

Culture Development Advisory Committee Minutes

Present:

Councillor Villeneuve, Chairperson
A. Cleaver
B. Cooper
C. Girardi
C. Li-Leger
F. McLafferty
W. Bollard

Regrets:

Councillor Steele, Vice-Chair
A. McMillan
B. McMurray
S. Thorne

Staff Present:

D. Jones, Manager, Economic Development
L. Cavan, GM Parks, Recreation & Culture
L. Davison, Visual and Community Arts Manager
M. Bergeron, Festival Organizer
M. Houlden, Chief Librarian
M. Perrin, Artistic Director 2013 Children's Festival
R. McCullough, Museum Manager
S. McKinnon, Manager, Arts Services
T. Mueller, Legislative Services

A. ADOPTION OF MINUTES

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

It was

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

Moved by C. Girardi
Seconded by A. Cleaver
That the minutes of the Culture

Carried

The Chair requested that agenda be varied to address Children's Festival and Surrey Museum presentations before the start of the meeting.

B. DELEGATIONS

C. OUTSTANDING BUSINESS

1. 2013 Cultural Grants Program – Update & Debrief, Sheila McKinnon, Manager, Arts Services
File: 1855-01

Staff provided Committee members with an update on plans to celebrate and distribute the first awards of funding under the new Cultural Grants Program.

The following comments were made:

- Staff provided an overview of the program and noted the guidelines adopted are intended to be flexible and will evolve over time. Committee members were asked to provide feedback/comments relative to the 2013 program and let staff know if minor changes are required. Staff will provide a follow-up Corporate Report to Council summarizing the outcomes of the program after the second year of implementation.

- In response to a request from members of the Committee, staff has coordinated a Cultural Grants Ceremony to be held at the Surrey Arts Centre on Tuesday, April 30 at 6:30 p.m. All members of the Committee were invited to attend; there will be light refreshments and background entertainment and an opportunity to mingle with the 2013 Cultural Grant recipients.
- Staff noted that to help share the vision/messaging, each cultural grant recipient was asked to provide some background information regarding their project and include a logo. The award presentation ceremony will be an excellent way for each group to reconnect with one another.
- It was noted that one of the key drivers of the program is to encourage and motivate arts and heritage activities throughout the city; which can be achieved by supporting a diversity of projects while also encouraging collaborative opportunities and partnerships between organizations.
- Staff noted that in viewing the 2013 Cultural Grant applications there are a number of groups that are already successfully working together on various projects and that the grant recipients are off to a good start in terms of fulfilling vision and goals of the program.

Staff requested feedback from the Committee regarding the general rules/guidelines, specifically whether there were any questions or concerns raised within the arts community.

It was Moved by C. Girardi
Seconded by A. Cleaver
That the 2013 Cultural Grants Program
report be received as information.

Carried

Staff reported a supplemental report will be forwarded to Council on Monday, April 22, 2013. Corporate Report R074 will address a grant application received from Peninsula Arts Foundation that was received but as an oversight, not forwarded to the evaluation committee with the other applications.

D. NEW BUSINESS

1. **Museums Youth and Diversity Project, Rob McCullough, Museum Manager**
File: 7800-01

Referenced a PowerPoint presentation entitled "Museums and Diversity Experience Youth Mentorship Project," the following comments were made:

- The "Museum's and Diversity Experience" is a nationwide museum youth mentorship program that is being implemented in three Canadian regions through the partnership of four museums and the Canadian Museum Association. Participating Museums include:
 1. Surrey, BC

2. Markham, ON
 3. Scarborough, ON
 4. McCord, QC
- Staff noted that the funding received from the partnership will go toward educational programs and will help foster national and civic pride such as world history projects, cultural projects and cultural support.

Current Surrey Museum projects include:

- **Asian Heritage Day** – Junior docents play host to present a 2-hour program of dance/film and crafts. Specifically junior docents participate in cultural demonstrations and displays.
 - **Day of the Dead** – Eight teachers and 300 students were involved in this project which strove to enhance the positive intercultural interaction. The project asked students to look to the core meanings of "day of the dead" and asked how they applied to their own communities. It was an integrated approach to curriculum development. Final works were presented and interpreted in the museum's gallery; the exhibit was a full wall comprised of miniature exhibits.
 - **Guru Nanak Gurdwara** - Partnered with the museum to present the 30 year story of the Gurdwara. When the idea was conceptualized, it was determined that the best way to present the temple story was through video. In August/September a team of students from the community was recruited and trained, three themes were used in interviews for the project. The themes used were as follows: 1) life in the temple, featuring cooking, prayers, and living/grounds keeping and etiquette, 2) programs and outreach; the concept of Seva which means service to the community; and 3) history of the Gurdwara, which will feature interviews with community pioneers and will include information from the Surrey Archives. Staff noted that all three themed videos have been completed.
- Staff shared there are further projects that are upcoming, one is the roots rewind, filming your heritage, sharing thoughts and ideas of what cultural heritage means in Surrey and how diverse cultural heritage can be celebrated. Visuals such as celebrations/festivals/milestones and language are being encouraged to be included in this project. The first 12 applicants are encouraged to register in a 5-part production workshop. The top 10 films will be included in the Surrey Film Festival and will be screened as a special event to be held at the Surrey Museum.
 - Youth will be mentored through a process of sharing their stories and developing their heritage by using museum display cases and creating their own exhibits; which will be on display for 6 months. In response to a question from a member of the Committee, staff noted that youth are recruited in a number of ways; some of the volunteers were through high school. A lot of youth came on board through advertising and promotions using social media such as Facebook and twitter.

- The Museum's diversity experience project will not only profile the museum nationally but will also be used as a model toward developing guidelines for Canadian museums on inclusion and shared with members of the Canadian Museum Association.

The Chair noted that the Guru Nanak Gurdwara project is a great educational model that should be incorporated in the 2013, Doors Open Event.

2. Surrey Cultural Marketing Plan – Status Update, Liane Davison, Visual and Community Arts Manager (on behalf of Jacqueline O'Donnell).

File: 7710-01

The following comments were made:

- Staff noted that they are currently completing the second phase of the Project (research and consultation phase). The outcomes will give a snapshot and be used as a tool of what people are using in terms of arts and heritage in the city.
- 29 individuals participated in focus groups, 12 formal interviews were completed, and 6 were in the month of April. 500 individuals responded to the city on line survey. There has also been intercepts in various locations including Guildford Town Centre and Semiahmoo Library to get a good cross section of responses.
- The goal is to have all surveys completed at the end of May; at which time staff will return to the CDAC with a summary of the feedback received.

In response to a question from the Committee, staff noted that Brie Hemingway of the Youth Arts Council of Surrey is very involved in the Cultural Marketing Plan and is working in the office directly with the team compiling information received.

3. 2013 Surrey Children's Festival, Marnie Perrin, Artistic Director

File: 7800-01

Referenced a PowerPoint presentation entitled "Welcome to the 9th Annual Surrey Children's Festival May 23-25, 2013" the following comments were made:

- It is fitting that the slogan for Surrey is the "*Future Lives Here*" as children are an important asset in any community. Staff noted that the 2013 Surrey Children's Festival contributes to City goals on a number of levels and is also aligned with the following high-level plans: 1) Child and Youth Friendly City Strategy, 2) Surrey's Plan for Social Well-Being, 3) Parks, Recreation and Culture Strategic Plan, 4) Youth Arts Strategy, 5) Cultural Strategic Plan; and, 6) IBM Smarter Cities Challenge.
- The delegation noted that students who have arts rich experiences do better across the board academically. Programming of the Festival is culturally diverse and geared to audiences where English is not the first language.

- Surrey's festival is unique because it is a curated international and national arts-based festival for children with an enhanced curriculum connection for teachers, this year's festival will showcase 40 artists from across the country.
- The Festival is designed to provide community development and outreach opportunities throughout the year and is highly valued by the members of the community and surrounding areas. The Festival provides a safe place where children can see themselves reflected in a positive light. The Festival's mandate specifies that it is to remain an arts based festival.
- An example of the culturally diverse entertainment – one of the featured plays is entitled "The Spirit of Harriet Tubman" which is an educational play is about the history of the Underground Railway. There are also performances geared to children who are younger and a French Immersion program.
- Cirque Surrey is a youth circus troupe mentorship program that features circus professionals working with youth. Participants of the program then take part in performances throughout the year and are often booked by the Special Events Section to perform for major City events. Staff noted that Cirque Surrey is a year-to-year program that will require future sustainable funding in order to support the program in future years. The Youth Mentorship portion of Cirque Surrey helps youth to coordinate specific activities in which they have been trained in, such as make-up, professional juggling, etc. and allows youth to engage and take pride in themselves and the community.
- There is an "adopt a charity program" that is new to the Festival this year. Many organizations have asked to have a presence on site. The solution was to create an "adopt a charity program" where organizations can apply to have a presence on site. The Adopt a Charity program provides not-for-profit organizations focused on family and child services with an on-site opportunity to increase community awareness of their organization and services. Charities selected will bring an artistic activity to share with Festival participants. Staff noted that the Steering Committee is in the process of determining this year's charity; last year the first charity adopted was Sophie's Place.
- The Festival offers opportunities for relationships with community businesses. Staff noted that over the years, the festival has secured financial institutions as their visionary sponsors. As an example, 1,600 children attended the Festival in 2012 through businesses contributing to sponsor school attendance.
- The Festival features a "Make a Memory Program" whereby, every year less advantaged schools receive tickets and/or a bus to attend the Surrey Children's Festival. It's events like the Surrey Board of Trade "Seasonal Sizzle" that help link local businesses to the Program.
- Staff noted that the Festival will be rebranded in 2014, and will be known as an international festival, which is more in keeping with the diversity of the programming. As more shows are being produced to early learners programs similar to this year's "Grug" will be produced. The Festival will continue to develop opportunities for school participation.

The Chair noted that on March 13, 2013, the Surrey Board of Trade hosted the 4th Annual Surrey Women in Business Awards Luncheon and that Marnie Perrin, Festival Artistic Director, was nominated for an Innovator Award for her work on the Surrey Children's Festival.

Staff thanked the Committee for an opportunity to present and invited all members to visit the Festival from May 23-25, 2013, in Surrey Arts Centre and Bear Creek Park, 13750 - 88 Avenue (King George Blvd / 88 Avenue)
<http://www.surrey.ca/childrenfestival/7664.aspx>.

4. Surrey Civic Treasure Award Nominations, Sheila McKinnon, Manager, Arts Services

File: 0290-20

- The Surrey Civic Treasure program is part of Surrey's legacy of being the Cultural Capital of Canada. The deadline for 2013 Civic Treasure nominations is Tuesday, June 11, 2013.
- Staff requested a representative from the CDAC to serve on the selection panel and noted there will be two meetings, the first is a short orientation and at the second meeting; the panel will meet to review the evaluation forms.

It was

Moved by B. Cooper

Seconded C. Li-Leger

That C. Girardi be designated as volunteer

representative, on behalf of the Culture Development Advisory Committee (CDAC) to serve on the selection committee for the 2013 Surrey Civic Treasure Awards.

Carried

5. South Surrey Arts Space Phase Two, Laurie Cavan, General Manager, Parks, Recreation and Culture

File: 7800-01

Committee members were provided with an on-table report for review, staff noted that detailed discussion of the Phase Two report will occur at the May CDAC meeting.

The following comments were made:

- Staff created a small working committee that includes two representatives from CDAC. The intent of the committee is to look at some of the desired outcomes for the art space and provide input toward the initial design concept.

- The overall scope of the project can be described as a mixed-use market development with a contemporary arts space in a high traffic location to build community interest in contemporary art and have a gathering place for cultural dialogue and exhibition. The space will also include a performing arts venue and rehearsal space.
- The group is working closely with the architect who has suggested some feasibility options; the working committee will evaluate and discuss the options at their next meeting. The group has developed a preliminary project work plan and will engage the CDAC regarding design elements.
- The goal is to ensure the arts community is satisfied that their needs are met, and a successful performing and contemporary arts space is developed, while trying to strike a balance in terms of the affordability and scale of the project. In the future, the group will start to talk about operating models; staff noted that the proposed amenities are consistent with the Cultural Plan adopted by the City.
- Going forward staff will continue to liaise with the Planning and Development Department regarding the initial planning process and noted that Patrick Cotter, of Cotter Architects has vast experience in dealing with projects of this nature as well as coordinating public engagement relative to how (and when) the preliminary plan will be presented to stakeholders and the community.

6. Status of Work related to the Expansion of the Surrey Museum and Reimbursement of Contribution to the Friends Society

File: 0250-20/F; 1850-01 (Corporate Report: Foo7, February 18, 2013)

- From 2002 – 2005, the Surrey Museum Society undertook a community campaign to raise money to assist with the cost of construction of a new Surrey Museum. In 2005, the Society donated \$1.1 million to the City for the purpose of purchasing specialized equipment, fixtures and exhibit components for a new Museum. At the same time the Society also established a Museum Endowment Fund of \$285,000 to earn income for the Society to support the Surrey Museum operation and the Surrey Archives.
- In 2007, the Society contributed a further \$200,000 to the City to assist in the cost of constructing the next phase of expansion to the Surrey Museum. Unfortunately, there was no interest earned on the funds and they have been in reserve for 6 years; as a result, the Surrey Museum Society requested the return of the \$200,000, which will be held by the Society until such time as the next phase of the Surrey Museum can be built.
- It was reported that \$1 Million was allocated for Phase II in the 2013-2017 Five Year Capital Financial Plan, however it is intended to represent a one-third share of \$3 Million on the premise that the City will apply to the Federal and Provincial governments for the remaining two-thirds of the needed project funding under a pending federal infrastructure funding program.

The Society has been making annual financial contributions of \$24,000 to the City to allow the public to gain free access to the Museum. Prior to this commitment by the Society, the City had been charging an entrance fee to persons wanting to view the exhibits or attend events in the Museum.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

1. Nela Hallwas, Artistic Director, The diskordanse Company and Owner/Director of XBa DanceCo.

File: 7800-01

Email dated April 1, 2013 requesting the City of Surrey to consider extending affordable advertising/marketing opportunities to help publicize local independent production companies.

The following comments were made:

- This item will be kept in mind for comment in the pending Cultural Marketing Plan as to whether there could be a component for small cultural businesses offering artistic services to gain profile as another avenue to raise awareness of how much is going on in the city.
- Staff noted that the challenge of posting materials is complicated due to the availability of space in the recreation facilities and that the South Surrey Recreation Centre is under construction which compounded the challenge and generally, the practice is to only post City and non-profit information.
- Staff clarified that The diskordanse Company and XBa DanceCo. does have the advantage of both the MaxGuide electronic calendar of events and the Surrey Arts Centre electronic sign and marque, they are only limited in terms of access to the recreation centres.

The Committee referred this matter back to staff to provide a report on the current notice posting policy in City run public facilities.

It was

Moved by C. Girardi

Seconded B. Cooper

That:

1. Correspondence received from Nela Hallwas, Artistic Director, The diskordanse Company and Owner/Director of XBa DanceCo be received as information;
2. That Economic Development staff contact Ms. Hallwas to discuss marketing tools/resources available for small businesses within Surrey, and;

3. That staff provide a report to the Culture Development Advisory Committee (CDAC) outlining the current policy, taking into consideration, the concerns raised by Ms. Hallwas.

Carried

G. INFORMATION ITEMS

1. **Invitation to South Surrey Recreation and Arts Centre Expansion Project Open House, Sheila McKinnon, Manager, Arts Services**

The following comments were made:

- Staff reported they have been meeting with various arts organizations to discuss the operation and programming of the new South Surrey Arts Space (Phase One) currently under construction.
- Members of the committee were invited to an Open House being held to up-date the community on these plans on Thursday, May 2, 2013 at 7:00 p.m., Elgin Hall (14250 Crescent Road).

H. OTHER BUSINESS

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

1. **Surrey Festival of Dance (April 2 – 29), C. Girardi, Arts Council of Surrey**

Takes place from April 2-29, 2013 at the Surrey Arts Centre and features Classical Ballet, Contemporary, Modern, International, Jazz, Hip-Hop / Street, Tap, and Stage performance. The event has been well attended; the youngest dancer is aged 4 and the oldest is 87. To date, there have been classes from 10 different schools who have come to watch the events; it has been exciting for the children to learn about different genres of dance. The Chair noted that members of CDAC should consider how this program can be further expanded to partner with more schools as a cultural field trip.

2. **Peninsula Productions Presents: Infinitus – Friday, May 3rd at 8:00 p.m. First United Church, 15385 Semiahmoo Avenue, White Rock.**

<http://www.peninsulaproductions.com/>

Infinitus is a high energy interactive performance of both modern hits and classical repertoire. The show is a great introduction to someone new to musical performances and offers a variety that will appeal to youth and seniors. Tickets are \$25 in advance and \$30 at the door.

This summer Peninsula Productions will present the Canadian Premiere of Ken Ludwig's newest play "The Game's Afoot" -- a hilarious comedy thriller, production dates are: July 10 to 28, 2013 at the Coast Capital Playhouse Theatre.

3. Semiahmoo Arts Society - Update

- (a) **Annual General Meeting- Monday, April 29 at 7:00 p.m.** (14600 North Bluff Road, White Rock) The meeting will discuss programming for 2014 and will run from 7:00 p.m. until 9:00 p.m.

(b) **Rock, Paper, Scissors: The Transformative Power of Craft**

To celebrate the Craft Council of BC's 40th Anniversary in 2013, Semiahmoo Arts in partnership with the White Rock Museum and Archives presents a juried exhibition of works that will be a response to the theme of "10,000 Hrs. Invested: Craft- Past and Present." This exhibition invites local artists who have made a similar investment into his or her discipline to submit one work or more (maximum three) which are representative of their respective discipline(s). Media can be glass, metal, ceramic, jewellery, and mixed. The deadline for submissions is Friday, April 26th, 2013. Decisions will be made mid-May and the show will run in September mid-week.

(c) **Eagle Nest Labyrinth Opening - Saturday, May 4, Kwomais Point Park (Marine Drive and 128th Street)**

The official opening is at 11:00 am, attendees will have an opportunity to walk the labyrinth at 1:00 pm as part of "World Labyrinth Day."

In celebration of the official opening, a writing contest was held; the winners of the contest will be invited to read their original works.

The wheelchair-accessible labyrinth was constructed by the City of Surrey in partnership with the Labyrinths of Hope Society and the White Rock South Surrey Hospice Society.

4. Library Poetry Contest - "Celebrating Surrey's Past and Future"

Local poets are invited to create an original poem on the theme "Celebrating Surrey's Past and Future" to commemorate the opening of Surrey's New City Hall and Civic Plaza. The contest is open to Surrey residents; ages 19+, poems can be a maximum 50 lines, any style. The contest closes May 31, 2013; the winner will be awarded \$250.

Staff reported there has been a positive response and multiple entries received. Councillor Villeneuve asked why the age category, in response staff noted that the idea is to see who is out there as an adult that could potentially become the future Poet Laureate for the City.

5. **Mumford & Sons – May 24, Holland Park**

The City of Surrey, together with Live Nation, will be hosting Grammy award-winning band Mumford & Sons at Holland Park on Friday May 24, 2013. Over 25,000 people are expected to attend the concert; staff noted that it is significant for the CoS to have been selected to host this event.

I. **NEXT MEETING DATE**

The next meeting of the Culture Development Advisory Committee (CDAC) will be held on **Tuesday, May 21, 2013, at 3:00 p.m.** in Park's Meeting Room #1

J. **ADJOURNMENT**

It was
Moved by W. Bollard
Seconded by C. Li-Leger
That the Culture Development Advisory
Committee (CDAC) meeting do now adjourn.
Carried

The Culture Development Advisory Committee (CDAC) adjourned at 4:31 p.m.

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson