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**Present:**

Councillor Judy Villeneuve, Chair  
Wendy Bollard  
Al Cleaver  
Barbara Cooper  
Carol Girardi  
June Laitar  
Alan McMillan  
Bob McMurray

**Regrets:**

Councillor Barbara Steele  
Cora Li-Leger  
Frances McLafferty  
Chris Thornley

**Guest Observers:**

**Staff Present:**

L. Cavan, GM Parks, Recreation & Culture  
M. Houlden, Chief Librarian  
D. Jones, Economic Development  
S. McKinnon, Manager, Arts Services  
R. McCullough, Museum Manager  
L. Anderson, Legislative Services

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A round table of introductions was made to welcome June Laitar, President, Fraser Region Aboriginal Friendship Centre Association (FRAFCA), (formerly Kla-How-Eya). It was noted that future Committee meetings will be attended by Shelly Thorne, Executive Director.

**A. ADOPTION OF MINUTES**

It was Moved by C. Girardi  
Seconded by B. Cooper  
That the minutes of the December 6, 2012, Culture  
Development Advisory Committee meeting be adopted.  
Carried

**B. DELEGATIONS**

**1. Geoff Giffin (on behalf of Eric Stepura, Director of Leisure Services, City of White Rock)**

Geoff Giffin, Chair of the White Rock Mayor's Arts Economic Task Force and President, Peninsula Productions, was in attendance, on behalf of Eric Stepura, Director, Leisure Services, City of White Rock, to provide a brief overview of the City of White Rock, Arts Economic Strategy (the "Strategy").

Copies of the "City of White Rock Arts Economic Strategy and Implementation Plan 2013 - 2017" (November 2012), as developed by the White Rock Mayor's Arts Economic Task Force, a team of artists that teach or work in the arts (struck last summer), as directed by the Mayor of White Rock, were circulated on table and a PowerPoint presentation, which provided further background to the steps taken by the Task Force in the establishment of the Strategy, was also provided.

Fundamental to the overall development of the Strategy was the review of previous activities and undergoing a SWOT (strengths, weaknesses, opportunities and threats) analysis, the results of which identified the following:

- Strengths and Opportunities
  - Higher than average population of arts professionals
  - Demographic profile that supports performing arts
  - Arts-related businesses
  - Easy access from major population centers
  - Incomparable natural setting with swimming beach/pier
  - Walkable waterfront with heritage interest and some public art
  - Farmers Market and a few community festivals
- Weaknesses and Threats
  - Reaching full potential requires leadership and support from City of White Rock Council
  - Lack of dedicated staff position assigned to the development of arts and culture
  - Public perception that talent must be imported from larger urban centers
  - Lack of dedicated arts and cultural infrastructure

The results, a recommended Implementation Plan for the Arts Economic Strategy, for which the outcomes from the process are summarized into a vision statement, four strategic goals and 17 recommended actions to be achieved over the next five years. . White Rock Council adopted the report recommendations including the creation of a new staff position, a small fund to support cultural festivals and a commitment to develop a cultural strategic plan for the City.

The Committee expressed their appreciation for the presentation and discussion ensued with respect to potential opportunities for the City of White Rock and the City of Surrey to work together to garner support for a wider audience base and for groups in both municipalities to have access to funding opportunities/grant programs to provide seed funding for their events. Tri-Cities Arts Council, serving Coquitlam, Port Coquitlam, Port Moody, Anmore and Belcarra, was noted as a partnership example.

In closing, staff noted the City's Cultural Strategic Plan was completely shared with the City of White Rock and that there is a strong sense of collaboration between the two municipalities and the synergies of working together is very much encouraged.

## 2. **Liane Davison, Manager, Visual and Community Arts**

Liane Davison, Manager, Visual and Community Arts, was in attendance to provide an overview of the Surrey Urban Screen venue. A PowerPoint presentation, which provided a background to the development of the venue as a public art feature for the Chuck Bailey Recreation Centre, opened February 2010, and details of the images of the various exhibits that have been held at the venue since the opening was given. Comments were as follows:

- The Surrey Urban Screen is Canada's largest noncommercial outdoor screen venue for digital art. Unlike many screens (e.g. Time Square, NY), Surrey's Urban Screen is dedicated to presenting art, serving as an outdoor digital art projection gallery, and does not present advertising of any kind.
- The venue operates between September and April – the darkest months. The venue starts up shortly after sun down and shuts down at midnight.
- The artwork projected can be up to 30 meters wide (100 feet) and can be easily seen from the SkyTrain (a ridership of roughly 30,000 individuals every day).
- Surrey has received much positive recognition for its innovation in digital art programming, including representation in the Cultural Olympiad as a digitally smart city, responsive to artists and trends in artistic creation.
- One of the interesting aspects of the venue is that it really involves collaborating with digital artists. It may look simple, but the technology isn't. It is supported by a network of computers, controllers, specialized equipment that synchronizes the images between the four projectors, as well as other software that enables projections to avoid the windows and doors (or respond to them), as well as respond to triggers from sensors – the presence of people as well as motion such as the passing of the SkyTrain.
- Because the Urban Screen is up for months, all of the artists are interested in creating work as though it were 'the fireplace in their living room', something that is interesting for viewers resident in the apartment towers surrounding the venue, not only visually, but acoustically.

Two brief videos were shown to provide an example of how the exhibitions are viewed when in motion and further background to the various exhibitions was provided.

Comments continued:

- The media has been very interested in the venue and its programming. [Examples of the articles that have been published online and in print were noted.]

M. Houlden arrived at 3:39 pm

- Proposals from all over the world are received in response to the various artist calls. The artists are keen to exhibit at the venue and particularly thrilled when they find out that there is absolutely no advertising.
- We need to ensure that we are marketing ourselves and getting the word out there that this is a unique entity which really puts Surrey on the map. Need to be thinking of how we can use that as positioning the city as being a dynamic, developing city.
- It certainly is an exciting project that is going to continue to evolve as more equipment is entering the arts field.

A new item, A.4, was added to the Agenda and the Agenda was varied.

#### 4. South Surrey Proposed Arts Space Phase Two

Jim Cox, President and CEO, SCDC, was in attendance to provide a brief update on the South Surrey proposed phase two arts complex. Additional comments were as follows:

- The City has an objective of building a cultural facility in South Surrey. SCDC believe there is an opportunity to fund a major part of this project as a part of a major development on 19 Avenue (on south east corner) and 152 Street.
- It has probably been a year since the idea of building this as a project (also described as an amenity bonus) was raised. Part of the delay is that over that year, the programming period, the facility changed quite a bit from what it was thought it would be and now the concept has a more significant performing arts component in it.
- The proposal is an artist-run centre, including visual arts exhibition space, café, arts studios, meeting facilities and a 13,000 sq. ft. theatre to seat 300 - 350, all located as part of a wing of the 30-storey high-rise tower, not a completely separate building. There was some difficulty in making all of the arts space fit on the site and the developer has now suggested moving the arts space to a ground floor towards the back of the site, fronting 19 Avenue.
- Right now the proponents are trying to finalize the concept for the facility. As the proposed uses grew in scope, the space required to meet the developer's business plan had to be reduced from 25, 000 to 20,000 sq. ft., which required accessing another part of the building; making better use of the space and still meeting most of the community's requirements.
- The proponents are presently gathering the information in terms of the needs and marrying those needs and building on the recommendations in the Bing Thom Study. An update may be possible by the next Committee meeting.
- It is anticipated that a proposal will be provided to the GM Parks, Recreation and Culture, indicating the space sought in order to then bring forward for Council's consideration.
- As the concept will require a major rezoning and public approval process, it will likely take at least one year before the project is shovel ready.
- The location is ideal, right in the town centre of a recognized arts community, which will have advantages to complement the Arts Economic Strategy for White Rock (item A.1 above).
- The development has not been presented to Council and is not a public application at this point. It is an opportunity to be explored while at the early stages, allowing time for further input.

#### 3. Rob McCullough, Manager, Surrey Museum

Rob McCullough, Manager, Surrey Museum, provided a viewing of the Museum Special Events video, which was put together over the past year, as a marketing tool for promotional purposes. The video will also be available on the City's website.

It was noted that in addition to the video, other marketing opportunities are utilized through a general mail-out, a variety of brochures distributed throughout the various City facilities, newspaper articles, email (recently switched mail-out distribution of letters to the schools to email), a distribution list that visitors add themselves to when visiting the Museum, and most recently, moving more into social media with a Twitter account. It has been reported that there has been a fair amount of activity on Twitter, with much of the dialogue happening after events; people are talking about what they saw, etc.

A brief discussion ensued with respect to attendance, noting that there were approximately 30,000 visitors to the Museum in 2012, with the highest numbers happening over the summer months (when Lego exhibition was held). Year to year attendance is growing and again the Committee expressed their appreciation to the Friends of the Museum and Archives Society for their generous donation of free admission to the Museum which undoubtedly makes a real difference in the attendance. There has also been an increase in school program attendance, especially since the settlement of teachers' job action.

In closing, it was noted that the 3<sup>rd</sup> Saturday of each month, from February through December, is designated "Discovery Saturday", special family drop-in programs with crafts, games, entertainment and more.

## C. OUTSTANDING BUSINESS

### 1. Update - Poet Laureate Proposal and Other Options to Support the Literary Arts in Surrey

M. Houlden, Chief Librarian, reviewed her memo "Options to Support the Literary Arts in Surrey", dated January 15, 2013 and reported to the Committee that she researched the feasibility of having a Poet Laureate for the City of Surrey and discovered there are only a few published poets in Surrey who would be eligible for the title. As such, she suggested the Committee could explore the following alternatives:

- **Creative Writing Contest for Youth** - A simple and cost effective option would be to conduct a contest, limited to youth aged 13-18; the topic could be to write a piece that celebrates Surrey; with the winner to be announced in conjunction with the City Hall opening;
- **Poetry Slam** - There are a lot of good local writers in Surrey; the "Slam" could be held within different neighbourhoods to showcase and draw upon multi-ethnic talent.
- **Writing Workshops** - The library could hold a number of targeted workshops for writers to develop their skill level; a winner could be selected from the workshop.
- **Community-Wide Poetry Contest** - Appeal to members of the community at large to submit their original haikus, limericks, poems as a tribute to the City of Surrey. The winning piece would be read at the opening of the New City Hall.

- **2014 Youth Poet Laureate Program** – Create a program to specifically develop young poets.

In closing, it was reported that currently within Surrey the focus on poetry in the community is fairly narrow. After more interest is generated in the community it might be easier to then establish an official Poet Laureate program at that time.

Discussion ensued with the Committee questioning the suggestion that there are only a few eligible local Poet Laureate candidates within Surrey and noted that there is a robust writing community within Surrey, some of which focus on poetry.

The Committee's comments continued:

- The Chair asked whether the Chief Librarian had reached out to Kwantlen University because they have a respected creative writing program with people on faculty who are published poets, members of the Writers Union, and are highly recognized for their work. In response, the Chief Librarian noted that she had not worked with Kwantlen and would certainly do more research in this area.
- It was noted that hosting a Poet Laureate contest for the city and pairing the contest with the New City Hall opening is a great way to make a splash and set a marketing profile. Perhaps a poem about City Hall, and then at the opening have the announcement of a Poet Laureate program with the winner becoming the contest winner for that year and then growing the program from there.
- If there is a challenge identifying a Poet Laureate, the Committee could introduce the idea of an official Poet Laureate program, explain what it is, what it means and then identify someone at a later date.
- In 2012 the Mayor read a proclamation introducing April as National Poetry Month. As such, it is suggested that April 2013 could be used as the launching pad with the first assignment being the creation of a poem for the New City Hall.
- Staff suggested another angle would be making a report to Council to have Council's support and endorsement in having a Poet Laureate program (similar to Civic Treasures). The first two years could be compensated through a small Council initiatives allowance, followed up with some of the other programs. First step this year would be a writing contest. Council endorsement of the Poet Laureate program would show that the City supports the literary community and would be a good visible first start to raise the profile of literary arts in Surrey.

It was

Moved by A. Cleaver

Seconded by B. McMurray

That the Culture Development Advisory

Committee recommend proceeding with the development of a one-time poetry contest.

Carried

It was Moved by B. McMurray  
Seconded by C. Girardi  
That the Culture Development Advisory  
Committee recommend staff develop a report along with the idea of a Poet  
Laureate program and the possibility of securing funding for the program through  
Council Initiatives funding.

Carried

## 2. **Surrey Cultural Grant Program Update**

S. McKinnon, Manager Arts Services, provided an update of the Surrey Cultural Grant Program as follows:

- In response to the request to submit Expression of Interest forms, promoted at the end of 2012 through the Surrey Arts Council, local newspaper advertising and some direct contact, there have been 48 proposals received from 43 different groups, representing a mixture of capacity building and project proposals.
- It is apparent by the response that the networks we used seem to have reached out to a good cross section in the community.
- All of the proposals will be reviewed initially to ensure they meet the eligibility criteria.
- An information meeting for those applicants will be held on Thursday, January 24<sup>th</sup>. Following the information meeting, one month will be given for each group to submit their full grant applications. It is anticipated that the grant evaluation committee will be reviewing those submissions after February 25<sup>th</sup> and taking recommendations forward to Council in early April.

## 3. **Beach House Theatre Production 2013 – Response to Request for Assistance**

L. Cavan, General Manager, Parks, Recreation and Culture reviewed the report “Beach House Theatre Production 2013 – Response to Request for Assistance”, dated January 7, 2013, from the Park Operations Manager, South and the Performing Arts Manager. Comments were as follows:

- The report covers the support that both the Arts and Parks staff are able to offer.
- Most of the concerns raised at the previous meeting have been worked through and staff has committed to continue working closely with the theatre group.
- It may be possible to accommodate the group’s request for an enhanced footprint on the site, further discussion is needed with the group.
- With respect to the request for additional performance time, staff will need to sit down with the group and work together so there is collaboration in terms of getting feedback from the community before a commitment of time and expansion timelines can be made.
- Surrey Arts Centre has offered them the option to utilize the Surrey Arts Centre ticketing system. utilize ticket opportunities.

- The request for improved water and power access cannot be achieved due to an estimated \$70,000 investment requirement. To make this investment for one park user group is not feasible. There hasn't been a demand for these services from any other group. Further consideration will be given if future needs for multiple uses arise.
- With the exception of being able to provide water and power, staff will continue to work with the group to enhance the location and assist in their continuing success.

It was

Moved by B. Cooper

Seconded by J. Laitar

That the Culture Development Advisory

Committee:

1. Receive the report "Beach House Theatre Production 2013 – Response to Request for Assistance", dated January 7, 2013, as information;
2. That a copy of the report be sent to the Beach House Theatre Production Group, encouraging them to continue to work with staff to enable future success.

Carried

**D. NEW BUSINESS**

**1. Discussion regarding the delegation of City of White Rock Arts Economic Strategy (Item B.1)**

Comments pertaining to this item were provided earlier in the meeting following the above presentation (item B.1).

**E. ITEMS REFERRED BY COUNCIL**

**F. CORRESPONDENCE**

**G. INFORMATION**

**1. News Release – BC Government Announces New Arts and Cultural Funding Programs**

The News Release, "BC Government Announces New Arts and Cultural Funding Programs", dated January 9, 2013, was reviewed by the Committee.

## 2. Exhibition Opening at the Surrey Art Gallery

Invitations were circulated for the upcoming exhibition at the Surrey Art Gallery 'The future is already here: Alex McLeod and Brendan Tang', January 19 to March 24, 2013.

- Opening Reception – Saturday, January 19, 7:30 – 9:30 pm
- Artist's Talk with Brendan Tang – Thursday, February 7, 7:30 – 9:00 pm

## 3. Paul Wong Exhibition at the Surrey Urban Screen

Invitations were circulated for the upcoming Paul Wong exhibition at Surrey Urban Screen - January 23 to April 28, 2013.

- Paul Wong Talk - **Now + Then (Mobile Media: Video Portapak to Smart Phone)**. Talk presented as part of the Gallery's Transpacific Transect Speaker Series, in partnership with Kwantlen Polytechnic University Fine Arts. January 23, 2013, 7:00 pm, Surrey Art Gallery
- Opening Reception '**Year of Gif**' to follow Artist Talk
- Companion exhibition '**Flash Memory**' – January 10 – 31, 2013  
Arbutus Gallery, Kwantlen Polytechnic University, Surrey Campus

It was Moved by B. McMurray  
Seconded by B. Cooper  
That the Culture Development Advisory  
Committee receive items G.1 through G.3, as information.  
Carried

## H. OTHER BUSINESS

### 1. Verbal Updates

- It was reported that the new location for the Fraser Region Aboriginal Friendship Centre Association (formerly Kla-How-Eya), is in the old Options building on King George Boulevard (behind The Pantry). The new location has been instrumental in being able to offer more programming due to the convenient location, easily accessible by public transit. A presentation of the association and the programs offered, was suggested for a future Committee meeting.
- C. Girardi noted that there are new slat walls for artists in the Newton Cultural Centre Art Gallery and that applications are now being taken for exhibitions in 2014; 2013 is already booked solid.
- B. Cooper noted the following upcoming events:
  - 3<sup>rd</sup> Annual South End Summit - Saturday, January 19, 2013, 7:30pm, Wheelhouse Theatre, Earl Marriott Secondary School

The event features outstanding performances by the senior jazz bands of Elgin Park, Semiahmoo and Earl Marriott Secondary schools and special guest artist Vince Mai, trumpet soloist and well known member of various

Canadian jazz and funk groups. Guest Emcee is Margaret Gallagher, the host of CBC Radio One's Hot Air, CBC's longest running radio program. Dal Richards will also be in attendance to present his scholarship that was set up specifically for the event.

Tickets, available at Tapestry Music and Semiahmoo Arts, are \$20.00 or \$15.00 for students and seniors.

- Irish Poetry Nights – In association with Semiahmoo Arts, the Irish Club of White Rock has started a series of Irish Poetry Nights, to be held the third Wednesday of each month at White Rock's Slainte By The Pier Gastrobar on Marine Drive. Upcoming readings:
  - January 16, 7:30 pm – Jack Sixsmith presents poetry of Patrick Kavanagh
  - February 20, 7:30 pm - Ray Fynes presents poetry of Louis MacNeice
- Peninsula Productions presents “Red Chamber”, amazing world class musicians play an eclectic mix of music using ancient pluck string instruments (Tang Dynasty), and a blue grass or modern jazz piece as well. Friday, February 1, 2013, 8:00 pm, First United Church, White Rock - Tickets \$25 in advance, \$30 at door - <https://tickets.surrey.ca>.
- Upcoming performances:
  - Infinitus  
Friday, May 3, 2013, 8:00 pm, First United Church, White Rock  
Tickets \$25 in advance, \$30 at door - <https://tickets.surrey.ca>.
  - Agnes of God by John Pielmeier  
February 28 – March 9, Coast Capital Playhouse, White Rock  
Tickets \$18-\$23 – [www.whiterockplayers.ca](http://www.whiterockplayers.ca)
  - The Games Afoot by Ken Ludwig  
July 10 – 28, 2013, Coast Capital Playhouse, White Rock  
Tickets \$18-\$23 – [www.whiterockplayers.ca](http://www.whiterockplayers.ca)
- “Make Friends at Your Library” - Walter and Jazzy, Surrey Libraries' mascots, created by local artist Chris Hamilton, will be appearing live at the Surrey Kids Read event, January 26, 2013 at Guildford Town Centre.

## E. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on **Tuesday, February 19, 2013**, in Parks' Boardroom #1 at 3:00 p.m.

F. ADJOURNMENT

It was

Moved by W. Bollard  
Seconded by B. Cooper  
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 5:05 p.m.

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Jane Sullivan, City Clerk

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Councillor Villeneuve, Chairperson