

**Present:**

Councillor Villeneuve, Chairperson  
Councillor Steele, Vice-Chair  
A. Cleaver  
A. McMillan  
B. McMurray  
C. Girardi  
C. Li-Leger  
W. Bollard

**Regrets:**

B. Cooper  
F. McLafferty  
S. Thorne

**Staff Present:**

D. Jones, Manager, Economic Development  
L. Cavan, GM Parks, Recreation & Culture  
S. McKinnon, Manager, Arts Services  
J. O'Donnell, Heritage Services Manager  
T. Mueller, Legislative Services

**A. ADOPTION OF MINUTES****1. Culture Development Advisory Committee - Tuesday, April 16, 2013**

It was Moved by B. McMurray  
Seconded by W. Bollard  
That the minutes of the Culture  
Development Advisory Committee (CDAC) of Tuesday, April 16, 2013, be adopted.  
Carried

**B. DELEGATIONS****1. Nazanin Shoja, Culture Days BC Coordinator**

File: 8200-20; 7800-01

In attendance before the Committee to present plans and encourage community participation in the "National Celebration of Culture Days" (September 27, 28, and 29) <http://culturedays.ca/en>

The following comments were made:

- The delegation provided a short video presentation regarding Culture Days and explained that Culture Days is about creating awareness, increasing accessibility and public participation in cultural opportunities that exist within the local arts community.
- In 2012, over 6,000 artists came together to participate in the Culture Days celebrations; ultimately, the goal is to have every community in Canada aware of the movement and involved. The delegation noted that the Culture Days website provides a unique opportunity for artists and organizations to sharpen their audience outreach and further enhance their public engagement practices.

- Culture Days is open to everyone, program sponsors do not need to be professional artists in order to host an event, the only criterion are as follows: 1) activities must be free to the public, 2) activities must take place on the Culture Days weekend, September 27 - 29, 3) activities must be participatory, and; 4) activities must be registered on the Culture Days website: <http://culturedays.ca/en/present-an-activity>.
- There are five different types of activities: 1) hands on, 2) behind-the-scenes, i.e., sitting in on a dance rehearsal, 3) excursion, i.e., bike tour viewing local public art pieces, 4) group discussion, i.e., round-table dialogue, 5) collective creation, i.e., recent collaboration with Arts Umbrella where instructors and artists from Arts Umbrella hosted a "chalk it up to art" festival. The festival had live music, face painting, balloon art and participants were invited to find their "inner chalk artist" and contribute to a community chalk mural.
- The delegation shared there are creative ways of being involved in Culture Days that do not need to be complicated, such as moving a pre-existing event to the weekend of September 27-29; the point of the program is to bring awareness to culturally enriching experiences available for residents within the City of Surrey.
- Residents can participate in Culture Days by going to [culturedays.ca](http://culturedays.ca) and creating a user account. Once logged in, users can then go to "my activities" and add any activities that are of interest.

The delegation noted information sessions are being held throughout the Province to get people activated and excited about Culture Days. Social media is being used creatively to advertise Culture Days events, encourage participation, allow people to share their individual experiences, and stay connected.

The Chair thanked the delegation and noted that Surrey, along with members of CDAC, would be pleased to promote the Cultural Days event and are happy to participate in activities geared to raising cultural awareness within the community.

Staff noted a youth focussed open house is planned at the Surrey Arts Centre in celebration of Culture Days; there will be a breakdancing show with members of Cirque Surrey Youth providing entertainment in the main lobby area.

**C. OUTSTANDING BUSINESS****1. Promotions Support for Cultural Businesses, Sheila McKinnon,  
Manager Arts Services**

File: 7800-01

**Note:** See Item F.1, Nela Hallwas Email Correspondence, April 16, 2013  
CDAC Minutes (Pages 8-9).

The following comments were made:

- Ms. Hallwas booked a production entitled "Dislokation: Layer THREE" at the Surrey Arts Centre for three performances, May 7, 8 and 9, 2013. As a result of the booking, the Surrey Arts Centre provided promotional opportunities that included the following: 1) publication in the Surrey Arts Centre Calendar of Events (distribution of 4,500), 2) access to the electronic sign located at King George Boulevard and 88 Avenue, 3) promotional page on the City of Surrey website, 4) content listing on the Surrey Arts Centre phone recording, 5) poster distribution service and 6) contact lists for previous patrons.
- With respect to cultural businesses posting materials at local recreation centers, pools and community halls, there is limited space available; staff at these facilities responds to requests based on Parks, Recreation and Culture Department Guidelines.
- As discussed at the April 16, 2013 CDAC meeting, there are numerous ways the City may support the promotion of cultural events taking place in the City, including those events offered at the Surrey Arts Centre or offered elsewhere in the City by cultural businesses.
- Economic Development staff is willing to meet with cultural business owners to provide information on various marketing tools/resources available for small businesses within Surrey.

**2. Update re: South Surrey Arts Space Phase One – Open House,  
Sheila McKinnon, Manager Arts Services**

File: N/A

The following comments were made:

- There were 30 participants, some of which included the South Surrey Arts Space, Semiahmoo Arts Council, Potters, and Peninsula Productions. All groups in attendance provided information relative to their specific activities and requirements.
- A survey was used as a tool to understand programming needs for children, youth and adults and whether they had any interest in participating in the space. Staff noted that additional information will be collected using the Surrey Speaks platform available at <http://www.surrey.ca/13146.aspx>.

- Staff have received over 400 responses to an online survey and collected information which will be further broken down into specific demographics. The Surrey Arts Space Phase One Committee is currently reviewing the survey results and from the data collected will identify space requirements and programming to be launched in the future.
- Currently the Surrey Arts Space Committee is working to identify operational costs associated with the venue and calculate user fees. Staff noted that the rates will be comparable to existing rates in place at other City facilities.

Staff noted that Barbara Cooper, President, Semiahmoo Arts Council will appear as a delegation at the June 18, 2013, CDAC meeting to provide the Committee with further detail concerning partnerships/operations and programming of the South Surrey Arts Space.

3. **Update re: South Surrey Arts Space Phase Two – Planning, Laurie Cavan, General Manager, Parks, Recreation and Culture**  
File: N/A

The following comments were made:

- The Project Architect, Patrick Cotter, facilitated a 2-hour information and group discussion to sketch out how the actual space should look, how the space can be used as a social enterprise and how the gallery space can be utilized, i.e., ability to use one space without the other or use them both to create a cultural corridor.
- During the meeting Patrick Cotter collected requirements from the participants and solicited feedback; he will incorporate elements of information received into the overall design concept.
- Staff noted that the Phase Two Steering Committee is meeting weekly and when a broader group is needed, a smaller focus group will be engaged to provide input into the theatre component relative to developing opportunities for performing arts and taking them to the next level.
- Once the discovery phase has been completed, the next steps will be to bring forward relevant development applications (in the fall) and engage in a broader community consultation process. Once staff has a more detailed project schedule with suggested timelines they will make it available for CDAC review.

4. **Cultural Marketing Plan – Update, Jacqueline O'Donnell, Heritage Services Manager**  
File: N/A

The following comments were made:

- Originally the Consultants had planned on attending the May CDAC meeting to present their findings to the Committee; however, due to an overwhelmingly positive response to the online survey, opted to instead leave the survey active on the website for two additional weeks to collect further data.
- Staff confirmed the Consultants will attend the June 18 CDAC meeting to present findings and preliminary recommendations. The timeline for completing the Cultural Marketing Plan is targeted for the end of June; comments/feedback received from the Committee will be incorporated into the final plan.

#### D. NEW BUSINESS

1. **The Creative Economy Summit –Surrey Arts Centre, 8:00 a.m. – 10:30 a.m. (June 11, 2013) [www.businessinsurrey.com](http://www.businessinsurrey.com)**  
File: 0330-20

The following comments were made:

- Anita Huberman, CEO, Surrey Board of Trade (SBOT), Donna Jones, Manager, Economic Development and Councillor Villeneuve will be hosting a Creative Economy Summit on Tuesday, June 11, from 8:00 a.m. – 10:30 a.m. at the Surrey Arts Centre.
- Through this event, the SBOT and the City of Surrey hope to foster, enhance, and expand the development of the human, cultural, and natural resources; toward making the City more economically competitive and also one of the nations' most livable communities.
- Howard Jang, Executive Director, Arts Club Theatre is the keynote speaker and his topic will be "*the importance of, and impact on, arts and culture to business and the economy*". The SBOT will be presenting a policy paper on the importance of Culture in the Community.
- Staff noted that most people do not have a good understanding of who the key contributors are within our cultural economy. The event will include a "Cultural Economy 101" outlining who the key-contributors are, how they contribute, what the cultural landscape looks like in the City of Surrey and how it contrasts to other areas.

- Staff noted that members of the CDAC will receive an invitation to attend this free event; Committee members were invited to register on-line at [www.businessinsurrey.com](http://www.businessinsurrey.com).

The Chair suggested that Howard Jang be considered as a future speaker to help promote and bring excitement to the South Surrey Arts Centre Project.

**E. ITEMS REFERRED BY COUNCIL**

**F. CORRESPONDENCE**

**G. INFORMATION ITEMS**

1. **Surrey Children's Festival – Sponsorship Appreciation Breakfast, Kent Gallie, Performing Arts Manager**  
File: 7800-01

The following comments were made:

- Staff noted that 30% of the events are sponsored by businesses and there has been some excellent press coverage surrounding the Surrey Children's Festival.
- All members of the CDAC were invited to attend the Sponsorship Appreciation Breakfast hosted by the Surrey Board of Trade on Friday, May 24, from 7:45 a.m. – 9:00 a.m. at the Surrey Arts Centre.

2. **Surrey Art Gallery Celebrates Three Summer Exhibits: Arts 2013, Divining Natures and Eric J. Paul: #gstbk, Liane Davison, Visual and Community Arts Manager**  
File: 7800-01

The following comments were made:

- Members of the CDAC were invited to attend the opening reception of the new summer exhibitions at the Surrey Art Gallery on Saturday, June 28 at 7:15 p.m.
- ARTS 2013 features more than fifty works by artists from Surrey and the surrounding region. The Gallery collaborates with the Arts Council of Surrey to present this annual Juried Art Exhibition that brings together artists of different stages in their artistic development to present a survey of current artistic practices.

3. **New Museum Exhibition – " In the Style of..."**, Jacqueline O'Donnell, Heritage Services Manager  
File: 7850-01

The following comments were made:

- In partnership with Kwantlen Polytechnic University, Fashion Design and Fashion Marketing Program of fashion historian Ivan Sayers, the Surrey Museum is proud to present "***In the Style of...***" an exhibit celebrating the innovators, pioneers and designers of modern couture fashion.
- Staff noted it is a new opportunity for members of the public to view the culture of fashion and young fashion design students designed fashions in the styles of some of the iconic designers from the past. To see the work of young people juxtaposed next to the classics is quite beautiful.
- Members of the CDAC were invited to the Surrey Museum to see "***In the Style of...***" staff noted the show will run until June 8, 2013.

4. **Civic Treasure Nominations – Reminder**, Sheila McKinnon, Manager, Arts Services  
File: 0290-20

The following comments were made:

- Staff reminded Committee members that Civic Treasure nominations must be submitted by Tuesday, June 11, 2013.
- The 2013 Nominations Review Committee has been struck and will be meeting to review all submissions received, next steps will be to prepare a report with recommendations to Council.

5. **Universal Word Poetry Awards**, Sheila McKinnon, Manager, Arts Services  
File: 7800-01

The following comments were made:

- Staff noted that this group applied for and was awarded funding through the Cultural Grants Program; the Universal Word Poetry Awards is on June 6, 2013. Additional information can be found at [www.universalword.ca](http://www.universalword.ca).
- Staff noted that Universal Word Poetry Awards has received sponsorship/support from a variety of sources and is an event that will continue to grow and become more successful.

## H. OTHER BUSINESS

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

1. **Wendy Bollard, Artistic Director, Peninsula Productions**

<http://peninsulaproductions.blogspot.ca/>

File: 7800-01

An on-table copy of a press release was provided to members of the CDAC relative to the Canadian premier of a new play produced by Peninsula Productions entitled "*The Games Afoot*." The production will run from July 10 – 28 at the Coast Capital Playhouse (1532 Johnston Road, White Rock).

Dominic Heins, a boogie woogie piano player, will be playing at the Blue Frog Studio with very special guests: Gary Comeau, Wendy Bollard (CDAC member) and Laine Henderson on Friday, June 7, 2013, doors open at: 7:30 pm, the show starts at 8:00 pm. Details and tickets can be found on the following website: <http://www.bluefrogstudios.ca/newshows.html>.

2. **Day of Drawing, Cora Li-Leger**

[http://www.coralileger.net/?page\\_id=418](http://www.coralileger.net/?page_id=418)

Every 2 months, a "*Day of Drawing*" is held in South Surrey. People are invited to attend and draw whatever, wherever, however they like. Individuals can choose to devote all or part of the day to drawing, can opt to work alone, or in a group and any treatment or approach is welcome. In the late afternoon, participants meet to look at and discuss the works of that day.

Cora-Li Leger noted she is working on a short film about contemporary arts and may be contacting some members of the CDAC for their thoughts/ideas.

3. **Surrey Doors Open Event – June 22, 2013**

<http://www.surrey.ca/culture-recreation/11056.aspx>

The Doors Open initiative originally started in Europe and is now hosted around the world. Doors Open is a free family event that provides an opportunity for residents to be tourists in their own city. Doors Open offers a variety of sites, with a unique behind-the-scenes look at Surrey's rich culture, history, art, and architecture with free activities, guided tours, food, and entertainment.

This year's event will have 20 venues; everything from religious organizations to local businesses, there will be a special event at Bear Creek Park and a trolley that people can hop-on and hop-off. To encourage people to visit all the venues, they will be given a special event passport to collect stamps from each venue. The Doors Open event is a great way to meet new people and explore new areas of the community.

C. Girardi arrived 3:59 p.m.

4. **Surrey Festival of Dance April 2 – 29, 2013, Carol Girardi**  
**[http://www.surreyfestival.com/index\\_eng.asp](http://www.surreyfestival.com/index_eng.asp)**

The Surrey Festival of Dance celebrated its 40th year and is the one of the largest amateur dance competitions held in North America. Over the years, the Festival has given out a number of scholarships to support young artists. Examples of scholarships include: 1) The Future Achievement Scholarship Program, which was started in 2005, and has awarded \$40,000, and 2) The No Borders Scholarship which has provided over \$35,000. In total, over 1-Million in scholarships have been awarded in keeping with the Surrey Festival of Dance mandate of giving back to the community and encouraging young artists.

At the close of the Festival, the Surrey Festival of Dance held an "Honour Performance" evening in which dancers and groups were recognized for their achievements.

5. **Cultural Grant Program – Update, Sheila McKinnon**  
**File: 1855-01 (Corporate Report R063, April 8, 2013)**

Staff noted that the Cultural Grant Award Ceremony was held on Tuesday, April 30 at the Surrey Arts Centre. Staff requested all members of the CDAC to provide feedback/comments regarding the event and noted they are now in the process of making sure the website is up-to-date and that the final report templates are made available.

The next step will be for staff to include information on the website detailing how applicants can apply for 2014 Cultural Grants. Staff noted they have already received expressions of interest letters after the 2013 deadline and expect that there will be more applications next year as the popularity of the program continues to grow.

The Chair noted that the Grant Award Ceremony was very well organized and requested staff to ensure that information used during the presentation outlining respective projects/organizations is also included in the Cultural Marketing Plan so that the groups that received funding are given additional profile.

The Committee asked what type of budget the Cultural Grant Program would receive in 2014. Staff, in response noted that the annual allotment is \$75,000 and explained that this year; the funding was \$136,000, due to the fact that the 2012 Budget included an additional funding allocation in support of the program.

Members of the Committee noted that it will be a much more competitive process to receive a Cultural Grant in 2014. In response staff noted that many groups did not apply for the maximum funding amount citing their interest in making funds available to as many groups as possible. It was noted that since the inception of the Cultural Grants Program, over \$600,000 of new arts projects have been generated within the City of Surrey

## RECOMMENDATION

It was Moved by B. McMurray  
Seconded by C. Girardi  
That the Culture Development Advisory  
Committee (CDAC) recommends that Council:

1. Recommend that the Finance Committee allocate \$61,000 in the 2014 Budget to maintain a funding level of \$136,000 in support of the 2014 Cultural Grant Program; and
2. Request that staff provide a further report, with recommendations, outlining projected funding level requirements to support the Cultural Grant Program and suitably address the demand/interest of the local arts community for future years.

Carried

**Note:** See Corporate Report Ro63 attached as Appendix 1.

6. **2013/14 Arts Club Theatre Company Subscriptions**  
<http://www.surrey.ca/culture-recreation/1688.aspx>

Staff reported that to-date 1,497 subscriptions have been sold and there are five more months to go. The benefits of buying the series include: 1) 31 percent off the cost of single tickets; 2) premiere seats; 3) \$5 off additional single tickets; and 4) Free ticket exchange privileges.

7. **Alliance for Arts and Culture – Arts Summit 2013 (June 21 and 22)**  
<http://artssummit.ca/>

Arts Summit 2013, June 21 and 22 at the Roundhouse Community Arts & Recreation Centre, will include voices from all arts, cultural, and heritage sectors, the creative industries, the tourism and hospitality industries, all levels of government (elected and administrative), and other stakeholders.

The Chair noted that this year's focus is going to be setting a cultural policy framework for the province. A lot of organizations have been concerned regarding cutbacks and it is important for organizations to participate and for young professionals engaged in the process.

I. NEXT MEETING DATE

The next meeting of the Culture Development Advisory Committee (CDAC) will be held on Tuesday, June 18, 2013, at 3:00 p.m. in Park's Meeting Room #1.

Staff requested all members of CDAC attend the June meeting, as some very special guests will be coming to make a delegation presentation.

J. ADJOURNMENT

It was

Moved by B. McMurray

Seconded by W. Bollard

That the Culture Development Advisory

Committee (CDAC) meeting do now adjourn.

Carried

The Culture Development Advisory Committee (CDAC) adjourned at 4:10 p.m.

---

Jane Sullivan, City Clerk

---

Councillor Villeneuve, Chairperson