

Culture Development Advisory Committee Minutes

Present:

Chair – Councillor Villeneuve
B. Cooper
B. McMurray
C. Girardi
F. McLafferty
T. Anderson

Regrets:

Vice-Chair – Councillor Steele
W. Bollard
U. Maxwell-Lewis
C. Li-Leger

Guests:

Stephen Goodman, Manager, Bell
Performing Arts Centre
Chris Thornley, and Lawanda
Paterson, Thornley Creative
Communications

Staff Present:

L. Cavan, GM Parks, Recreation & Culture
J. O'Donnell, Manager, Heritage Services
K. Gallie, Performing Arts Manager
R. Atkinson, I&I, Economic Development
S. McKinnon, Manager, Arts Services
L. Davison, Visual and Community Art Manager
H. Dmytriw, Legislative Services
Naveen Girn, Community Service Assistant, Arts
Services

A. ADOPTION OF MINUTES

It was

Moved by C. Girardi

Seconded by B. Cooper

That the minutes of the Culture Development
Advisory Committee (CDAC) meeting of October 15, 2013, be adopted as amended.

Carried

B. DELEGATIONS

1. Bell Performing Arts Centre

Steven Goodman, Manager, Bell Performing Arts Centre provided a brief overview of the Bell Performing Arts Centre facility and upcoming events. The following comments were provided:

The Bell Performing Arts Centre facility opened in 2002; the enormous lobby is situated in the midst of a high school. The Centre is Surrey's largest performing arts space and provides support for school district performances, arts presentations and festivals, and has hosted high profile events such as the Vancouver Symphony Orchestra recording for the Vancouver 2010 Winter Olympics mascot unveiling.

The Centre's rental income is mainly from community events. There were 219 rentals in 2011-2013. Bookings are for 8 hours. 159 were external of the school district, with the remainder being within the school district:

- 28 - educational services
 - 17 - other Surrey school events (such as graduation ceremonies and concerts)
 - 15 - Sullivan Heights Secondary School
-

- The following five groups utilize the centre: 55 Surrey School District; 41 non-profit community organizations; 38 for profit community organizations; 34 professional touring companies; and 51 church assemblies (with 3,000 patrons and 3 services each Sunday). Overall there are a total of 74 clients; 283 performances and 160,000 audience members.
- Most of the events are during the months of March, April, May, and June with some bookings made up to five years in advance; however there are usually available booking dates in the fall and February.

The Surrey School District are the owners of the Centre. The Centre employs three full time employees: the Manager, Associate Manager and one full time box office person. All others are contract workers, and the ushers and ticket takers are volunteers.

In terms of presentation and marketing of events, the rental group is responsible for promotion work.

In terms of costs, rental fees are a flat rate as follows: for 8 hours on a weekend the cost is \$1,900 and for 8 hours during the week the cost is \$1,700, and includes one technician and front staff, making the average cost for each ticket to be \$3 per seat.

Having excellent acoustics, the theatre has 1,052 seats, however, two more rows can be added for a total of 1,100 seats. (Further information can be obtained from the website: www.bellperformingartcentre.com)

Staff raised the suggestion of whether the Bell Centre would be interested in creating events based on themes across the city such as a Surrey Comedy Festival and a collaborative approach to programming. *(Steven Goodman indicated he would be interested in collaborative program although it would require very advanced programming as they confirm many of their bookings more than a year in advance.)*

2. **Surrey Cultural Marketing Plan for Arts & Heritage**

File: 7800-01

Chris Thornley and Lawanda Paterson Thornley, Cultural Marketing Plan Consultants, Thornley Creative Communications presented the final draft of the Cultural Marketing Plan. Chris Thornley thanked those who have been involved with the Cultural Marketing Plan and Chris Thornley noted that it has been a long journey and a noble and worthwhile goal well worth the investment into Arts and Heritage in the City of Surrey from the economics side, plus the livability of the community.

In developing the plan, it was determined that when the City of Surrey, its citizens, and advocates were questioned whether Surrey should have arts and heritage venues, the response was a strong 92% in support. The City is supportive of the process, activities and events; however, 90% of the populace surveyed do not attend events. Arts and Heritage make a city a great place, Surrey is well on its way to becoming a world class city.

Measurable goals of the Surrey Cultural Marketing Plan were outlined as follows:

- Marketing strategies - Build arts, heritage and cultural opportunity awareness tools with awareness and participation to be increased by 15%.

- Marketing tools to include the following:
 - Branding – a fresh visual brand will enhance awareness.
 - Media – traditional print promotional tools and social media.
 - Websites -
 - The city website is content rich and easy to navigate. Arts and Heritage could have a link (similar to the Tourism Surrey’s Sport Surrey website showing directions to venues).
 - MAXguide – MAX is an acronym for Metro Arts Experience. MAXguide is Metro Vancouver’s new online arts and culture guide that provides free listings of arts and culture events for arts organizations, individuals and selected arts and culture businesses.
The existing MAXguide website could be leveraged as it has the cultural grants of \$125,000. (*Staff noted that this was a collaborative process with Tourism Surrey that the City can expand into; e.g. with Doors Open*).
- Arts & Heritage Cultural Report Card – having a SMART (Smart, Measureable, Attainable, Relevant, and Time-bound) analysis of marketing efforts which can be expanded into cultural opportunities through outreach, partnerships and sponsors.
- Strengthening of human resources - Surrey’s population is increasing monthly by 1,000 people; as such, Surrey is in a position to support arts and heritage, with the goal being to increase awareness and participation by 15% over the next year.
- Kwantlen Polytechnic University is preparing a report regarding the S. Asian Community and how to engage them. The report will be provided to Chris Thornley on November 26, 2013.

Chris Thornley noted that the Surrey Cultural Marketing Plan focuses on promoting awareness, getting that message out, how to work with the city more, and creating an appetite to work with social media and the web team.

Councillor Villeneuve noted that the City has worked hard to add ‘culture’ to Parks Recreation and Culture. The Chair advised that Arts and Heritage presents another picture and is something to explore with branding of the department to create awareness of the dedicated interest in having arts and heritage within the City. During the cultural planning process it was noted that people do spend money equally on arts and heritage and sporting events. The Board of Trade are also building that focus from an economic point of view.

Chris Thornley presented a number of branding concepts for Arts and Heritage that would increase their profile and promote a greater awareness of facilities and services. The City has the appetite to support Arts and Heritage as it is viewed as an important part of a city. Increasing awareness and participation by 15% in the next year is an attainable goal.

3. 2013 Culture Days Celebrations

File: 7800-01

Kent Gallie, Performing Arts Manager, provided a presentation and brief overview of the 2013 Culture Days Celebrations.

Culture Days is a national celebration with free participatory activities regarding arts and heritage in our community. The celebrations take place in 825 cities, with 7,500 free activities.

The BC Task Force held a media launch at the Arts Club Theatre on Granville Island this year. The launch was well attended with local performers and keynote speakers Rosemary Thompson, Okanagan Symphony Orchestra and Fay Whiteman, CEO, Vancouver Foundation.

The Surrey delegation attending this launch event included three of its Civic Treasures: Chris Thornley, Maxine Lloyd Howchin, and Carol Girardi.

The 4th Annual Culture Days weekend took place September 27, 28 and 29, 2013 and featured over 7,000 activities in over 850 Canadian cities and towns. This national celebration of arts and culture offers interactive opportunities through free hands-on activities that invite the public to participate “behind-the-scenes” to discover the world of artists, creators, historians, architects, curators, designers and other creative people in their communities. Culture Days raises awareness, accessibility, participation and engagement of Canadians in the arts and cultural life of their communities.

With the support of volunteer groups at the national, provincial and local levels, hundreds of thousands of artists, cultural workers, organizations and groups, volunteers and supporters self-mobilize to host free public activities, on September 28, 2013 the Surrey Arts Centre and Surrey Art Gallery celebrated Culture Days; 400 people attended this free activity which included Cirque Surrey, break dance demonstrations, a Curator’s tour of the Gallery and an open rehearsal by the Surrey Youth Orchestra.

Other Culture Days events in Surrey included:

- *Paint the Town* – presented by Semiahmoo Arts - September 28-29, 2013
- Dance and Wellness Workshops at the Newton Cultural Centre– with 65 participants, 5 instructors and many parents enjoying the final performances.
- Arts Umbrella – 250-300 children’s artworks displayed at various Westminster Savings banking locations in Surrey.
- Sofia Collective – SOFIA/c is South of Fraser Inter-Arts Collective. SOFIA/C’s role is to facilitate and host inter-disciplinary intercultural, artistic collaboration in the areas of literary, visual and media-based arts through the hosting and production of artist talks and literary events which profile and explore the diversity of cultural spaces and hybridity in Surrey. The goal is to showcase Surrey’s emerging professional arts community and tell its own unique and significant inter-cultural story to residents and visitors alike. They hosted a successful poetry reading event at the Newton Cultural Centre.

With the support of City Council, Surrey will plan to host either the provincial media launch or the Culture Days week-end kick-off event at the New City Hall in September 2014.

- The new city hall is a great location, with Skytrain there and the 200 seat Council Chamber, and the event will profile the downtown area.
- The Culture Days week-end launch was held in Victoria this year for the first time.

It was Moved by C. Girardi
Seconded by B. Cooper
That the Culture Development Advisory
Committee recommend that staff explore and make an offer to host the performance
for the Provincial Program launch of the 2014 Culture Days Celebrations.
Carried

C. OUTSTANDING BUSINESS

D. NEW BUSINESS

1. Culture Development Advisory Committee Terms of Reference and how workshop/survey information results are processed

The Chair noted that when a new committee is started, nearly one year is needed to orient the members as to what is happening in the city and for getting a feel of the committee.

- Committee member feedback has been received requesting to review and discuss the CDAC Terms of Reference.
- Staff were asked to explain the process of how information collected through workshops and surveys is communicated to the Committee and put forward to Council without losing the original context of what was said.

Staff was requested to include this item for discussion at the January 2014 meeting addressing the concerns raised.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. 100th Anniversary of Komagata Maru
File: N/A

Naveen Girn, Community Service Assistant with the Surrey Art Gallery and Surrey Museum provided a presentation regarding plans to recognize the *Komagata Maru 100th anniversary in 2014*.

The Canadian Government's first attempt to restrict immigration from India was to pass an order-in-council on January 8, 1908, that prohibited immigration of persons who did not arrive by a continuous journey and/or through tickets purchased before leaving their country of their birth or nationality. These regulations came at a time when Canada was accepting massive numbers of immigrants (over 400,000 in 1913

alone – a figure that remains unsurpassed to this day), almost all of whom came from Europe.

The *Komagata Maru* incident involved a Japanese steamship, the *Komagata Maru*, that sailed from Punjab, India to Hong Kong, Shanghai, China; Yokohama, Japan; and then to Vancouver, British Columbia, Canada, in 1914, carrying 376 passengers from Punjab, India. Of them 20 were admitted to Canada, but the 356 other passengers were not allowed to land in Canada, and the ship was forced to return to India. The *Komagata Maru* left July 23, 1914, escorted out of Burrard Inlet at gun point.

The *Komagata Maru* remained an important story and legacy for the South Asian community.

Eight partner organizations have come together to co-ordinate and promote their programming in response to the 100th anniversary of this event and its legacies. This is a Canadian story that resonates with many immigrants. Surrey Museum is doing an exhibition: *Echoes of the Komagata Maru – descendants who live in Surrey*. These are second and third generation South Asian youth voices commenting on the legacy and prominent South Asian pioneer voices. The Surrey Art Gallery is planning an exhibition entitled ***Ruptures on Arrival: Art in the Wake of the Komagata Maru***; a group exhibition that addresses the history of *Komagata Maru* and moments of conflict and debate related to historical and recent trans-Pacific immigration to Vancouver.

The Surrey Public Library is planning story times, library book displays about the *Komagata Maru*. Other partners producing related programming include the Vancouver Maritime Museum, the Museum of Vancouver, the Progressive Intercultural Community Services Society and Khalsa Diwan Society

The committee will be advised on the finalization of programming beginning in January 2014.

2. **2013 - 2014 Welcoming Communities Project**

File: 7850-01

Jacqueline O'Donnell, Heritage Services Manager provided information on the Welcoming Communities Project. The Surrey Museum was invited to partner with BC Immigrant Services Society, PICS, Success, and Options in a myth busting campaign geared at promoting a greater understanding and respect for the struggles encountered by refugees as they build a new life in Canada.

The Museum curated an exhibition for the project entitled, ***Surrey: A Place of Refuge***. The exhibit design is presented in an enclosed white tent (symbolic of United Nations tents in refugee camps) to create an experiential context for visitors to view the exhibition in display venues that are high traffic and sometimes noisy.

Surrey: A Place of Refuge was on display at the City Centre Library in October - November 2013. Why this exhibit is important? In the Cultural Marketing Plan, Goal C is “to enhance a community”; cultural cohesion and community connections are important aspects of fostering and inclusive communities and building civic pride. Exhibit participants represented Syria, Somalia, Congo, Honduras, El Salvador,

Thailand, and Palestine; the courage of these individuals in sharing their stories and experiences settling in Surrey, helps others to gain an understanding to their lives.

The Welcoming Communities Committee is meeting in December 2013. Resources have been allocated to travel the exhibition to three venues in 2014 (one is to be at the New City Hall).

One component of the exhibit is an interactive storyboard to “*Imagine, if your family had one minute to flee, what to take with you?*” Comments were gathered from all ages: many took their Bible/Koran, their mom, dad and pet, a “good” sister, water, identification, cash and passports, emergency kits, GameBoy, iPhone, and stuffed toys. The Exhibit touched a wide audience.

Reproductions of the exhibition panels were shared around the table; digital transcripts were recorded and will be preserved in the Surrey Archives. Immigrant Services, Success, and Options worked with the Museum and their staff to identify Surrey refugees to participate in the exhibition. Members of the Committee were invited to see the exhibition when it is on display at the current or New City Hall in 2014.

2. Transportation Government Aided Refugees (GAR) loans
File: 0220-05; 5080-01

Councillor Villeneuve noted that the Social Policy Advisory Committee and Council are working hard to eliminate the Transportation Government Aided Refugees (GAR) loans. This is an important link to share with Surrey’s Senior Social Planner, Aileen Murphy.

H. OTHER BUSINESS

1. 2014 CDAC Meeting Dates
File: 7800-01 CDAC

It was Moved by B. McMurray
Seconded by T. Anderson
That the Culture Development Advisory
Committee adopt the 2014 CDAC Meeting Schedule.
Carried

2. Verbal Updates

Sheila McKinnon, Manager, Arts Services -

- “*Supernatural Eye*” –
 - Unveiling of the *Supernatural Eye* will take place following the Creative Economy Dialogue Series on November 27, 2013. The Surrey Art Gallery is hosting the unveiling of *Supernatural Eye*, a spectacular sculpture created by Robert Davidson for Polygon Homes Harvard Gardens development in South Surrey.
 - Michael Audain, Chairman, Polygon Homes, did not want the sculpture to go into storage but wanted it on public display until the permanent site is ready.

- He agreed to loan the artwork to the Surrey Art Gallery for a temporary exhibition. Mr. Audain, the artist, and Mayor Watts will attend the unveiling.
- The creation of this artwork is the result of the City's Private Development Public Art Policy.
 - The South Surrey Arts Space Phase 1 at the South Surrey Recreation Centre is progressing and on schedule. Staff will be taking a site tour on Wednesday, December 4, 2013, and will take photos to bring to CDAC in January 2014 along with an up-date on programming and plans for the opening.
 - The South Surrey Arts Space Phase 2 is a land development partnership involving the Surrey Development Corporation and a private developer. The project, proposed for the land at 19 Avenue and 152 Street in the South Surrey Town Centre, incorporates retail and office space along with two residential towers. The land will require re-zoning and, in order to achieve the density that will make the project financially viable, the developer will create amenity space for community use in exchange for this density. The proposed space for community use includes an artist run café and gallery, plus a 350 seat theatre. Patrick Cotter, the project architect has been leading the public consultation process. The first public information meeting was held on October 22, 2013. A second meeting will be held Wednesday, December 4, 2013, 4:30 – 8:30 pm, at Bayridge Elementary School gym, 1730 - 142 Street.
 - 2014 Surrey Cultural Grants Program:
 - Deadline for grant application submittal was November 5, 2013.
 - 51 groups submitted applications (35 groups participated last time.)
 - Total value fund requested was \$204,000 and represents only a small portion of the total value of the projects.
 - The Staff Evaluation Committee will meet at the end of November 2014 and recommendations will go to Council; approval of the grant awards are expected to be announced in January 2014.

Teresa Anderson, Fraser Region Aboriginal Friendship Centre Association –

- The Fraser Region Aboriginal Friendship Centre (FRAFCA) grant funding has been received. The artist, Peter Morin of Victoria to come in. He has worked with youth, ages 8-12 for six evening sessions doing beading to promote First Nations cultural practices, healing and engage the youth in contemporary discussions.

Carol Girardi, President, Arts Council of Surrey –

<http://www.artscouncilofsurrey.ca/>

- Arts Council has hosted two theatre events at the Newton Cultural Centre:
 - The Surrey Festival of Dance presented a Dance and Wellness week-end which was very successful with 65 participants and 50 parents who watched the finale at the end of the event. The teachers were great; the parents and kids inquired when the next event will be held.
 - "I Can't Believe It's Not Butter Chicken: The Best of Show!" They brought a brand of provocative sketch comedy to Surrey for the first time and all 7 shows were SOLD OUT and extended to two more shows on Saturday and Sunday, November 23 and 24, 2013.
- Both events were supported through Surrey's new Cultural Grants Program.
- Renters are very pleased with the facility although new chairs are needed to create a more comfortable experience for the audience members.

Barb Cooper, President, Semiahmoo Arts Council –

- *Death and the Maiden* - Wendy Bollard's play postponed due to a family emergency.
- Members Exhibit - December 8-10, 2013.
- Work is progressing on the South End Summit.
- Big Band concerts with South Surrey Senior Jazz Bands (fourth year).

Frances McLafferty, Simon Fraser University –

- CBC will be on campus all day on November 22, 2013 at an 'In your neighbourhood cultural event', from SFU Pump Cultural Committee. Mayor Watts, Bill Fordy, and Chief Superintendent to attend.
- Two cafés are happening at the Library. The topic will be scientific research of 85 year olds who have lived that long.
- Stephen Dooley, the new Executive Director has started at SFU.

Laurie Cavan, General Manager, Parks Recreation & Culture –

- Confirmed there is to be a second public meeting for South Surrey Cultural space, Wednesday, December 4, 2013, 4:30 – 8:30pm, at Bayridge Elementary School.
- Tree Lighting festivities at City Centre, Saturday, November 22, 2013, 6:15 pm lighting of the tree and local entertainment.
- Confirmed date for Surrey Doors Open – June 21, 2014.
- Suggestion for future delegation: Arts Umbrella representatives to discuss the successful past 3 years of partnership.

R. Atkinson, I&I, Economic Development -

- Creative Economy Business Dialogue event –
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. The Creative Economy Business Dialogue Event now has a regional draw with people from Richmond, Vancouver, White Rock and Abbotsford attending.
- SFU is involved in the planning with Jane Hawkins; and City of Surrey staff: Russ Atkinson, and Sheila McKinnon; Councillor Villeneuve; and Anita Huberman of the Surrey Board of Trade. The next event will take place:
 - Wednesday, November 27, 2013
 - 7:30 a.m. - Registration and Breakfast
 - 8:00 a.m. - 11:00 a.m. - Program
 - Surrey Arts Centre, 13750 88th Avenue, Surrey, BC
 - Admission: Free (registration is required).
 - Visit <http://www.businessinsurrey.com>

Jacqueline O'Donnell, Heritage Services –

- Cultural Careers Youth Conference – February 8, 2014 at the Surrey Museum:
 - Funding from a federal diversity grant will support a youth career conference for young people to learn about jobs in the Arts, Heritage and Cultural field.

- Professionals working in cultural facilities will share information on a variety of career opportunities and an educational panel from UBC, SFU, Emily Carr, University of Victoria and Douglas College will showcase post-secondary programs for careers in arts and heritage.
- There will be room for 45 students/junior docents; youth and Youth Arts Council of Surrey members (YACOS).
- A poster was shared with the Committee to help get the word out to local youth interested in arts or heritage or currently volunteering in the cultural sector.

Councillor Villeneuve acknowledged and commended Laurie Cavan, General Manager, Parks, Recreation and Culture, who was able to secure an additional \$25,000 in funding towards the Cultural Grant Program. The Program now has \$100,000 available to award for 2014 grants.

I. NEXT MEETING DATE

There will be no December 2013 meeting.

The next regularly scheduled CDAC meeting is Tuesday, January 21, 2014 at 3:00 p.m. in Parks Board 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 5:30 pm.

Jane Sullivan, City Clerk

Chairperson – Councillor J. Villeneuve
Culture Development Advisory Committee