

Present:

Chair – Councillor Villeneuve
W. Bollard
B. Cooper
C. Girardi
C. Li-Leger
F. McLafferty
B. McMurray
U. Maxwell-Lewis

Regrets:

Vice-Chair – Councillor Steele
C. Thornley
T. Anderson

Guests:

A. Lal, VIBC
M. Dhillon, VIBC
J. Hawkins, SBOT
A. Huberman, SBOT
L. Stromberg, Surrey Library Board

Staff Present:

D. Jones, Manager, Economic Development
J. O'Donnell, Manager, Heritage Services
K. Gallie, Performing Arts Manager
L. Cavan, GM Parks, Recreation & Culture
M. Houlden, Chief Librarian
S. Wu, I&I Liaison, Economic Development
S. McKinnon, Manager, Arts Services
R. Gallagher, Surrey Archives
T. Mueller, Legislative Services
Claudette Bejtovic, Legislative Services

A. ADOPTION OF MINUTES

1. The minutes of the Culture Development Advisory Committee (CDAC) meeting, held Tuesday, February 18, 2014 to be adopted.

It was Moved by B. McMurray
Seconded by C. Girardi
That the minutes of the Culture
Development Advisory Committee meeting of February 18, 2014 be adopted.
Carried

B. DELEGATIONS

1. **Anita Lal, General Manager with Manpreet Dhillon, Director, Vancouver International Bhangra Celebration Society (VIBC)**

File: 0250-20

In attendance before the Committee to provide a brief overview of upcoming VIBC events scheduled for the City of Surrey (CoS).

The following comments were made:

- VIBC works to bring communities together through exploring different forms of dance including Bhangra.
- 2014 has been a big year for VIBC, as they are celebrating their ten-year anniversary. They are focusing and strategizing on long-term sustainability; part of that strategy is to get more acquainted with local business. VIBC is launching a Friends Festival to facilitate networking with potential supporters. The official opening is May 30, the Festival runs from May 29-June 7.

- On May 31 the VIBC is collaborating with members of the Pakistani community to host a concert at Vogue theatre featuring a prominent Pakistani artist.
- The VIBC offers youth programming with a specialized curriculum throughout the year. The youth programs are free of charge for students. At the end of the school year a showcase of various dances is proposed to be held at the Surrey International Children's Festival.
- The delegation noted that throughout the year there are over 100 youth volunteers whose purpose is to give back to the next Bhangra Festival. Being involved in the program strengthens their sense of community. Bhangra will be taught at five separate high schools throughout Surrey. VIBC will offer two workshops to bring students together to network and discuss the whole experience and the Bhangra art form itself.

Staff noted that VIBC should connect with CoS regarding advertising opportunities on the City web site.

2. **Jane Hawkins, Treasurer, Surrey Board of Trade (SBOT) and Director Finance and Administration, Simon Fraser University (SFU) with Anita Huberman, CEO, Surrey Board of Trade**

File: 0390-20

In attendance before the Committee to provide a brief overview of Creative Economy dialogue recommendations.

The following comments were made:

- The mandate of SBOT is to attract and foster business opportunities in Surrey. The SBOT recently went through a strategic planning process; one of the initiatives was to focus on building Surrey's Creative Economy. As part of that initiative, SBOT has partnered with Economic Development and Arts Services staff, with the goal of hosting dialogue sessions engaging the arts community and members of the business community.
- On June 11, 2013, the City of Surrey partnered with the SBOT in sponsoring The Creative Economy Summit. Howard Jang, Executive Director, Arts Club Theatre, was the keynote speaker and his topic was "*the importance of, and impact on, arts and culture to business and the economy*". Staff noted it was very successful and one of the outcomes was a desire to schedule another session. Part Two was held on Wednesday, November 27, where discussions focused on transforming unused spaces for creative industry; creating and promoting creative industry; supporting youth in creative industry; and attracting a creative class to Surrey.

J. Hawkins arrived @ 3:31 p.m.

- Going forward, SBOT hopes to work in partnership with CoS to increase funding to the Cultural Grant Program, coalescing with the economic development program and establishing cultural zones area within Surrey and fostering the arts.
- SBOT works to support young entrepreneurs with a strategized approach using mentorship programs to build the job market of tomorrow. It was noted that at CoS, more youth are needed at the table for future economic growth.
- The delegation suggested that CDAC may want to put together a survey to see if there is a way in which business can promote the arts. One way to engage businesses would be to ask for funding or for them to provide venues for arts events. The "ask" needs to be specific - tell them how they can help.
- In response to a question from a member of the Committee, the delegation noted that SBOT looked at Best Practices from other Chambers as a benchmark to get ideas in developing the CoS Creative Economy Initiative.
- Staff noted that an online portal for the Arts will be created. Staff are in preliminary discussions with Sean Simpson, Graphic Information System (GIS) Manager, to develop the portal as part of the Smart Surrey Initiative. The portal will be a multi-faceted platform to help showcase the City's arts and heritage.
- In response to a question from the Committee, staff noted that there is a set focus of the CoS Economic Development Strategy which encompasses five major sectors:
 1. Cleantech
 2. Health Technologies & Innovation
 3. Advanced Manufacturing/Aerospace
 4. Agriculture – Innovation
 5. Arts & Culture

Staff noted there is a mapping formula that has been developed to attract businesses and leaders to come to Surrey as part of Innovation Boulevard.

Staff noted that in the area of affordable creative space, the City has rental houses which could present possible opportunities for creating artist live/ work assets in the City. In the future, staff could explore a "pilot" project for artist live/ work space.

The Chair thanked the delegation for the presentation and congratulated them for the work done; and encouraged CDAC members to e-mail staff with their Creative Economy Survey ideas.

3. **Ryan Gallagher, City Archivist, Surrey Archives**

File: 7800-01

In attendance before the Committee to provide a brief overview of Surrey Archives - Online Digital Exhibitions.

The following comments were made:

- The Surrey Archives are switching to a digital web-based delivery model, as the old traditional case exhibits did not reach a wide audience or provide optimal viewing of archival material. The Archives do not have as high volume visitation as other facilities, such as the Library or the Museum. A new delivery model had to be developed whereby people could more easily view the content, thereby attracting a larger audience.

As part of the new web-based delivery model, four core benefits were realized:

1. allows more people to view exhibits;
2. enables permanent mounting of exhibits;
3. allows public to comment, share and engage using social media platforms;
4. engages more youth and young adults.

- Windows Movie Maker was used to create the on-line exhibits. They can be viewed on the Surrey Archives section of the CoS web site <http://www.surrey.ca/culture-recreation/2394.aspx> and also on the Archives YouTube channel: <http://www.youtube.com/user/SurreyArchives>

New Surrey Archives YouTube digital exhibitions include:

- Town Hall to City Hall - overview of Surrey's municipal and city halls, 1881 - 2014
- Surrey's First 50 years - a visual timeline in 375 seconds
- Surrey's Next 50 years - to be launched in the fall of 2014

- The Archivist noted that based on analytics, on-line visitor traffic has increased exponentially and the new digital exhibition format is reaching a wider audience internationally.

The Co-Op Coordinator at the SFU School of Interactive Arts and Technology suggested a connection with the Visual Arts students program and that it might be a good student-funded project. It might help to reach another age demographic.

The Chair noted if CDAC members had any additional ideas/ suggestions regarding the on-line digital exhibitions, they are welcome to contact Archives staff.

C. OUTSTANDING BUSINESS

D. NEW BUSINESS

1. **2014 Surrey Civic Treasure Awards Program**
File: 0290-20

The following comments were made:

- Staff requested nominations from the CDAC for members to serve on the Surrey Civic Treasure Awards Selection Panel.
- A suggestion was made by a member of CDAC for staff to consider the Master of Ceremonies as someone residing in Surrey who is a recognized artist.

It was Moved by C. Li-Leger
Seconded by U. Maxwell-Lewis
That Carol Girardi, President, Arts Council,
and Bob McMurray, Heritage Services Community Advisory Board, act as Culture
Development Advisory Committee representatives to the 2014 Surrey Civic
Treasure Award Selection Committee.

Carried

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

1. **New Community Music Program from the Lieutenant Governor**
File: 0410-20

The Chair requested CDAC members to receive the New Community Music Program from the Lieutenant Governor along with the other information items included on the March 18, 2014 meeting agenda.

G. INFORMATION ITEMS

It was Moved by C. Girardi
Seconded by B. Cooper
That all reports of the March 18, 2014, CDAC
meeting agenda be received as information.

Carried

1. **Liane Davison, Visual and Community Arts Manager, Surrey Art Gallery Spring Exhibition Opening Reception and Symposium Invitation**
File: 0330-20

Staff invited Culture Development Advisory Committee members to attend upcoming events related to the Surrey Art Gallery's spring exhibition and public events program.

2. **Kent Gallie, Performing Arts Manager, Surrey Civic Theatres 2013 /2014 Participatory Program Summary**

File: 7800-01

Staff noted that most arts organizations budget 55 - 65% in ticket sales; and the Surrey Civic Theatres 2013-2014 presentation series had a ticketed capacity of over 80% which is an overwhelming success.

3. **Sheila McKinnon, Manager Arts Services, South Surrey Arts Space Grand Opening - Invitation**

File: 0330-20

Staff invited members of the Culture Development Advisory Committee to a community event to officially celebrate the opening of the new expansion of the South Surrey Recreation & Arts Centre, Saturday, May 10, 2014 at 11:00 a.m. with the official ceremony at noon.

H. OTHER BUSINESS

1. **Wendy Bollard, Artistic Director, Peninsula Productions**
www.peninsulaproductions.org

Wendy Bollard provided an overview of Peninsula Productions (Peninsula) and associated concerns surrounding affordable performing space for artists in Surrey.
File: N/A - Verbal Presentation

The following comments were made:

- Peninsula got its start in April 2011. The company was launched with the mandate of producing extraordinary performances.
- Since inception, Peninsula has presented 11 concerts with tickets priced at \$25 with musical selections comprised of a mix of genres. They started a children's series and have presented five concerts for kids with tickets priced at \$10.
- To give back to the community, Peninsula offers free seats to families who cannot afford them - 40% of all tickets are donated to charitable organizations. They hope to bring in The Vancouver Symphony Orchestra as part of their upcoming Children's Series.

As a small production company in Surrey, the delegation noted Peninsula is faced with the following challenges:

- **Performance Space** - The theatre in the Council Chamber at the New City Hall is considered a "short stage" and that type of configuration would not work for all theatre companies. To rent

space for seven days in comparison to space at the Waterfront in Granville, the cost is prohibitive due to built-in costs for labour.

- **Rental Operating Grants** - The delegation noted that in April 2011 the City of Vancouver had a Rental Grants Program that they gave funds in kind to be applied to cultural space usage for which artists could apply. The CoS does not offer a program of this nature.
- **Need for Dedicated CoS Performing Arts Company** - Peninsula looked at other cities in BC that have their own performing arts companies. The delegation suggested that Surrey consider funding a dedicated performing arts company as part of future arts programming.

In response to the delegation, staff noted that Surrey Civic Theatres are in the middle of a strategic plan and have conducted comparative studies. The Consultant is putting together a survey that spans a five-day rental and a one-day rental. The survey was distributed to target organizations; the data compiled will give the CoS an idea of where our charge-out rates are in comparison to other Centres throughout the Lower Mainland.

A Committee member suggested turning a curling rink in to a "Theatre-in-the-Round". Such a configuration might be another opportunity for a space that could be developed on a seasonal basis through facilities that the City owns. Another CDAC member suggested the use of the rodeo grounds as an alternative.

The Chair noted that the next step in the process, once sufficient research has been conducted, would be to host a round-table discussion with some of the performing arts groups.

2. Verbal Updates

1. C. Girardi, President, Arts Council

- Surrey Festival of Dance starts March 28, 2014. Eight-thousand kids will cross the stage this year. Eighty studios are participating.
- Work of Art Conference, April 26, 2014, will be held at the Newton Cultural Centre.

2. Bob McMurray, Heritage Services Community Advisory Board

<http://www.surrey.ca/culture-recreation/2374.aspx#sthash.9EodnJl2.dpuf>
This interactive exhibit consists of 115 items, from natural history and world cultures to modern designer brands. Fakes and Forgeries exhibit in the Surrey Museum runs until May.

3. **W. Bollard, Artistic Director, Peninsula Productions**

<http://www.peninsulaproductions.org/>

This year, Eugene Skovorodnikov, a professional concert pianist, moved to Surrey. He produced a Saturday afternoon classical series. Audiences have come from all over the Lower Mainland - Chilliwack, Vancouver, and as far away as Bellingham. A concert is scheduled for April 6 at first United Church.

4. **B. Cooper, President, Semiahmoo Arts**

- Semiahmoo Arts are moving into the new South Surrey Recreation & Arts facility.
- April is National Poetry Month with readings by poet Joanna Lily from Yukon, reading from her first published work.
- National Poetry Month is Urban Poetry and the Semiahmoo Arts Society is pleased to feature a poet as part of the new Surrey City Hall opening festivities on April 26th.

5. **City Hall Grand Opening - Saturday, April 26th**

<http://www.surrey.ca/partyfortheplanet/>

The Chair noted there will be an unveiling of the public art piece at the Party for the Planet and there will be a series of performances held in the New Council Chamber.

I. AGENDA ITEMS FOR NEXT MEETING

Proposed:

1. Semiahmoo Arts - Update on New South Surrey Arts Space
2. Surrey Civic Theatres - Strategic Plan Update
3. 10th Annual Surrey International Children's Festival Invitation
4. Surrey Little Theatre - Capital Improvement Program
5. Surrey Museum - SAMOA Online Collections Access
6. Surrey Art Gallery - Permanent Collection Report
7. Arts 2014 Exhibition Opening Invitation
8. Museum new exhibit, *Kids Celebrate*
9. Design work for Surrey Museum
10. Proposed New Cultural Spaces – update on governance model research for South Surrey Arts Space Phase 2

Staff will review all of the above items and incorporate them into either the May or June CDAC agendas.

The Chair requested staff limit the delegations to two per meeting going forward.

J. NEXT MEETING DATE

There will be no Culture Development Advisory Committee (CDAC) meeting held during the month of April.

The next CDAC meeting will be held on **Tuesday, May 13, at 3:00 p.m.**, at City Hall in 2E Community Room A.

K. ADJOURNMENT

It was

Moved by B. McMurray
Seconded by B. Cooper
That the Culture Development Advisory

Committee (CDAC) do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 5:10 p.m.

Jane Sullivan, City Clerk

Councillor J. Villeneuve, Chairperson