

Present:

Chair – Councillor J. Villeneuve
A. Calbery
B. Cooper
T. Fasciglione
C. Girardi
J. Hawkins
C. Li-Leger
F. McLafferty
B. McMurray
U. Maxwell-Lewis
K. Pasta
C. Thornley

Regrets:

Vice-Chair – Councillor B. Steele
W. Bollard

Staff Present:

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
L. Davison, Visual & Community Art Manager
C. Bejtovic, Legislative Services

A. ADOPTION OF MINUTES

It was Moved by B. McMurray
Seconded by U. Maxwell-Lewis
That the minutes of the Culture
Development Advisory Committee meeting of May 13, 2014 be adopted.
Carried

B. DELEGATIONS

C. OUTSTANDING BUSINESS

1. Introduction of Youth Representatives

Introductions were made around the table.

2. Surrey Cultural Grants Program Review, Sheila McKinnon, Manager, Arts Services

The following comments were made:

- The Surrey Cultural Grants Program was adopted in May 2012 by Mayor and Council. The program started with a budget of \$75,000 and grew to \$100,000 in 2014.

- The 2013 Cultural Grants Program asked for expressions of interest from cultural organizations, which had to be submitted by September 2012. The Selection Committee met and recommendations were brought forward to Council. Thirty-five applications were submitted; ten capacity building grants, one start-up grant, and 24 project grants were awarded.
- The Cultural Grants Program generated positive promotion and profile for the City of Surrey. Local media were very supportive in covering all of the events.
- Fifty-eight expressions of interest were submitted for the 2014 Cultural Grants Program, 52 of which were eligible for funding. Thirty-five successful applications received funding: six capacity building grants and 29 project grants.
- The approximate minimum time commitment for the 2015 Cultural Grants Evaluation Committee is 39 hours based on 60 applications. If the same level of interest is shown we could expect 60 - 80 applications.
- Questions for discussion:
 1. Should we retain three categories of funding: Capacity Building, Project and Start-up funding?
 - We are competing with organizations that have many more resources. There are very few sources of funding for operational grants.
 - Considering the small amounts of money we have to get current projects off the ground, it is questionable whether we should encourage new production in the City. It makes sense to encourage newer groups to focus on capacity building.
 - A variety of things help to build capacity including having a marketing plan, a funding plan, a business plan, and training programs. Companies at the startup stage must have 80% of their funding in place and can apply for startup funding one time only.
 - The City of Surrey is concerned that organizations will become dependent on City funding to cover operating costs. The City of Vancouver offers operating grants but their grant program is 40 years old and has a \$10,000,000 budget.
 - The Chair noted that it would be interesting to see how the City of Vancouver grew that fund, and asked staff to research the original amount and how it increased over the years. Richmond started their Cultural Grants Program just one year before Surrey; their model is a better comparison.

- Staff noted that an increase in funds would be requested in the future and they will continue to advocate for other resources. The philosophy for funding is smaller grants to many groups rather than larger grants to fewer groups.
 - In response to a question from the Committee, staff noted that in 2012 the City of Vancouver allocated just over \$7,000,000 in operating and project grants. They fund five major exhibiting institutions and provide grants for theatre rental. Operating and project grant applications numbered 199; 164 were recommended.
 - Terminology is confusing. "Startup" sounds like it should be the beginning phase, getting something off the ground; then go to capacity building stage. Staff noted that they will come up with a new name for this category.
 - The Committee may want to look at having two categories of funding: Capacity Building and Project Grants.
2. One intake cycle per year seems to be working.
3. Do we need to make any changes to the eligibility criteria?
- The Cultural Grants Program should formalize a two year cap, or deadline, on a project. Organizations need to be informed at the time they are being evaluated that there is a deadline in place; that may be the impetus to get the slower groups moving.
 - It is up to the Evaluation Committee to help these groups along; to inform them of the best way to move forward when submitting their applications for funding. The Evaluation Committee conducted mentorship sessions with all groups and went through criteria with them.
 - The Committee suggested establishing criteria which groups need to meet after two years. Survey the groups and ascertain if they are able to get to that stage. It may not be clear to applicants why the funding steps are there and the benefits for following through.
 - The original sub-committee will regroup to come up with ideas on how to move forward, identify barriers and change language.

4. Should funding levels be adjusted?
 - The overall budget is a challenge in terms of considering any changes. Groups should be directed to other organizations who have capacity building workshops where they can seek help.
 - The budget won't be formally looked at until late November.

D. NEW BUSINESS

1. Update - New South Surrey Arts Space, Barbara Cooper, Semiahmoo Arts Society

The following comments were made:

- The Semiahmoo Arts Society has been in existence for 40 years and operates as an umbrella organization for the arts. The Society continues to foster a sustainable arts community in all artistic disciplines including visual arts, film, literary arts, and performing arts.
- In April the Society moved to its new facility at the South Surrey Recreation & Arts Centre.
- Semiahmoo Rotary and YMCA are key sponsorship partners in the Media Arts Lab, and the fundraising sponsorship campaign is ongoing.
- The new facility has a multi-functional space for meetings, receptions, and other events, which accommodates 120 people seated.
- Opening celebrations were held on May 10. The White Rock Children's Choir performed as well as jazz students from Semiahmoo Secondary School.
- In recognition of their anniversary, the Society will celebrate 40 years of Arts on the Peninsula from September to mid-October. The Society will also host a fundraiser to coincide with the 100th anniversary of the White Rock pier - The Party on the Pier - on Thursday, August 28. Plans are well underway and advertising should be out very soon. Entertainment will be the Powder Blues Band.
- The next 40 years focus will be program development and reaching out to the community, being inclusive, increasing membership, and building awareness of the arts through sponsorship and marketing.

Carol Girardi left for another meeting at 4:30 p.m.

2. **Surrey Archives and Museum On-line Access (SAMOA) - Collections Access Demonstration, Lana Panko, Collections Curator and Ryan Gallagher, Archivist**

The following comments were made:

- The Surrey Archives and Museum On-line Access (SAMOA) was launched in 2010. It provides 24/7 on-line public access to the City of Surrey heritage collections. The number of searches has increased substantially with over 20,000 searches in 2013. A demonstration of various searches was performed.
- Staff are working towards 30,000 available online items. Unlimited subjects can be searched; collections are built through public donations.
- SAMOA is a rich historical resource that is a City asset, and staff encourage the use of SAMOA during research.

There is a copyright on photos which requires a permission form. It is up to the researcher to find out what the copyright regulations are. Permission will be granted on a case by case basis. There is a cost involved to order a high resolution copy of a photo, which varies according to size.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. **New Heritage Services Exhibition, Kids Celebrate, Lynn Saffery, Museum Manager**
2. **Creative City Network of Canada Summit 2016 - City of Surrey to Host, Sheila McKinnon, Manager Arts Services**
3. **Creative Economy Business Dialogue Series – Part III, Invitation, Sheila McKinnon, Manager, Arts Services**

meeting agenda be received as information.

It was Moved by U. Maxwell-Lewis
Seconded by B. McMurray
That all reports of the June 17, 2014, CDAC

Carried

H. OTHER BUSINESS**Verbal Reports**

1. Councillor Villeneuve noted the Doors Open Event takes place this weekend. There will be free admission to 48 unique sites around the City of Surrey, including places of worship, art exhibits, universities, police stations, and fire stations.
2. C. Thornley advised that the Creative Economy Business Dialogue event will take place tomorrow morning, June 18, in partnership with White Rock/Surrey Chamber of Commerce. Howard Jang will be making a presentation on the value of arts in the community.
3. J. Hawkins noted the Festival Launch for Professional Emerging Artists take place from June 19-21, at the SFU Woodwards facility downtown. The Festival itself will take place at several different locations.

I. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on Tuesday, July 15, 2014, at 3:00 p.m.

Members are asked to review the following list of proposed items and identify any new topics or delegations that they wish to include for future agenda items:

- Surrey Libraries – Poet Laureate Concept – Next Steps (July)
- Creative Arts Sector Economic Development Research Update (July)
- Surrey Museum – CMA Diversity Grant for Youth Presentation
- Surrey Little Theatre - Capital Improvement Program
- Surrey Civic Theatres – Strategic Plan Final Report
- Proposed New Cultural Spaces – Up-date on Governance Model
- Surrey Cultural Marketing Plan for Arts & Heritage – Up-date on Implementation
- 2014 Provincial Launch for Culture Days – Hosted in Surrey
- Exploring Potential Arts Space - Surrey City Centre, 10660 City Parkway

J. ADJOURNMENT

The Culture Development Advisory Committee adjourned at 4:50 p.m.

Jane Sullivan, City Clerk

Chairperson – Councillor J. Villeneuve