
Present:

Councillor Villeneuve, Chair
B. Cooper
B. McMurray
C. Li-Leger
F. McLafferty
W. Bollard
T. Anderson
U. Maxwell-Lewis
A. Cleaver

Regrets:

Councillor Steele, Vice-Chair
C. Girardi

Guests:

C. Maybin, Vancouver Opera
J. Wright, Vancouver Opera

Staff Present:

J. O'Donnell, Manager, Heritage Services
K. Gallie, Performing Arts Manager
L. Cavan, GM Parks, Recreation & Culture
L. Davison, Visual and Community Arts Services
R. Atkinson, I&I Liaison, Economic Development
J. Danyk, CSA, Diversity & Youth Services
H. Dmytriw, Legislative Services

At the start of the meeting it was noted Al Cleaver has tendered his resignation from the Committee. The Chair thanked him and noted that he has been a great inspiration to us all for his many years of community service.

The Chair noted Ursula Maxwell-Lewis was invited to take Al Cleaver's place because of her background: she has been on the Friends of the Museum Committee and Heritage Advisory Commission, is a former publisher, an editor, and has been a journalist for decades, in the Travel Arts, and involved with the Writer's Conference. Ursula was formally welcomed to the Committee.

Al Cleaver noted that he has thoroughly enjoyed working with this Committee for the past year and a half and thanked the Committee members and staff.

A. ADOPTION OF MINUTES

It was

Moved by B. McMurray

Seconded by F. McLafferty

That the minutes of the Culture Development
Advisory Committee (CDAC) of Tuesday, September 10, 2013, be adopted.

Carried

B. DELEGATIONS

- Colleen Maybin, Manager of Education & Community Engagement
Vancouver Opera / the O'Brian Centre For Vancouver Opera, and
Jim Wright, General Director, Vancouver Opera were in attendance before the
Committee to provide an overview of the "Opera Train Program".
File: 7800-01**

The following comments were made:

- The Vancouver Opera, established in 1960, is the second largest opera company in Canada.

- An initiative, “Transporting Opera Audiences”, supported by Ann and Gordon Getty Foundation through the Opera America Building Opera Audiences grant program, is an education program based on music and words that allows kids to write their own operas based on class studies.
- The Vancouver Opera’s strategic plan focuses on sustainability and maintaining excellence of programming that reflects our community.
- The project is designed to address three key impediments to gaining new audiences: price, distance, and unfamiliarity.
- The program is comprised of two smaller concert series performances in Surrey and Richmond, using portions from upcoming performances: *Don Giovanni* (in February), and *Don Carlo* (in March). Entertainers will be performing and promoting the opera on the Skytrain and Canada Line on performance days. Ticket prices for the concert series will be no more than \$20 and will entitle audiences to a \$20 discount for tickets to a main stage production (\$80-\$150); train passes will be also be included--a TransLink subsidy in partnership with TransLink.
- Surrey has no appropriate venues that would hold an audience of 500-700 and with orchestra pits large enough to handle these Vancouver Opera performances; the Bell Centre is almost too large. As a result, the performances will have 13 musicians, little hard scenery and be more theatrical.
- A large media launch will be done at the train stations in advance of the events. Professionals will be hired for the advertising and social media development.
- Main Stage and education programs information was provided on table.
- The Vancouver Opera organization have been involved in strategic planning and rethinking and are undertaking major restructuring for a different type of performance for audiences in more modest venues (not at the Queen Elizabeth Theatre). The idea is to scale down an operatic piece that is not traditionally opera and build up the music to 80%.
- Shane Koyczan, an eloquent Canadian poet and writer has been commissioned to perform *Stickboy* (about bullying) at the Vancouver Playhouse Theater in October 2014.

2. **Surrey Doors Open**

File: 8200-01; 0550-20-10

Jessica Danyk, Community Services Assistant, Diversity & Youth Services was in attendance before the Committee to share highlights of the Surrey Doors Open event held on Saturday, June 22, 2013. The Doors Open event offered attendees a unique behind-the-scenes look at Surrey's rich culture, history, art, and architecture (see Corporate Report R168 of September 9, 2013, Regular Council Public Hearing).

The following comments were made:

- Surrey Doors Open was held June 22, 2013, 11:00 am – 4:00 pm.
- This was the second year of the event and featured 28 sites in City Centre, Bear Creek Park and Newton providing a behind-the-scenes look at Surrey’s rich culture, history, art and architecture. There were free activities, guided tours, food and much more.
- In 2012, 2900 residents participated; in 2013, 7200 residents participated in the event.

- A Guide provided a list of the venues and locations with links to information about each site. An online version could be downloaded to smartphones.
- The website www.surrey.ca/doorsopen.com provided an online map, the trolley schedule, different ways to navigate to the event locations (transit maps, and Skytrain schedules), and the history of Doors Open events being held all over the world and how the tradition made its way from France to Canada.
- New to the event this year was the free hop-on, hop-off trolley busses.
- This year the 18th Annual Newton Community Festival was held in conjunction with the Doors Open at the Newton Library and Seniors Centre; two stages presented performances along with the Surrey Doors Open opening ceremony.
- The Artisan in the Park event, organized by Surrey Arts Council, was held at Bear Creek Park with over 20 crafters participating.
- Marketing and Promotion, and media sponsors were noted.
- There were new venues and attractions, and new media sponsors. The dedicated Interdisciplinary Advisory Committee worked hard to achieve a successful event with much positive response and feedback from the community.
- There was a photo contest and prizes.
- 60 volunteer ambassadors worked by themselves at venues.
- The key learning lesson was to build the event in the future and to expand the event to Cloverdale.
- A video was shown with highlights of the event.

The Chair noted that Surrey Doors Open was a wonderful event and is a great way for the people to get to know the City of Surrey.

3. **Liane Davison, Manager Visual and Community Arts**
<https://www.surrey.ca/culture-recreation/7315.aspx>

Liane Davison was in attendance before the Committee to provide a visual presentation on the successful programming and exhibitions taking place this fall at the Surrey Urban Screen. The following comments were made:

- Surrey Urban Screen is the public art feature of the Chuck Bailey Recreation Centre and currently hosts exhibitions as an outreach venue of Surrey Art Gallery. Surrey Urban Screen is one of Canada's largest outdoor noncommercial urban screen venues. The venue was imagined by artists, built by the City in 2010 and opened as part of the Cultural Olympiad
- Artists working in digital media are inspired by the creative opportunity the venue provides. Artists who have presented work include Governor General Award recipient Paul Wong; and Josephin Böttger from Hamburg Germany.
- Next steps will be to upgrade the equipment and continue working with the Urban Screen Advisory Committee stakeholders.

C. OUTSTANDING BUSINESS

D. NEW BUSINESS

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. **Not-for Profit Leadership Series**

File: 0390-20

A series of workshops will be held and presented by Vantage Point and hosted in cooperation with Surrey Libraries, to support the development of excellence in leadership in this not-for-profit sector. Pre-registration is recommended.

Details for two upcoming workshops were provided as follows:

- **Strategic Recruiting: Building your Board**
Wednesday, November 13, 2013, 5:30 – 8:30 pm
Surrey City Centre Library
Room 120, 10350 University Drive, Surrey
- **The Abundant Not-for-Profit: An Introduction**
Wednesday, January 15, 2014, 5:30 – 8:30 pm
Surrey City Centre Library, 10350 University Drive, Surrey

2. **Survivor 101 - Training for Community Arts Organizations
"Getting Your Funding Ducks in a Row"**

Tuesday, October 29, 2013, 9:00 am
Surrey City Centre Library (10350 University Drive)

The workshop will focus on the process of writing successful grant applications.

3. **Surrey's Creative Economy Business Dialogue Event**

Wednesday, November 27, 2013, 8:00 – 11:00 am
Surrey Arts Centre (13750 88 Avenue)
File: 0390-20

The Surrey Board of Trade and the City of Surrey are continuing their partnership focused on recognizing the economic and social value of fostering a thriving cultural industry in Surrey. This event will focus on creating cultural hubs in Surrey, how to create youth cultural entrepreneurs, and having a business and arts table dialogue to brainstorm ideas on:

- transforming unused spaces for creative industries
- creating and promoting creative industries in Surrey
- supporting young entrepreneurs in creative industries; and
- attracting the creative class.

Over 125 people attended the first presentation event. They were able to see who in the community are working within the cultural industry and to focus on new entrepreneurs.

It was Moved by U. Maxwell-Lewis
Seconded by B. McMurray
That the Culture Development Advisory
Committee (CDAC) supports events aimed to strengthen the capacity of people in the
community to build cultural hubs in the City of Surrey.

Carried

H. OTHER BUSINESS

Verbal Updates:

1. **W. Bollard, Artistic Director, Peninsula Productions**
<http://www.peninsulaproductions.org/about/>

W. Bollard provided an overview of upcoming Peninsula Productions shows focussing on the jazz era. The details are as follows:

- *The Dominik Heins Show*, featuring Wendy Bollard
Saturday, October 19, 2013, 8:00 pm
First United Church, White Rock.
- *The Barber of Barkerville*, Vancouver Opera for Children
Sunday, October 27, 2013, 3:00 pm
White Rock Elementary
- *Death and the Maiden*, by Ariel Dorfman
November 26-30, 2013, 7:00 pm
Semiahmoo Arts, White Rock
- *John Lee Sanders 3rd Annual Gospel & Blues Christmas*
Sunday, December 8, 2013, 7:00 pm
First United Church, White Rock

2. **U. Maxwell-Lewis** noted that the 21st Surrey International Writers' Conference will again be held at the Sheraton Vancouver Guildford Hotel Oct 25-27. Considered one of the top three writers' conferences in North America, SiWC welcomes writers and poets of all levels in most genres, plus international editors, agents, publishers and best-selling authors. In addition, the SiWC Writing Contest awards over \$4,000 in cash prizes annually. <http://www.siwc.ca>

3. **F. McLafferty, School of Interactive Arts and Technology, Co-operative Education, Simon Fraser University** provided information on the following upcoming events:

- Mayor's Charity Ball
October 18, 2013, New City Hall Plaza, Surrey
Proceeds go to benefit the Surrey Fire Fighters Charitable Society

- President's Annual SFU Surrey Gala Dinner 2013
November 7, 2013, 6:00 pm on Surrey SFU campus
Proceeds go to the SFU Surrey Close to Home Awards Endowment Fund

4. **B. Cooper, President, Semiahmoo Arts Society**
<http://semiahmooarts.com>

B. Cooper provided information regarding the following events:

- The Semiahmoo Arts Society hosted an artists' event in the Semiahmoo community. Despite the wet conditions, all the artists who were registered showed up were in good spirits, and the event was a success.
- The International Artist Day Festival - October 21 - 27, 2013, White Rock. The festival is a weekend-long celebration of artists from around the world. Activities all weekend will include:
 - A Gala evening, October 25, 2013, 6:00 – 9:00 pm.
Tickets are \$150 and include a \$100 voucher to be used towards purchasing an original piece of art, and a follow up concert featuring *Jody Proznick Trio, "Trilogy"*, at the Blue Frog studios in White Rock.
 - Weekend Art Exhibit - October 26 & 27, 2013

5. **C. Li-Leger, Visual Artist (Day of Drawing)**
<http://www.dayofdrawing.com/>
<http://www.campaignfordrawing.org/bigdraw/search.aspx>

C. Li-Leger noted that the Day of Drawing group developed a mobile exhibition in a 26-foot truck. This mobile gallery has been to Morgan Crossing, West Beach Moon Festival, Surrey Arts Centre, and did a one day workshop with the senior art classes at Enver Creek Secondary School.

6. **Creative City Network of Canada Conference / City Summit**

Staff noted that the City of Surrey has an opportunity to bid to host a Creative City Network of Canada Summit in one of years between 2015-2018.

It was

Moved by B. Cooper

Seconded by U. Maxwell-Lewis

That the Culture Development Advisory

Committee (CDAC) support the City of Surrey with submitting a bid to host a Creative City Network of Canada Conference during one of the years between 2015 to 2018.

Carried

7. **Liane Davison, Manager Visual and Community Arts and Kent Gallie, Manager of Performing Arts** provided the following updates:
- Surrey Art Gallery Family Day – November 3, 2013
12:00 noon – 4:00 pm, at Surrey Art Gallery
Family Day is a drop-in event for families; an opportunity to explore, enjoy and create art together.
 - Cultural Grant Program –
 - The 2013 awards were given out in April; with 35 qualified groups receiving funding from the City.
 - The 2014 process has begun with 58 qualified groups submitting ‘expression of interest’ letters in September. An information meeting for 2014 funding applications was held October 3, 2013. Applications are due by November 5, 2013.
 - New City Hall Performance Venue -
 - An outreach campaign to increase community awareness of the 200 seat venue is underway. Comprehensive introduction packages, including floor plans, technical specs, rental costs, etc. have been emailed to a variety of contact lists; one to one meetings have been held with 12 organizations to date with more scheduled; 60 organizations will have been contacted by the end of November, 2013 and meetings will be held with approximately half of those organizations.
 - Arts Umbrella is working with the City to raise awareness and generating ideas for potential partnership opportunities with their Surrey Centre office.
 - The opening celebrations will offer further marketing opportunities for the performance venue with events such as the Elektra Women’s Choir and an Open House planned for the New Year.
 - The City of Surrey Marketing Department's City Speaks survey focused on naming the performance venue and received almost 400 responses. City staff will short list the most popular choices and present recommendations to senior management.
 - First edition rack cards have been produced and are being distributed throughout the City. The cards contain basic venue information and contact information for booking rental of the space which is targeted for community activation in March 2014.

I. NEXT MEETING DATE

The next meeting of the Culture Development Advisory Committee (CDAC) will be held on **Thursday, November 21, at 3:00 p.m.**, in Parks Boardroom 1.

J. ADJOURNMENT

It was

Moved by B. McMurray
Seconded by F. McLafferty
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:32 pm.

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson