

Present:

Chairperson- Councillor Villeneuve
B. Cooper
B. McMurray
C. Girardi
C. Li-Leger
F. McLafferty

Regrets:

Vice-Chair – Councillor Steele
S. Thorne
W. Bollard
A. Cleaver
A. McMillan
C. Thornley

Staff Present:

D. Jones, Manager, Economic Development
J. O'Donnell, Manager, Heritage Services
L. Davison, Visual and Community Art Manager
J. Strom, Curator, Surrey Art Gallery
L. Cavan, GM Parks, Recreation & Culture
M. Houlden, Chief Librarian
S. McKinnon, Manager, Arts Services
C. Jesson, Legislative Services

A. ADOPTION OF MINUTES

1. Culture Development Advisory Committee - Tuesday, February 19, 2013.

It was

Development Advisory Committee (CDAC) of Tuesday, February 19, 2013, be adopted.

Moved by C. Girardi
Seconded by B. McMurray
That the minutes of the Culture

Carried

B. DELEGATIONS

1. Jordan Strom, Curator, Surrey Art Gallery

In attendance before the Committee to provide an update on the Surrey Art Gallery Collection and 2012 Art Donations and Acquisitions.

Referenced a PowerPoint presentation entitled "Reflecting Surrey, Reflecting the World," the following comments were made:

- Surrey Art Gallery (SAG) is nationally recognized as a contemporary art museum specializing in art exhibitions and art education;
- Important contribution the permanent art collection makes to the City, noting the gallery features artwork by local, national and international artists;
- Each year, the SAG presents on average 18 exhibitions;
- Mission is to engage the public about issues that affect the community through contemporary art;
- Current collection is a critical resource to engage the community and provide opportunities for learning and sharing of knowledge and experiences;
- Existing collection represents an array of mediums and is held in public trust for the community;

- Existing collection is comprised of 1500 artworks and is intended to be able to tell stories of contemporary art since 1975, the year the Gallery was founded;
- An overview was provided of the following seven key activities/steps related to building and maintaining permanent collections:
 1. Acquisition
 2. Preservation
 3. Research
 4. Exhibition
 5. Education
 6. Circulation
 7. Publication
- In terms of acquisition, art is acquired via purchase and donations; when significant works are donated, staff works towards obtaining cultural property designations via the Federal Government when significant gifts; “Cultural Property” is essentially “National Treasures” status from the federal government, awarding higher tax incentive for the donor;
- An Acquisition Committee is responsible for the Gallery’s Collections Policy and ensuring its implementation. The committee is made up of three representatives from the community. Currently the members are Councillor Judy Villeneuve, Kwantlen University Art Historian Dorothy Barenscott, and a representative from the Surrey Art Gallery Association.
- Gallery has a modest budget to actually acquire art pieces;
- Staff regularly evaluates current works of art and works to ensure that proper steps are undertaken relative to archiving and storage;
- In terms of publications, work is ongoing related to sharing information of the Gallery's works and collections through the creation of "An Open Book" a free and accessible online publication available on the Gallery's website;
- All artworks entering the Collection are subject to national collections management principles, practices, and standards, the same as the National Gallery of Canada;
- Staff noted that the level of the Gallery’s professional activities and facilities has meant that it continues to maintain its “Category A” Canadian art museum status. This classification is very hard to achieve; only a half dozen museums in the province currently have this designation;
- One of the primary purposes of the Collection is as a teaching tool around issues and ideas addressed in contemporary art practice;
- In 2010, in partnership with the Surrey Art Gallery Association, the Gallery applied for a major Cultural Spaces Canada capital improvements project grant through Canadian Heritage and was successful in receiving the grant;
- This funding was used to expand the vault where the art collection is stored.
- In terms of the future of the collection, the Gallery Strategic Plan identified a priority of a recommitment to the Collection and establishing a more national breadth of content;
- Current value of the Collection is \$2 Million, comprising of 1500 works which is relatively small when compared with other galleries in Southern BC (Victoria, Burnaby, Vancouver);

During discussion, the following comments/questions were raised:

- In response to a query regarding an international art exchange policy, staff advised that they mostly deal with Canadian exchanges/loans and that staff undertakes an extensive process of determining what can/cannot be exhibited;
- The New City Hall's atrium may be an option for art exchanges with Sister Cities;
- In response to a query relative to the art collection sizes in other Cities, staff advised that the Vancouver Gallery has been able to acquire much through donations and through a past sale of property they achieved a fund that they use for art acquisitions.
- In response to query whether there is a national registry that is available to the public, staff clarified that information is shared when exhibits are undertaken but caution is applied relative to donor information due to privacy concerns; and,
- Staff advised that the Federal Government does not have a universal list of artists.

C. OUTSTANDING BUSINESS

1. **Cultural Grant Program Up-date, Sheila McKinnon, Manager Arts Services** File: N/A (Verbal Update)

The following comments were made:

- Evaluation committee for the Cultural Grant Program met last Friday, March 15 and received 34 applications for consideration;
- Overview of evaluation criteria and process was provided, noting that each application is scored out of ten points;
- Applications scoring within the 6-10 point range will be recommended for funding at full request level, 3 – 5 points receive partial funding and 0 – 3 points would receive no funding this round;
- An overview of the scoring criteria utilized was provided, which includes components of merit/quality of proposed initiative, community impact, and organizational health (evidence of board/governance/personnel/ability to support project);
- Staff advised that the total amount of funds requested did exceed what is available, however based on the criteria that has been applied, staff noted they are in a position to fund all applications; and,
- Staff advised a Corporate Report will be provided for Council's consideration for the April 8, 2013 Regular Council Public Hearing.

During discussion the following comments were made:

- Committee member spoke to the grant distribution process and noted that during the grant program research some communities held an event to distribute the grants and made the experience a bit celebratory;
- Given there are potentially 34 groups, it would be a challenge to provide such individual recognition at the actual Council meeting;

- Staff proposed that a brief reception could be held, a small scale affair that will recognize the groups and provide them with an opportunity to network, promote their projects and encourage collaboration;
- In terms of a venue, staff suggested that the Surrey Arts Theater could be used to hold the reception, with the event held in the early evening; and,
- Staff advised they would look into the details relative to location and date.

Agenda varied to consider Items D2 to D4 prior to D1

D. NEW BUSINESS

2. **2013 Parks, Recreation and Culture Department - Service Delivery Plan, Laurie Cavan, General Manager, Parks, Recreation and Culture**
File: 6180-01

The following comments were made:

- The 2013 Service Delivery Plan is an outline of the Parks, Recreation and Culture Department's 2013 work program and a summary of the Department's key accomplishments and highlights in 2012;
- The Plan has been developed by staff in recognition of Council's priorities, Council Advisory Committees' recommendations, community needs and strategic corporate directions;
- The process in developing the Plan allows staff to work together as a team to identify potential partnerships, synergies, and apply a holistic approach to providing services to the community; and,
- Staff advised that they are always looking for the Committee's direction and comments.

3. **2012 Grants, Sponsorships and Revenue Enhancements, Laurie Cavan, General Manager, Parks, Recreation and Culture**
File: 1855-01

The following comments were made:

- Staff spoke to the memo entitled "2012 Grants, Sponsorship & Revenue Enhancements" noting the information has been provided to the Committee for reference;
- The memo provides a summary of the sponsorship and revenue enhancements received by the Department in 2012;
- Staff noted that work is ongoing relative to exploring new revenue opportunities to supplement user fees and taxation to help fund operating and capital expenditures;
- Staff indicated that the City cannot fund everything and as such the notions of collaboration and partnerships are critical;
- The area of special events was highlighted as an example of the potential of diverse efforts in obtaining corporate sponsorship;
- Over \$4million of revenues has come from outside the City, largely in part due to success in applying to Federal/Provincial Infrastructure Programs;

- Staff emphasized that is all about relationship building and quality of presentations made that enable the City to obtain the various sponsorships;
- In response to a query, staff noted the sponsors represent a diverse/extensive group of companies providing much needed support in the form of in kind services;
- In response to a query, staff advised that there is not one corporate outreach area, but rather staff works collaboratively with other departments, such as marketing and economic development to co-ordinate the sponsorship approaches;
- Staff noted that although success may be achieved with corporate sponsors for one year, work in attempting to identify new sponsors is always ongoing.

4. **Surrey Arts Centre - Classical Coffee Concert Series, Sheila McKinnon, Manager Arts Services**

File: 7800-01

The following comments were made:

- In terms of the 2012-2013 theatre season, the inaugural Classical Coffee Concert Series was a great success;
- Staff noted everything about this Series was new, as this was the first time for a classical music audience, and having weekday/daytime performances;
- Ticket sales exceeded staff's expectations/projections;
- Audience response has been tremendous, noting that it seems timely that there is a strong interest for classical music in the City;
- Staff referenced the presentation made at the last meeting regarding the Vancouver Symphony Orchestra's (VSO) interest in the proposed Performing Arts Centre for the Surrey City Centre and expanded programming in Surrey; and,
- Work on the 2013-2014 theatre season has commenced, with staff looking forward to developing further classical coffee concert series.

1. **Screening of Shanghai Biennale and other points of interest from Council's trip to China, November 2012, Councillor Villeneuve (last item – reordered)**

File: 7800-01

Councillor Villeneuve provided a detailed PowerPoint presentation highlighting her recent Council delegation trip to China. Councillor Villeneuve reported that the trip was a valuable opportunity to network with the cultural community, to see the rich diversity in art, meet a variety of artists and learn about the significant changes taking place in China that have facilitated such cultural growth.

The following comments were made:

- Committee member spoke to the changing dynamic of the Western world now being intrigued by China and wanting to know all about the Country, especially relative to the arts/cultural component; and,

- Value of such cultural exchanges cannot be underestimated, noting the importance of such opportunities for cross-cultural dialogue and connecting with artists.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. 2013 Good Citizen Award – Call for Nominations
File: 0290-05 GC

Cllr. Villeneuve advised the Committee that nominations for the 2013 Good Citizen Award are being accepted now by the City, with April 28, 2013 being the deadline for such submissions. Council will be considering the submitted nominations and appointing the Good Citizen recipient at the April 8, 2013 Closed Council meeting. The recipient of the 2013 award will be announced at this year's Volunteer Appreciation Reception held on April 17th, 2013.

H. OTHER BUSINESS

The following verbal updates were made by members of the Committee:

1. Poetry Contest – Update

Melanie Houlden, Chief Librarian

- Draft poster relative to the Poetry Contest was circulated to Committee for comment/feedback;
- The contest is ready to be launched, as the rules/guidelines have been established and the selection of judges has been completed;
- The month of April has already been proclaimed as Poetry Month;
- Staff advised that if the response from the community is good, this could become an annual event;
- At this point, the intention is to have the selected poem read as part of the Grand Opening of New City Hall;
- Committee commented that the circulated poster should be corrected to read that the event will be part of the grand opening of New City Hall and not the Civic Plaza;
- Committee member noted that the proposed deadline of May 15, 2013 for the contest should be re-evaluated as at this point September 7th has been identified as the opening date of New City Hall;
- Committee members were requested to review the proposal and contact staff back within a week with any feedback.

2. **Surrey Festival of Dance – Update**

Carol Girardi

- Committee was updated that there are 14 days remaining in the Annual Surrey Festival of Dance, one of the largest amateur dance competitions held in North America with over 10,000 dancers crossing our stage;
- The Festival is still looking for more volunteers at this point;
- A scholarship donor program has been established, with almost \$10,000 coming forward this year;
- In terms of participants, it was noted that there are now over 150 dancers coming from Vancouver Island to participate;
- In terms of accommodations, it was noted that the Festival works to make arrangements with hotels for out-of-town participants and judges;
- Staff noted the economic value of such cultural events and just a further important means of demonstrating the importance of having such events in Surrey.

I. **NEXT MEETING DATE**

The next meeting of the Culture Development Advisory Committee (CDAC) will be held on **Tuesday, April 16, 2013, at 3:00 p.m.** in Park's Meeting Room #1.

J. **ADJOURNMENT**

It was

Moved by B. McMurray

Seconded by B. Cooper

That the Culture Development Advisory

Committee meeting do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:47 pm.

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson