

Present:

Chair – Councillor Villeneuve
B. Cooper
B. McMurray
C. Girardi
C. Li-Leger
T. Anderson
U Maxwell-Lewis
C. Thornley
W. Bollard

Regrets:

F. McLafferty
Vice-Chair – Councillor Steele

Staff Present:

D. Jones, Manager, Economic Development
J. O'Donnell, Manager, Heritage Services
J. Strom, Curator, Surrey Art Gallery
K. Gallie, Performing Arts Manager
L. Cavan, GM Parks, Recreation & Culture
S. McKinnon, Manager, Arts Services
S. Wu, I&I Liaison, Economic Development
C. Jesson, Deputy City Clerk, Legislative Services

Guests:

L. Pacey, Arts Umbrella
S. Smith Alexander, Arts Umbrella

Round table introductions were made. Stephen Wu was introduced as the new I&I Liaison for the Economic Development Department; Chris Thornley was welcomed back as a fulltime serving member of CDAC.

Before the start of the meeting the Chair requested the agenda be varied to discuss the CDAC Terms of Reference (Item G.3.) as the first item under New Business.

It was
CDAC Terms of Reference (Item G.3.) as the first item under New Business.

Moved by T. Anderson
Seconded by C. Li-Leger
That the agenda be varied to review the
Carried

A. ADOPTION OF MINUTES

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

Note: There was no CDAC meeting held during the month of December

Before the minutes were adopted a change was requested on Page 8 under "Verbal Reports" - that the artist named be corrected to reflect Peter Morin of Victoria.

It was
Development Advisory Committee (CDAC) of Thursday, November 21, 2013, be adopted as amended.

Moved by C. Girardi
Seconded by B. McMurray
That the minutes of the Culture
Carried

B. DELEGATIONS

1. **Lucille Pacey, President and CEO with Susan Smith Alexander, Director of Programming, Arts Umbrella.**
<http://www.artsumbrella.com/>
File: 7800-01

In attendance before the Committee to provide a brief overview of Arts Umbrella Operations and Programming in Surrey.

The following comments were made:

- The delegation noted that children are our most important asset, arts education develops their potential and that Arts Umbrella is committed to delivering the highest quality visual and performing arts education to young people, regardless of their socio-economic circumstances.
- Arts Umbrella has been in operation for 35 years, holds over 650 classes annually and reaches over 21,500 children. Arts Umbrella relies on community support to continue its mission to inspire kids for life through the arts. Tuition revenues cover 48% of the organization's annual operating budget. The remaining 52% comes from fund development, including corporate, individual and foundation donations, government funding and fundraising events.
- Looking ahead Arts Umbrella has plans to continue pursuing partnerships with schools, community centers, and daycares; and is currently in discussion with the Bridgeview community and Semiahmoo Arts.
- The delegation noted that at the end of April, Arts Umbrella will be producing a spring fundraising event; more information will be posted on their website www.artsumbrella.com in upcoming weeks.

Staff noted they have met and worked with Arts Umbrella over the years and are excited with opportunities as they arise in various areas within Surrey (i.e., Guildford) and look forward to continuing to work the group as opportunities present.

The Chair thanked the delegation for their presentation and noted that Surrey would be pleased to provide assistance in finding a new location in North Surrey area to facilitate continued Arts Umbrella programming.

2. **Jordan Strom, Curator, Exhibitions and Collections, Surrey Art Gallery.**
File: 7800-01

In attendance before the Committee to provide a brief presentation on his recent trip to cultural spaces in Paris.

The following comments were made:

- The delegation noted that last October he was fortunate to have the opportunity to go to Paris, on the invitation of the French consulate in Ottawa. He was invited on behalf of the Surrey Art Gallery due to the quality and reputation of contemporary art programming especially (though not exclusively) in relation the Gallery's innovative digital media and electronic arts programming.
- City of Paris – one of the key cities thought of through the art medium – many perceptions of Paris are based on the “ring” road boundary of Paris and then there is the other Paris – the communities/municipal jurisdictions on the outer rings of the city are referred to as *le banlieue*. While the banlieue, as presented by the media, often convey places of poverty and unrest, in reality there are many types of banlieue. Among them, the *banlieue aisée* (comfortable suburbs) and *banlieue défavorisée* (disadvantaged suburbs). The delegation noted that in France a whole genre of film has arisen from this imagery. These movies are referred to *Les film de banlieue*.
- The delegation noted that on the trip he observed many fascinating examples of how visual arts are used successfully as a bridge between different communities and cultures and as well, he noted there are several temporary museums set up adjacent to housing projects which bring art to citizens in a unique way.
- Paris celebrates the importance of having inspirational space for citizens – the movement is having a ripple effect – for example, old train shipping cars have been transformed into an arts space, such creative installations and use of existing space/materials is inspiring and beautiful.
- The delegation noted that Museums in Paris are used as economic generators and there is a strong focus on the importance of unique gathering spaces using visual arts as public platform and centres for dialogue.

Members of the Committee discussed that as a City we need to rethink how we think of cities, not central/periphery anymore, we are polycentric – the ring model to where culture takes place is no longer germane.

C. OUTSTANDING BUSINESS

1. Arts & Heritage Marketing Plan, Jacqueline O'Donnell, Manager, Heritage Services

File: 0115-01

Note: Committee members were asked to receive and support the Arts & Heritage Marketing Plan which was presented on-table at the November 21, 2013 CDAC meeting.

The following comments were made:

- Staff noted that the final plan has been distributed to the Committee, and a motion of support from CDAC is required. The motion and final plan will go forward in a Corporate Report to Council for adoption.

The Chair thanked Committee members and staff for their role in bringing the plan to this stage and noted that it will appear before Council in a spring meeting along with the Corporate Report.

It was

Moved by B. McMurray

Seconded by B. Cooper

That the Culture Development Advisory

Committee (CDAC) endorse the Arts & Heritage Marketing Plan and recommends that the General Manager bring the Plan forward to Council in the form of a Corporate Report.

Carried

The agenda was varied.

D. NEW BUSINESS

3. CDAC Terms of Reference, Laurie Cavan, General Manager, Parks Recreation and Culture

File: Res.R12-918

The following comments were made:

- Staff noted that the CDAC Terms of Reference were drafted and adopted by Council before the group was formally brought together. To-date, staff noted that the mandate has been fulfilled as set out within the terms.

- Staff explained that in terms of how communication from the CDAC reaches Council – typically, staff reports that go forward to Council provide all background documentation and written comments as part of the report. Also included are any recommendations from the CDAC, in the form of a recommendation index for Council’s consideration.
- It was noted that the CDAC was formed to raise the profile of culture in the City and that the make-up of the Committee was intended to be diverse in order to bring forth many viewpoints. Staff noted that for that reason the role of the Committee is broad in scope.
- After much discussion, Committee members suggested consideration should be given to having literary arts clearly outlined in the terms of reference along with more specific definitions surrounding of the mandate and role of the Committee as it relates to driving the Cultural tone of Surrey.

The Chair thanked everyone for their comments and noted that ongoing feedback is always sought. The Chair further noted CDAC members are encouraged to be active meeting participants, i.e., not just receiving information from Staff/Chair as presented.

Staff noted they will detail comments/concerns raised by Committee members and arrange for a more in-depth working session at an upcoming CDAC meeting. At the working session staff will provide graphic visuals of work done to-date, and will explore having a facilitator attend to help the Committee develop the 2014 work plan.

The Chair noted that the February 18, 2014, CDAC meeting will have an interactive discussion regarding the 2014 Committee work plan.

C. Li-Leger and W. Bollard left the meeting at 4:31 p.m.

1. **Cultural Strategic Plan Annual Review, Sheila McKinnon, Manager Arts Services**

File: 0360-1; 1850-20, 0115-01

The following comments were made:

- CDAC members were provided with a memo and related attachments in their package of the Cultural Strategic Plan Annual Review for their review.
- Staff noted that there have been significant areas of accomplishment. Staff requested members to read the plan in detail, make any notes regarding questions/concerns, comments and be prepared to discuss the plan at the next CDAC meeting.

It was Moved by T. Anderson
 Seconded by U. Maxwell-Lewis
 That the Cultural Strategic Plan Annual
 Review be received as information.
Carried

2. **Surrey Cultural Grants Program – 2014 Grants, Sheila McKinnon, Manager, Arts Services**
 File: CR: Roo6

Note: Council adopted Corporate Report Roo6 at the Regular Council Public Hearing meeting held on Monday, January 13; 2014, CDAC members were requested to review Corporate Report Roo6 and offer feedback to staff.

The following comments were made:

- 2014 Cultural Grants have been approved by Council. Funding for Cultural Grants was increased, this year there were 52 groups who applied for funding with full or partial funding provided to 35 groups. The City of Surrey allocated over \$99,700 out of the \$100,000 in available funding.
- The Chair noted that it was a very rigorous evaluation process with 5 city staff involved as follows:
 - preliminary meetings were held and binders of grant submissions were distributed,
 - each adjudicator had 2 weeks to review the submissions;
 - on average it takes at least 30 minutes per application;
 - minimum of 28 hours to prepare for meeting,
 - a day is allocated for the actual meeting,
 - everyone comes prepared with each request having been individually scored by each adjudicator.
 - Scoring is reviewed and merits of the applications/projects is discussed.

The Chair extended appreciation to staff involved in the adjudication process and thanked them for the due diligence involved in what was a difficult selection process.

It was Moved by B. McMurray
 Seconded by B. Cooper
 That the Surrey Cultural Grants Program –
 2014 Grants (Corporate Report Roo6) be received as information.
Carried

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. **2014 Surrey International Children's Festival - Update, Kent Gallie, Performing Arts Manager**
File: 7800-01

The following comments were made:

- Staff noted that the "*Teacher's Guide*" provides educators all the information required to navigate the Festival program; to ensure the success of the Festival it is important to help teachers to access online tools etc. and connect them with available library resources.

2. **Rising Sun Social Innovation Centre & Gallery, Laurie Cavan, General Manager, Parks Recreation and Culture**

Note: See Corporate Report R251 of the December 16, 2013, Regular Council Public Hearing.

The following comments were made:

- Staff noted that a multi-faceted housing development that is going up in North Surrey is uniquely designed to help housing challenged individuals. The Phoenix Society is the proponent of the project. At the heart of the development will be a Centre of Social Innovation which will incorporate an art gallery/ studio component.
- The City of Surrey has agreed to become a partner and will provide one time capital seed funding to facilitate getting the project off the ground. Staff noted that the Rising Sun Social Innovation Centre is an excellent example of creative partnerships undertaken in the City that align with the CDAC strategies.

The Chair noted that the project and use of the space by the City and community is an opportunity to involve other groups and provide affordable space for use.

It was

Moved by C. Girardi

Seconded by B. McMurray

That 2014 Surrey International Children's

Festival Update and Rising Sun Social Innovation Centre & Gallery memos be received as information.

Carried

H. OTHER BUSINESS

I. NEXT MEETING DATE

The next meeting of the Culture Development Advisory Committee (CDAC) will be held on **Tuesday, February 18, at 3:00 p.m.**, at the New City Hall, 13450 – 104 Avenue, in 2E, Community Meeting Room A.

J. ADJOURNMENT

It was

Moved by B. Cooper

Seconded by C. Girardi

That the Culture Development Advisory

Committee (CDAC) do now adjourn

Carried

The Culture Development Advisory Committee adjourned at 4:56 pm.

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson