern expressed was around the level of funding.
- The needs that are out there are unknown until people start to apply.
- Since the workshop, the Task Force met a couple of times and summarized the benefits and the needs. The top benefit was that it would provide stability and gives opportunity for sustainability and funding predictability for local arts and heritage organizations.
- In terms of greatest need, it was support for new projects and initiatives.
- Most of the Committee attended the workshop.
- It is a way to begin to talk about establishing criteria, equity and see where the glitches are. These Program guidelines are a really good start and the Committee is pleased that we are at the point where we have a Corporate Report going to Council. Congratulations to everyone for that effort. This is one of the goals of the Committee and it has been achieved.
- Next steps will be to develop a "Glossary of Terms" and a, "Frequently asked Questions (FAQ) list to go on the website. An application form will be developed within the next couple of weeks. The Corporate Report and

application form will be complete by the next couple of weeks. The Corporate Report will go to the City Manager to be included on the November 5 Council agenda.

The Committee commented as follows:

- One item discussed was the hope of reducing grant requests from going directly to Council to request money from the Council Initiatives Fund once the Cultural Grant Program is implemented.
- Metro Vancouver gives \$100,000 annually to big cultural organizations like the Vancouver Symphony or other established organizations. They have now opened the criteria to smaller organizations.
- In the future we could look at enhancing the funding available by building a Foundation, such as the Surrey Foundation, to receive donations.

D. NEW BUSINESS

1. Surrey Arts Centre Theatre Season Highlights and New Partnership Initiatives

The Committee received this item as information.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION

1. Surrey Museum's First Nations Exhibit, Baskets for Barter

The memo, dated October 11, 2012, regarding the new Surrey Museum exhibition 'Baskets for Barter' was received by the Committee as information.

2. Surrey Urban Screen – Taking Time Exhibition

Members are invited to attend an artist talk with Julie Andreyev on Friday, November 9, 2012 at 7:00 pm at the Chuck Bailey Recreation Centre.

It was

Moved by F. McLafferty

Seconded by B. Cooper

That the Committee receive the Information

items, G.1 and G.2 as provided.

Carried

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

- Wonderful concert on Friday night by Peninsula Productions. Another concert will be coming up on *December 16 at 7:00 pm*. John Lee Sanders performed last year and will be performing again on December 16.

Barbara Cooper

- There will be a Christmas Craft Fair on *November 18*. Still seeking vendors.
- Semiahmoo Arts is going to have its first Winter Solstice Celebration of Light on *December 22 from 5:00 pm to 7:00 pm*. There will be a variety of events including a trek up to a local pond with lanterns, fire dancers, XBa (Extreme Ballet) dancers, as well as food.

Councillor Villeneuve

- Attended the In-vision Labyrinth fundraiser on Saturday October 13 at Kwomais Point Park. The performances were wonderful and it was an exciting evening of sharing talents in the community which included musicians, acting, painters and fire dancers. Heidi Greco was also in attendance. The fundraiser was to establish a labyrinth in the park.

Al Cleaver

- Would like clarification on the timeline of the 2nd phase of the expansion of the Surrey Museum. The various objectives listed in the Cultural Plan fall under the following timelines; Short Term is within 1 – 2 years, Medium Term is within 3 – 5 years; and Long Term is beyond 5 years. Page 52 of the Plan indicates that the construction of Phase 2 of the Museum is a Long Term Objective and he understood that planning was starting in 2012 with construction beginning within five years.

E. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on **Tuesday, December 4, 2012** in Parks' Boardroom #1 at 3:00 p.m.

F. ADJOURNMENT

It was

Moved by C. Li-Leger

Seconded by

That the Culture Development Advisory

Committee do now adjourn.

Carried

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

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson