

Present:

Councillor Villeneuve, Chair
Councillor Steele -Vice-Chair
A. Cleaver
B. Cooper
B. McMurray
C. Girardi
C. Li-Leger
C. Thornley
F. McLafferty
W. Bollard

Regrets:

S. Thorne

Guests:

G. Tibbo, Incisive Marketing
L. Paterson, Thornley Creative
S. Cox, Incisive Marketing

Staff Present:

D. Jones, Manager, Economic Development
J. O'Donnell, Manager, Heritage Services
K. Gallie, Performing Arts Manager
L. Cavan, GM Parks, Recreation & Culture
L. Davison, Visual and Community Arts Manager
L. MacKay, Legislative Services
M. Houlden, Chief Librarian
N. Scott, Production Coordinator, SAC
S. McKinnon, Manager, Arts Services
T. Mueller, Legislative Services

A. ADOPTION OF MINUTES

1. The minutes of the Culture Development Advisory Committee (CDAC) meeting, held Tuesday, May 21, 2013, to be adopted.

It was

Moved by C. Girardi

Seconded by B. McMurray

That the minutes of the Culture

Development Advisory Committee (CDAC) of Tuesday, May 21, 2013, be adopted.

Carried

B. DELEGATIONS

1. **Historical Re-Enactment Presentation "*The Re-enactors: Surrey's True Stories*" Yvette Dudley-Neuman, Heritage Re-enactment Coordinator and Actors**

File: N/A - Verbal Presentation

In attendance before the Committee to provide a preview performance of Surrey's historic re-enactment program and share the *Re-Enactors* summer schedule.

The following comments were made:

- Yvette Dudley Neuman, Heritage Re-enactment Coordinator presented the *Re-Enactors*. The *Re-Enactors* are a professional acting troupe that provides historical re-enactments of early Surrey pioneers. The re-enactment program was developed and launched in the City in 2012. The Re-actors take part in special events bringing "True Surrey Stories" from the period of 1872 - 1945 to life. Their performance scripts are 6-7 minutes in length and are specifically designed to encourage audience interaction, while providing interesting historical facts and stories about the City of Surrey.
- In 2013 a new character will introduce the life and experiences of Zennosuke Inouye who was a WWI Veteran and acquired a farm in the Strawberry Hills

area of Surrey. Staff noted that the Inouye family has been gracious in providing several historic photographs to assist with the authenticity of Mr. Inouye's life and experiences.

- One unique aspect of the *Re-Enactors* is that each actor not only performs several monologues but also participates in lively musical performances to further engage the audience.
- The Re-enactors presented their first show on June 5, 2013 during BC Senior's Week celebrations held at the Chuck Bailey Recreation Centre; staff noted it was well received and with enthusiastic participation; over the course of the summer/early fall the *Re-Enactors* will be performing at 15 different venues.

The Vice-Chair thanked staff for their hard work in putting together such an engaging new program that effectively brings heritage and Surrey's cultural history to residents.

2. **Cultural Marketing Plan Consultant Team: Chris Thornley – Thornley Creative Communications, Carla Gail Tibbo – President, Incisive Marketing and Shannon Cox - Lead Strategist, Incisive Marketing.**

File: 7800-01

In attendance before the Committee to present an overview of key findings and recommendations of the Cultural Marketing Plan.

The following comments were made:

- The delegation began his presentation by thanking his co-presenters for their detailed insights and extended thanks to the following individuals (and groups) for their contributions: Brie Hemingway, Youth Arts Council, the Surrey Arts Council, and Jim Adams, Surrey Civic Treasure, Prof. Emeritus Kwantlen Polytechnic University and Past Chair, Public Art Advisory Committee.
- In compiling research for the Cultural Marketing Plan, the team began by identifying visionary cities and reviewing best practices of cities similar to Surrey in size. The team conducted 19 one-on-one interviews, held 3 focus group sessions (with 25 participants) and collected community survey data from 634 respondents. Preliminary findings include:
 - **Best Practices** - The group zeroed in on 14 Canadian cities and found there were reoccurring themes. Cities that stood out had the following in common: detailed cultural marketing plans, multiple partners, a heritage report card, and an overall cultural marketing framework that was not only detailed, but actionable and regularly reviewed. The team also found that the use of social media is becoming increasingly prominent as well as being used in increasingly innovative/creative ways.

Other examples of best practices identified included the creation of external advisory committees and targeted efforts to further expand

consultation to reach all demographic audiences. Many of the cities surveyed have also introduced cultural incubators/clusters to foster burgeoning and emerging artists.

- **Youth Focus Group** – The youth focus group participants were engaging, and were very proud of their city, but wanted opportunities to put their stamp on something. The youth surveyed wanted to know how they can play a stronger role in arts and heritage, i.e., be spokespeople to help with creating positive word-of-mouth and reporting on events.
- **Heritage Focus Group** - Everyone interviewed was keen on heritage, a common theme was that Surrey has not fully embraced the idea of heritage. They mentioned a number of different heritage groups that were in existence within Surrey but could use revitalization/cohesion. The focus group suggested that Surrey be looked at as a heritage destination for both residents and tourists and requested more thought be given to how heritage can be creatively brought to the people.
- **Peer Leaders Group** - The peer leader's focus group suggested a more targeted approach is needed in terms of addressing the public and garnering interest/participation in cultural programming. The perception is that Surrey is a long trek from Vancouver; further energy should be devoted to cultivating new ways of enticing people to attend Surrey arts and cultural events.
- **Cultural Survey Results** - The survey was conducted in person in a number of different venues and also had a fairly aggressive program to drive people to the City of Surrey website to respond online. Respondents said that Surrey is a good arts and heritage destination but could be better. Based on responses received, overall there is a strong core who attend events and it was found that people go to venues that are of interest and attractive to them.
- **Strategic Directions/Recommendations - Overview** - In the findings, there were a lot of creative ideas. Strategic directions identified included: 1) creating more awareness, 2) further expanding programming, and; 3) effectively using promotions and engaging the community in building on the programming already in place.

A detailed breakdown of some of the findings includes the following:

Awareness - The data revealed that there are an incredible number of events in Surrey but there is no comprehensive branding strategy to tie them all together. It was noted there is an opportunity to create a more cohesive branding strategy for arts and heritage within Surrey.

Time Poverty – Most people are short on time; therefore, with so many options, it is a challenge to make a decision regarding what to attend or not. The data showed that people are more engaged when events can come to their own communities, i.e., if programming could move into non-standard venues and be more accessible there would be more participation.

Corporate Promotion/Sponsorships – The consultants noted that there are a lot of small and medium companies within Surrey who would like to participate in event sponsorship opportunities, but it is cost prohibitive for them to step up for the same monetary commitments as larger companies. Further work can be done to facilitate and engage smaller community sponsorship opportunities to avoid corporate sponsor fatigue.

Advertising & Social Media – There are opportunities to further enhance advertising and social media promotions to engage and target new audiences. Most people use Google, and newspapers for researching entertainment options. The *Spotlight* print magazine is something that could be used as more of a community resource. The consultants noted there are new developments in Quick Response (QR) codes which facilitate linking websites to jump users directly to registration forms, displays, videos, etc. A suggestion received was to create a "one-click" calendar for Surrey events with expedited click through rates for patrons.

Corporate Engagement - Trends in social corporate responsibilities show that they want to spend money and develop their employees through volunteer opportunities. This is an area where partnerships can be created.

Educational Partnerships - Developing educational partnerships is an excellent opportunity to create positive word-of-mouth for events. There is currently programming and services offered at the elementary level; opportunities in high schools and post-secondary institutions could be further maximized.

The Chair asked how the information collected can be used to dramatically make Surrey more culturally visible, i.e., a one-stop shopping guide for residents and people new to Surrey to showcase what the City offers.

In response, the consultants noted that in the detailed Cultural Marketing Plan there will be specific recommendations and actions identified to increase Surrey's profile in arts and heritage. One idea is to partner in developing (or enhancing) an on-line portal tool to provide users with access to events/programs with just one click of a mouse. The delegation noted that currently the "Max Guide" <http://www.maxguide.org/events/pages/index.aspx> search tool does not always generate expected results and it could be further refined. At this early stage, the Cultural Marketing Plan has been fleshed out substantially; detailed action plans with recommendations are being drafted and will be reviewed with staff before a final report is produced.

Staff noted that they will be working with the final report and refining an implementation plan, outlining what can be achieved, and clarifying the role of the City. Staff will report to Council in the fall with comprehensive plan with recommendations.

The Vice-Chair suggested placing inserts in theatre programming and further exploring cross-promotional advertising opportunities.

3. **Barbara Cooper, President, Semiahmoo Arts Council**

File: 7800-01

In attendance before Committee to provide an update on the South Surrey Arts Space Phase One relative to Plans for Partnerships, Operations and Programming.

The following comments were made:

- The delegation thanked staff and Council for showing Semiahmoo Arts their support and realizing the vision of an arts space for the South Surrey area.
- The Arts Council was originally formed in 1974 with the goal of celebrating artists who work in various disciplines. The Arts Council rebranded in 2010 and became Semiahmoo Arts to give better representation to the whole peninsula.
- In the past, the Art's Council used to present many of the events that took place on their own but now work in partnership with a number of organizations. The new model is easier and radiates inclusiveness with programming offered in a number of facets including: 1) Visual Arts, 2) literary arts, 3) film, 4) collaboration with community organizations, 5) services for arts consumers and 6) municipal partnerships. The Council is also involved in advocacy and offers youth programming; the delegation noted they are looking for opportunities and partnerships to expand their offerings in the new South Surrey Arts Space currently under construction.
- The delegation shared a poster board display with CDAC members depicting an artist's rendering of what Arts Space Phase One will look like, showcasing the public art piece that will be created and placed outside the venue. The plan is the space will open in 2014 and will be 5,300 square feet with a pottery studio with kiln room, visual arts/media lab, multi-purpose room, lobby and office.

- There were a series of collaborative discussions held in developing guiding principles for the new space. The space will be a seamlessly integrated, welcoming service model designed to enhance programming and create a cultural hub for arts and culture. Partner user groups include: South Surrey White Rock Arts Society (funding and painting programs), Arts Umbrella (children and youth arts programming), Semiahmoo Potters (equipment and programming) and the YMCA (new media programming for youth). The delegation noted that the YMCA is a new partner and will assist with the media arts program and target it toward disadvantaged youth.
- The Art's Council is now looking to identify user groups who may wish to partner or use the space on a more casual basis and will approach both Kwantlen Polytechnic and Simon Fraser Universities and other community groups. The Council will also approach local arts based businesses and corporations that might want to take advantage of the new facility and host a meeting or event at Arts Space Phase One.
- The delegation noted that the overall budget for Arts Space Phase One is \$2.35 Million. Funding previously received from Surrey Council and Donor Partners will be used for the facility construction and furniture, fitting and equipment leaving small shortfall of \$50,000 to address all of the equipment needs. The shortfall of \$50,000 represents costs associated with the gallery space dividing wall, lighting, and mill-work in the pottery studio. To make up for the shortfall, the Art's Council applied for a BC Creative Spaces Grant and unfortunately, the application was denied. The delegation noted that they recently secured a donation of \$18,000 from the Semiahmoo Rotary toward providing equipment; the shortfall has been reduced to \$32,000. Further fundraising is being actively pursued.
- The Art's Council was awarded a Surrey Cultural Grant which will be used to create an operational and business plan for the new arts space; Lori Baxter Consulting was hired and the Art's Council is working with Lori to create a blueprint.
- Moving forward, the Art's Council will host their first Business 2 Business event on June 19 and will continue to meet with potential partners/user groups. The next step will be finalizing licensing agreements, and establishing the contract with the City of Surrey for the operation of the space.
- The delegation acknowledged there is a lot to do but one of the things the Art's Council is thrilled about is that the opening of Arts Space Phase One will coincide with their 40th anniversary.

The Chair suggested that the Art's Council presentation be made available at upcoming business networking events, as it is an excellent overview of the project.

Staff noted that they are currently working on preparing an operating agreement for South Surrey Arts Space Phase One and hope to bring it to Council before summer recess.

4. **Kent Gallie, Performing Arts Manager**
<http://www.diffusionartspresenting.ca/>
File: 7800-01

In attendance before the CDAC to provide detail on a study entitled "the Value of Presenting" A Study of Performing Arts Presentation in Canada, by Inga Petri.

Before the start of the presentation, Neil Scott, Production Operations Coordinator, Performing Arts was introduced to members of the CDAC as the newest team member in Arts Services. It was noted that Neil has worked for six different festivals and was the General Manager of a theatre company in North Vancouver. He will be working on the preparation and operation of the New City Hall performance space.

The following comments were made:

- The "*Value of Presenting*" study is timely because it will serve as a valuable reference document toward supporting the goals of the Cultural Plan. Staff noted over 20 networks participated in the study along with a 13 member advisory committee. Data collected is based on two years of comprehensive research, which included a broad range of public consultation. The contents of the study outline the scope and methodology used for collecting data and includes a section on national and regional presenting networks.
- The study was based on small towns under 25,000 residents and examined live performance attendance rates. Respondents rated the importance of attending live performances at 71%. An encouraging finding was that performing arts cross socio-economic borders and touch a broad spectrum of Canadians. The study broke down the attendance of live performances by demographics, explored the idea of "attendance gaps" for festivals/free events, and provided interesting recommendations of how presenters can bridge attendance gaps and entice new attendees. One of the findings was that Canadians under the age of 35 attend more events than older Canadians, which is an interesting statistic given the City of Surrey's largest demographic is age 30 and under.
- The study found that respondents from small towns cited "*community benefit*" as one of the key-drivers influencing their decision to attend an event. It also noted there is a strong correlation between attending performing arts with health, well-being and civic engagement; and that people are more likely to volunteer when they reside within the community of the production.
- The delegation noted the multiple benefits to the community, individuals and economic development when events are hosted in a municipality. The study provided suggestions on how communities can address and adapt to demographics, and technological advances.
- Surrey is a rapidly growing and culturally diverse community; with the implementation of the Cultural Grants Program, the City provides support at a grass roots level and cultivates the next generation of artists and audiences.

The Chair thanked the delegation and noted that "the Value of Presenting" study will provide valuable information for future arts and cultural strategic planning within Surrey.

C. OUTSTANDING BUSINESS

D. NEW BUSINESS

July & August CDAC Meeting Schedule - Update

File: 0540-20V

The Chair noted there will not be a CDAC meeting held during the month of July. There will be no meeting in August due to Council recess and that the regular CDAC schedule will resume in September.

The next CDAC meeting is scheduled for Tuesday, September 10, 2013 at 3:00 p.m. in Park's Meeting Room #1.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

**1. Memo re: 2013 - 2014 Surrey Arts Centre Theatre Season, Kent Gallie,
Performing Arts Manager**

File: 7800-01

It was

Moved by A. Cleaver

Seconded by W. Bollard

That the memo entitled 2013 - 2014 Surrey Arts Centre Theatre Season submitted by Kent Gallie, Performing Arts Manager be received as information.

Carried

H. OTHER BUSINESS

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

1. **Carol Girardi, President, Arts Council of Surrey**
<http://www.artscouncilofsurrey.ca/>

Provided information on upcoming events and noted that the City of Surrey "Doors Open Event" is featured in this month's edition of *Spotlight Magazine*. Another upcoming event highlighted in the magazine will be on June 22, 2013, entitled the "*Plein Air Challenge*." The delegation noted "Plein Air" is a French expression for "in the open air" which is used to describe the act of painting outdoors. Members of the public are invited to come and paint in Bear Creek Park, there will be awards and categories for youth ages 12 and under.

2. **Wendy Bollard, Artistic Director, Peninsula Productions**
<http://peninsulaproductions.blogspot.ca/>
File: 7800-01

"*The Games Afoot*" Canadian premiere starts on July 10, 2013 and will run until July 28, 2013. The set was developed by a professional set designer and the production will be held at the Coast Capital Playhouse (1532 Johnston Road, White Rock).

Expressed concern with the \$500 fee associated with having a booth at the City of Surrey Canada Day Celebration is cost prohibitive for many small cultural businesses. In response, staff noted they would look into it and report to the CDAC at the next meeting.

3. **Cora Li-Leger, Visual Artist – Creative Economy Summit Feedback**
<http://www.coral-li-leger.net>

Thanked Councillor Villeneuve for hosting the Creative Economy Summit and noted she hopes it is a beginning of an ongoing conversation between the arts and business communities. It would be interesting to see businesses support artists through making creative space available at affordable rents. Noted there is an opportunity for Surrey to shine in this regard as Vancouver gets increasingly more expensive and artists are looking to relocate.

4. **The Creative Economy Summit Update - June 11, 2013, Surrey Arts Centre**
Donna Jones, Manager, Economic Development, and Councillor Villeneuve
www.businessinsurrey.com
File: 0330-20

Staff provided an update and noted that it was a successful event with over 120 people in attendance. The Chair noted the energy in the room was impressive and that further discussions will continue in this regard in partnership with the Surrey Board of Trade (SBOT) in the fall.

Kashif Pasta, 21 year old student from SFU and filmmaker attended and blogged positively about the event, some of his comments were as follows: *"People are leaving Surrey to find things to do in the evening, Surrey is a great city to grow up in and raise kids in but what about the in between. There should be more events like this."* Kashif's full blog can be found at the following link:
<https://medium.com/p/514e732b4972>

5. **Barbara Cooper, President Semiahmoo Arts Society**
<http://semiahmooarts.com/>

Commented that the Creative Economy Summit event was wonderful and asked staff how many business people with no particular connection to the arts attended. In response, staff noted not many, but qualified the statement by explaining that they knew going in they were light on pure business attendees and will be working to improve on that ratio for the next session. The Chair suggested that the start time of the event be reviewed with consideration being given either to having it early morning or over the lunch hour. Staff noted success of the first meeting will help to leverage more people at the next event.

6. **Creative Cities Summit - Recalculating Culture in a Digital World (Update)**
Sheila McKinnon, Manager, Arts Services and L. Davison, Visual and Community Arts Manager
<http://www.creativecity.ca>

The Creative City Summit had representatives from coast-to-coast, S. McKinnon, Manager, Arts Services, Chaired the event and did an excellent job representing the City of Surrey.

Staff noted the goal for this year's event was to leave a legacy fund for 2014; the legacy fund was reported at \$45,000 which is the best result achieved since the inception of the program and bodes well for next year's Creative City Summit in Hamilton, Ontario.

The Summit was great for establishing new partnerships, networking, and participating in educational study tours. Staff noted one of the highlights was seeing work by nationally acclaimed artist Robert Davidson displayed at the National Gallery of Canada. Polygon Homes in Surrey will be showcasing one of Robert's sculptures in a townhouse development planned for South Surrey as part of Surrey's Private Development Public Art Program. The piece will be a twin to the work currently on display in the National Gallery of Canada entitled the "Supernatural Eye" which features the Haïda form line and primary design elements seen in traditional Haïda art.

Staff noted that the Summit was an exciting event with a lot of energy. There was an excellent presentation about coordinated sponsorships and crowd sourcing that could benefit not for profit arts groups in Surrey.

The Chair noted exciting new artists were showcased at the Summit, with Liane Davison, Visual, and Community Arts Manager presenting on the Surrey Urban Screen Project. Overall, Surrey had a considerable profile at the Summit and there was a lot of positive feedback received relative to how progressive Surrey is becoming in arts and culture.

7. **Surrey Libraries Update - Melanie Houlden, Chief Librarian**
<http://www.surreylibraries.ca/>

Staff noted the poetry contest is now closed and 30 entries were received. The Library Board presented their Strategic Plan to Council on June 17 at Council-in-Committee (CIC) and noted they would like to bring forward their presentation and Strategic Plan to the CDAC in the fall. Library staff is installing video editing software in the computer labs and would appreciate an opportunity to present their ideas to the CDAC and talk through the merits/logistics of having a creative library.

8. **Surrey Fusion Festival – July 20-21, 2013**
<http://www.surrey.ca/fusionfestival/49.aspx>

The Chair invited everyone to attend the Fusion Festival and noted that there will be three different stages as part of the Flavours of Surrey component with something of interest for everyone.

I. NEXT MEETING DATE

The next meeting of the Culture Development Advisory Committee (CDAC) will be held on **Tuesday, September 10, 2013, at 3:00 p.m.** in Park's Meeting Room #1.

J. ADJOURNMENT

It was

Moved by C. Girardi
Seconded by B. McMurray
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:56 p.m.

Jane Sullivan, City Clerk

Councillor J. Villeneuve, Chairperson