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**Present:**

Councillor Judy Villeneuve, Chair  
Councillor Barbara Steele  
Wendy Bollard  
Al Cleaver  
Carol Girardi  
Cora Li-Leger  
Frances McLafferty  
Bob McMurray

**Regrets:**

Barbara Cooper  
Alan McMillan  
Shelly Thorne  
Chris Thornley

**Staff Present:**

L. Cavan, GM Parks, Recreation & Culture  
M. McGreer, Economic Development  
S. McKinnon, Manager, Arts Services  
L. Anderson, Legislative Services  
R. McCullough, Museum Manager

**Guest Observers:**

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**A. ADOPTION OF MINUTES**

It was Moved by B. McMurray  
Seconded by C. Girardi  
That the minutes of the October 16, 2012, Culture  
Development Advisory Committee meeting be adopted.  
Carried

**B. DELEGATIONS**

**1. Jacqueline Gijssen, Senior Cultural Planner  
City of Vancouver**

Jacqueline Gijssen, Senior Cultural Planner, City of Vancouver, was in attendance to provide a brief overview to the Committee of the Creative Spaces Policies and Programs in the City of Vancouver. A PowerPoint presentation outlining the framework for the City of Vancouver Cultural Facilities Priorities Plan (2008-2023), was shown and additional comments were as follows:

- Vancouver has a very large public art program. The Cultural Services department consists of approximately 15 people that are continually involved in a number of activities/programs.
- The grants program is the longest running, providing up to \$10m a year in grants.
- The Cultural Facilities Plan (2008 – 2023) (the “Plan”) went through a massive planning process and key gaps were identified. A new 10-year Cultural Plan was developed to assist in understanding why cultural space is important to the livability of the city.
- A road map of what is needed to be done to enable sustainable creation and operation of sustainable creative places was developed within the Plan. Four categories were identified:
  - *Capacity building* - Vancouver has lost opportunities to buy space cheap and hold on to it to develop capacity. It is also the most challenging real

estate market in North America; the real estate pressures are extreme. There is no industrial space similar to neighbouring cities where other arts and culture communities have found a home. Vancouver is losing cultural space and continually faced with organizations that have insufficient space to operate.

- *Enhance resources* – The Grant program is one of the outcomes of the facility study and since its introduction has been a huge success (funding has grown from \$70,000 to \$1m per year). The program enables the community to help build the space, leverage activity and develop cultural space (a very good net return in dollar investment). Money has also been invested in hosting workshops, training, and a successful bursary program. Many artists have benefited from the artist studio awards program (a small investment to enhance resources/artist studios (e.g. live/work studios help emerging artists move to the next level).
- *Build partnerships (planning and coordination)* - Very involved in building partnerships. Have brought together a number of government agencies, internal city departments, etc. Most important aspects is the social purpose real estate collaborative, a consortium of funders and investors who are interested in assisting mission based, non-profit, social purpose groups with real estate needs, to secure them in the space/assets. A number of projects have been done with them. Right now doing a survey on rent/lease/own for social purpose in Metro Vancouver, trying to really anchor the data around what the issues are, what are people paying, etc., to establish better metrics to advocate on.; and
- *Projects* – Key gaps noted (in addition to the current and completed projects identified):
  - Live presentation facilities (400 - 600 seat)
  - Small performance spaces (<250 seats)
  - Community performance spaces (improve existing stock)
  - Co-location large format storage/production workshops
  - Organizational co-location rehearsal/production/administration spaces
  - Multi-tenant, artist workspaces
  - Stabilization of key collections (preservation, exhibition and education)
  - Outdoor festival infrastructure (sewer, water, power)
  - Artist live/work
  - Affordability

It is important to get in on the ground level with planning to make sure local area/community plan directions embrace arts and culture and to help develop at the ground level.

There was some discussion with regard to current and recently completed projects. The Vancouver Art Gallery relocation plans were also discussed, noting that February 2013 is the two year date for which the business plans, etc. are due and financial ability demonstrated. It is anticipated a decision will be made by the spring, 2013.

In closing, amenity contributions and density bonuses were discussed, noting that many of the developers are involved in both Vancouver and Surrey projects that are similar (e.g. Concord Pacific – dedicated funding for Arts Umbrella). As such, Ms. Gijssen offered to return to the Committee at a later date to talk more about

the development process, as Vancouver has had their developer program in place for a long time and have had some failures along the way. The Vancouver team has become very familiar when dealing with developers, many of which are the same developers in Surrey. It is still a challenge at times to have the vision delivered at the end – would be happy to share some of those insights.

2. **Candace Radcliffe and Rick Harmon, Artistic Directors  
Beach House Theatre Company**

Candace Radcliffe and Rick Harmon, Artistic Directors, Beach House Theatre Company, were in attendance to provide a report on the Company's summer production of William Shakespeare's "A Midsummer Night's Dream", staged at Blackie Spit from August 15 through 19, 2012.

A PowerPoint presentation was given, which included a brief history of the Beach House Theatre Company and photos taken during the summer production, and comments were as follows:

- The Company has officially been in existence for 1 ½ years, however the work involved, in bringing this production to such a unique outdoor location, has been underway for the past 3 years.
- Throughout the design concept it was always the intention to provide nature as an open backdrop (beach/sunset) to the production as opposed to renting theatre space.
- The 280 seat tented theatre (in the parking lot of Blackie Spit) was constructed over 5 ½ days and taken down and cleaned up in just 1 day.
- The production was an artistic success, a community success and a financial success.
- In addition, the production also offered mentorship opportunities to Surrey youth and a scholarship to a local graduate. In total there were 4 high school (either current or recent graduates) students on stage and 5 other key students working with the staging and lighting. Of note, the person who ran the lighting was a grade 10 student.
- Tickets sold out in just 4 days. The communities of South Surrey and Crescent Beach were incredibly receptive and have already been seeking information about future productions and asking when tickets for next year will go on sale.
- Some of the challenges included:
  - Security and control of the beach-going public, especially at the dog park;
  - Time available in each permitted day on site (had to start at 7 pm in order to be cleared by 10 pm. In the coming years, hoping to be able to start a little later in order to avoid the sun setting right behind the stage);
  - Access to power and water;
  - Dusty surface of the parking lot (has since been taken care of); and
  - Parking regulation.
- Goals for 2013 include:
  - Encourage more youth to volunteer for the production and to perform in the show;
  - Add a children's show based on the work of Robert Munsch in a morning time slot;

- Expand the concession to include catered food, and possibly beer and wine in order to enhance the adult experience; and
- Survey the community of Crescent Beach and patrons to help gauge future planning and whether there would be support/tolerance for a longer run (a larger tent for the space available is not an option).
- The Company is enthusiastic to create a stronger partnership with the City in preparing and developing the event. As such, support from the City is being sought as follows:
  - Financial support;
  - Assistance in reaching out to the public, tourists and beach users to inform them in advance of the upcoming event and potential impact on their use of the area. Without wanting to close that public beach or anger the users, it would assist greatly if the area could be temporarily closed off (note: having by-law officers on site for two of the nights was very beneficial);
  - Access to in ground power and water in the parking lot where the event takes place;
  - Dust control on the parking lot within a day of the load being brought in;
  - Slight extension to the curfew to mitigate issues with sunset at start of the show;
  - Permission to create temporary designated parking stalls throughout the lot adjacent to the site; and
  - Expansion of the site to accommodate a larger lobby, concession area and have more parking for the patrons.

The Committee expressed their appreciation for the presentation and congratulated the delegation and their Board for the tremendous success of the production, noting that it was the highlight of the summer for many, for which it is also hoped will become an annual event. Additional comments were as follows:

- The event and the site were fabulous and very well organized. The community was buzzing with excitement and very proud and anxious to see what was happening.
- There was also a very nice economic spinoff as well, particularly from the restaurants and cafés.
- Congratulations also on the mentorship program and bringing youth in to be a part of the technical side as well.
- It was a very successful production that also shows great collaboration between parks and arts and how spaces can be activated in the city.

In closing, staff noted that they will follow-up with a report back to the Committee in terms of how the City can respond to the requests from the group and flexibility to address some of the needs identified.

Councillor Steele left the meeting at 3:59 pm.

**C. OUTSTANDING BUSINESS****1. Discussion - Options to establish a Poet Laureate for the City of Surrey**

M. Houlden, Chief Librarian, reviewed her memo of December 4, 2012, outlining two options for discussion regarding the establishment of a Poet Laureate for the City of Surrey. Essentially, the options were to: (1) strike a committee to develop the terms of reference to create a Poet Laureate position for the City of Surrey (suggested representatives from various organizations were given) and to develop an action plan; or (2) that Library staff take on the task of developing a process, budget and action plan for creating a Poet Laureate position, for review by CDAC at the February 2013, meeting.

The Committee conveyed their support of the second option, noting that this option may provide a greater opportunity for having something in place in time for the opening of the new City Hall, however concern was expressed with regard to staff responsibilities and the availability of their time. It was reported that a casual librarian would be tasked with the assignment. It was further suggested/queried that research for a Writer in Residence could be done at the same time.

Copies of pages from the Surrey Libraries website and Surrey Writes Facebook page were circulated to the Committee as an update of the current programming and upcoming events, noting that there are more author and writing events being held that are attracting audiences of 60 to 80 attendees as a result of both the venue and the authors that have been presenting. Interest in the Surrey Writes Facebook page has also seen an increase in activity; Committee members were encouraged to participate.

Further opportunities were noted, such as digital audio art space/video recording studio, as a result of stack spaces shrinking and the increased space becoming available with the popularity of e-books.

**2. Surrey Cultural Grant Program Update**

S. McKinnon, Manager Arts Services, provided a review of the subject report, dated November 28, 2012. Additional comments were as follows:

- Following the Cultural Grant Development Workshop held on September 26, 2012, the Committee members met to incorporate the community's input and finalize the Cultural Grant Program guidelines. The Committee's goal was to complete this work and take a report to Council in early November. On November 5, 2012, Council adopted Corporate Report R238 – Surrey Cultural Grants Program, with one friendly amendment to page 3, item 2. Project Grants where the word "new" was removed to ensure that existing groups/projects would be eligible for funding.
- Currently working towards the implementation of the program.
- Arts and heritage groups will be required to complete and submit an expression of interest letter by January 8, 2013, in order to be assessed for eligibility.

- Eligible groups will be invited to attend an information meeting scheduled for January 24, 2013, where they will receive a cultural grant application form. Those forms must be completed and returned to the City by February 25, 2013.
- A team of City staff will review all of the grant applications and forward a report to Council in March and the first round of funding should be distributed in April 2013.
- Trying to make the information available to as many groups as possible and to attract as many arts organizations as possible. The Arts Council has assisted by running an article in the recent Spotlight publication (page 6) about the launch of the program and will be running a supplementary article in their January, 2013 edition.

Discussion ensued and the CDAC Task Force, formed with a mandate to research and develop a Cultural Grants Program for the City, was complemented on the significant input and work they undertook in establishing recommendations for the Cultural Grants Program. As a matter of clarity, the Committee was advised of the steps that are taken, once the initial research and preliminary discussions have taken place, in drafting a new program to be supported by the City. Steps include a review of the final stages through the City's senior management team to assess how the program will fit with other programs supported in the City (eg. consistency across all programs, level of funding, how the program(s) work with all community groups, etc.), and Council's philosophy in terms of trying to create as many opportunities for groups as possible. It is by looking at the new program through that filter that any final amendments or modifications are made in finalizing the proposed program for Council's consideration and adoption.

The Committee were encouraged to "get the word" out within their various communities to individuals and organizations that may benefit from a grant to apply for cultural grants as much as possible (will justify expanding the grants program in the future), and to really emphasize the benefits to Surrey residents. Nobody should be discouraged at the beginning with the criteria.

### 3. Cultural Marketing Plan Update

L. Davison, Manager Visual and Community Arts, reviewed the memo from the Manager of Heritage Services, dated November 26, 2012, entitled "Surrey Cultural Marketing Plan – Progress Report". Comments were as follows:

- Presently embarking on Phase 1 – preparation and preliminary research (November 21 – December 30, 2012).
- The timeline for the Cultural Marketing Plan is November 21, 2012 – March 31, 2013. During the project, Thornley Advertising and partners will work with the Project Team to conduct work in four phases. As such, Committee member, Chris Thornley has asked for a leave of absence from the Committee while he undergoes the work required for the project.
- Looking forward to beginning the process of community consultation (Phase 2 – January 1 – 31, 2012).
- The aim is to bring forward a final report at the end of March, 2013. There will be opportunities to report progress of the work through the spring.

It was Moved by C. Girardi  
Seconded by B. McMurray  
That the Culture Development Advisory  
Committee receive the Surrey Cultural Marketing Plan – Progress Report, dated  
November 26, 2012, as information.

Carried

#### D. NEW BUSINESS

##### 1. Discussion regarding the delegation of Beach House Theatre Company regarding Blackie Spit Park at Crescent Beach (Item B.2)

Following the presentation (item B.2 above) from the Beach House Theatre Company Artistic Directors Candace Radcliffe and Rick Harmon, the Committee reviewed the report, dated November 28, 2012, from the Manager, Parks Operations South and Manager, Arts Services, entitled “Beach House Theatre Production – Blackie Spit Park at Crescent Beach”. Additional comments were as follows:

- It was intended from the start that the production would run for 5 days only. Part of the reasoning was the sensitivity to the potential impact to the environment and the local residents. Doing an event at nightfall also meant that the production would have to be held in August, one of the busiest months for the local community.
- It would be wonderful if there could be more than 5 nights. The production itself cost \$90,000, for which they had to raise a lot of the funds. For the first year they probably didn't want to over extend themselves, which also may be why they started with just 5 production nights.
- As noted by the delegation, there is an interest in expanding the run of a production by as much as 3 additional nights, which would require a total of 14 - 18 days occupancy (for an 8 night production). As such, staff will undergo a survey to see if there can be an expansion to some extent that would not be too intrusive to the local community.
- As it was, many of the residents within the local community were upset they were unable to get tickets. Because of the strong support received throughout the production and the weeks following, meeting the needs of the local community, perhaps by way of a “local night”, advance ticket sales for the neighbourhood, etc., should be considered when looking at additional productions.
- Staff noted that having worked with the group since the very beginning, the resulting success has met both the Company's and the City's expectations. The entire production became very professional, very organized and ultimately very successful.

It was Moved by B. McMurray  
Seconded by C. Li-Leger  
That the Culture Development Advisory  
Committee receive the report on the Beach House Theatre production of a  
Midsummer Night's Dream, as information.

Carried

**E. ITEMS REFERRED BY COUNCIL****F. CORRESPONDENCE****G. INFORMATION****1. Surrey Children's Festival Teacher's Guide**

It was Moved by B. McMurray  
Seconded by C. Li-Leger  
That the Culture Development Advisory  
Committee receive the Surrey Children's Festival Teachers' Guide, as information.  
Carried

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

- Peninsula Productions presents "Norman Foote", fun, family entertainment, January 4, 2013, 3:00 pm at the Coast Capital Playhouse – Tickets \$10.00 (50% of tickets sales will be donated to families in need).
  - Upcoming performances – tickets \$25 in advance, \$30 at door  
<https://tickets.surrey.ca>:
    - John Lee Sanders Blues and Gospel Christmas  
Sunday, December 16, 2012, 7:00 pm, First United Church, White Rock
    - Red Chamber  
Friday, February 1, 2013, 8:00 pm, First United Church, White Rock
    - Infinitus  
Friday, May 3, 2013, 8:00 pm, First United Church, White Rock
  - Agnes of God by John Pielmeier  
February 28 – March 9, Coast Capital Playhouse  
Tickets \$18-\$23 – [www.whiterockplayers.ca](http://www.whiterockplayers.ca)

Congratulations to Committee member Al Cleaver, who will be attending a ceremony at #10 Fire Hall to receive a Queen's Diamond Jubilee medal.

**2. Proposed 2013 CDAC Meeting Schedule**

It was Moved by B. McMurray  
Seconded by A. Cleaver  
That the proposed 2013 Culture  
Development Advisory Committee meeting schedule be adopted, as presented.  
Carried

The Chair thanked the Committee for their great work throughout the year in establishing a strong committee, committed to the progress and interest in continued development and growth for arts and heritage in Surrey.

**E. NEXT MEETING**

The next meeting of the Culture Development Advisory Committee will be held on **Tuesday, January 15, 2013**, in Parks' Boardroom #1 at 3:00 p.m.

**F. ADJOURNMENT**

It was

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

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:54 p.m.

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Jane Sullivan, City Clerk

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Councillor Villeneuve, Chairperson