

**Present:**

Chair – Councillor Villeneuve  
W. Bollard  
B. Cooper  
C. Girardi  
J. Hawkins  
C. Li-Leger  
F. McLafferty  
B. McMurray  
C. Thornley

**Regrets:**

U. Maxwell-Lewis  
K. Pasta  
T. Fasciglione

**Absent:**

Councillor Steele

**Staff Present:**

D. Jones, Manager, Economic Development  
J. O'Donnell, Manager, Heritage Services  
K. Gallie, Performing Arts Manager  
L. Cavan, GM Parks, Recreation & Culture  
T. Kalaw, I&I Liaison, Economic Development  
S. McKinnon, Manager, Arts Services  
L. Davison, Visual & Community Art Manger  
C. Bejtovic, Legislative Services

**Student Representatives:**

A. Calbery

**A. ADOPTION OF MINUTES**

1. It was Moved by B. McMurray  
Seconded by C. Girardi  
That the minutes of the Culture  
Development Advisory Committee meeting of June 17, 2014 be adopted.  
Carried
  
2. It was Moved by B. McMurray  
Seconded by F. McLafferty  
That the notes of the Culture Development  
Advisory Committee meeting of July 15, 2014 be received.  
Carried

**B. DELEGATIONS**

1. **Terry Thomas and Ellie Parento, Acting President, Introduction to Surrey Little Theatre**

The following comments were made:

- The Surrey Little Theatre seats 76 people, and each season sees more than 2,600 attendees.
- There are 350 active volunteers who commit hundreds of hours of their time providing quality accessible live theatre.

- The mission of Surrey Little Theatre is to educate and inspire youth in performing arts while attempting to be accessible to all members of the community. Events other than theatre use the facility as well, for example, youth improv and summer camps.
- Financially, there is a consistent revenue stream from the theatre and box office and the funds are well managed, including planning further renovations for the theatre.
- Surrey Little Theatre is currently faced with the challenge of not knowing what the future holds. The current location of the Theatre on 184th has limited parking, the majority of which is on the shoulder of the road only feet from the traffic and it is expected that this road will be widened in the future eliminating this parking space. Surrey Little Theatre is a self-sustaining organization with a history in Surrey, and the prospect of moving is daunting.
- In response to a question from the Committee, the delegation noted that discussions have taken place with City staff about relocation. The Theatre is a heritage building which must be taken into consideration. The potential is there for developers to move the theatre elsewhere if they want to re-develop this property.

2. **Don Li-Leger and Virginia Gillespie, Contemporary Art Matters, presenting short film "*Seeking Contemporary Art in South Surrey*"**

The delegations provided a brief background prior to showing the film "*Seeking Contemporary Art in South Surrey*".

The following comments were made:

- Due to the high demand for designated contemporary arts space in Surrey, practising artists formed a group called "Contemporary Art Matters". They applied for and received a Cultural Grant in 2012 to produce this short film, and also appeared as a delegation to Council regarding proposed cultural amenities in South Surrey.
- The proposed site is part of the City's land holdings managed by the Surrey Development Corporation and located at 152 Street and 19th Avenue. The City is negotiating with the developer for the amenity bonus space to be a theatre and contemporary art gallery. The space would also house a café to generate income; a library; and an open space for creating and showing various artwork and performances.
- The group will continue to show the film to interested parties in an effort to influence the appropriate people. The Committee suggested exploring possible interest by SCDC in using it to get support for the Semiahmoo development project.

## C. OUTSTANDING BUSINESS

### 1. Cultural Grants Program Review, S. McKinnon, Manager, Arts Services

The Committee revisited the list of recommended changes as discussed at the July 15 meeting; they are:

Recommendations for 2015:

- Include a member of the CDAC Committee on the Cultural Grants Review Panel;
- Request an increase in the Cultural Grant Budget from \$100,000 to \$200,000;
- Leave funding levels at up to \$2,500 for Capacity Building Grants, \$5,000 for Project Grants, and \$5,000 for Start-up Grants;
- Rename Start-up Grants to Cultural Sustainability Grants; and
- Funding criteria remains unchanged;

Recommendations for 2016:

- Request an increase in the Cultural Grants Budget to \$300,000;
- Funding levels for non-registered not-for-profit groups stay the same;
- Funding levels for registered not-for-profit groups increase to up to \$3,000 for Capacity Building Grants, up to \$10,000 for Project Grants, and Cultural Sustainability Grants remain at \$5,000.

## RECOMMENDATION

It was

Moved by B. McMurray  
Seconded by W. Bollard  
That

1. The Culture Development Advisory Committee endorse the recommended changes to the 2015 and 2016 Cultural Grants Program, as amended; and
2. The Culture Development Advisory Committee recommend Council adopt the changes to the 2015 and 2016 Cultural Grants Program.

Carried

2. **Cultural Marketing Plan Implementation Update**, J. O'Donnell, Manager, Heritage Services; L. Davison, Visual and Community Arts Manager; K. Gallie, Performing Arts Manager  
File No.: 7800-01

The following comments were made:

- Following approval of the Cultural Marketing Plan for Arts & Heritage, the Plan went to Council and was received as information. The Arts and Heritage Managers convened to determine achievable priorities for 2014 within existing budget resources. The following key initiatives were identified:

- Arts and Heritage Brand Design
  - Marketing and Promotional Launch of the New Brand
  - City Website Arts and Heritage Landing Page
  - Host the BC Provincial Launch of Culture Days
  - Launch *Culture on the Map*
  - Quarterly Arts and Heritage Marketing Meetings
- Thornley Creative assisted with the new brand which will be unveiled at the launch of BC Culture Days, September 25 from 11:00 a.m. to 1:00 p.m. The goal is to roll out and reinforce the brand and raise the profile of arts and heritage in Surrey. The new landing page for arts & heritage will also be unveiled at the BC Culture Days launch. As Council will be away at UBCM, staff (L. Cavan) will be speaking at the Launch.
  - Councillor Villeneuve would like a press release to be done recognizing everyone who has worked on the BC Culture Days event. It was noted that CTV will be on site broadcasting the launch.
  - *Culture on the Map* is an electronic mapping tool of cultural assets, facilities and groups in Surrey. This initiative was explored in the Cultural Plan for Surrey and provides the ability to better understand planning needs for the future and where the strong areas of service and support are located.
3. **Surrey Civic Theatres (SCT) - Strategic Plan Final Report**, K. Gallie, Performing Arts Manager, presenting with Paul Gravett Consulting  
File No.: 7850-01

P. Gravett discussed the Strategic Plan for Surrey Civic Theatres and the following comments were made:

- Forty-four rental clients were invited to complete an on-line survey; 50 percent responded. Five organizations attended a follow-up focus group where they were given the opportunity to express their ideas.
- The rental rate survey looked at cost per seat in theatres, and fees and staffing costs in the Lower Mainland in comparison to Surrey. When looking at cost per seat, Center Stage is rather expensive as it is a small theatre; the comparative group has more seats and can therefore generate more revenue.
- Surveys were conducted in the community at large to determine attendance; 52% of respondents have attended for ten or more years. Approximately 66% of programming reaches attendance capacities of 60% or more. Ticket sales for 2013/14 season averaged 80% houses which is a very positive outcome.
- The Surrey Arts Centre Theatre has received three BC Touring Council grants to support culturally diverse programming initiatives.
- A production may present more than one performance, and SCT rates second in the Lower Mainland in the number of performances annually.

- The final report identified four strategic pillars:
  1. Marketing and Communications - Key Initiatives
    - Develop a Surrey Civic Theatre microsite as recommended by Surrey Cultural Marketing Plan for Arts and Heritage
    - Develop a marketing plan specific to SCT
    - Adopt goals set forth in Surrey Cultural Marketing Plan for Arts and Heritage
  2. Customer Services - Key Initiatives
    - Reduce wait time at box office
    - Deliver customer service survey on an ongoing basis as a means to monitor improvement and meet specified goals
    - Establish cost recovery expectations related to rental activities and concession
  3. Rental Community and Programs - Key Initiatives
    - Advocate on behalf of community for continued development and growth of the Surrey Cultural Grants Program
    - Monitor improvements through a community feedback survey
    - Develop relationships with diverse communities and partnerships with leading Lower Mainland cultural organizations
  4. Organizational and Operational Systems - Key Recommendations
    - Recommend holding rental rates for Centre Stage for 2015 to establish baselines from the first full year of operation
    - Develop renters' guideline manual and streamline booking process
    - Assess roles, responsibilities and succession plans for key and supporting staff positions
    - Establish technical maintenance labour expense line in annual budgets

It was Moved by C. Thornley  
 Secoded by B. Cooper  
 That the Culture Development Advisory  
 Committee receive this report for information.  
Carried

**D. NEW BUSINESS**

**E. ITEMS REFERRED BY COUNCIL**

**F. CORRESPONDENCE**

**G. INFORMATION ITEMS**

1. **2014 Celebrate Culture Days - Invitation to Attend the BC Launch in Surrey**  
File No.: 7800-01
2. **Invitation to Annual Business and the Arts and 2014 Surrey Civic Treasure Awards Ceremony**  
File No.: 0330-20
3. **The Surrey Spectacular Series Opens with Avenue Q**  
File No.: 0330-20
4. **Surrey Museum New Heritage Services Exhibit - *Every River Tells a Story***  
File No.: 7850-01

It was

Moved by C. Li-Leger  
Seconded by C. Girardi  
That the Culture Development Advisory

Committee receive these items for information.

Carried

**H. OTHER BUSINESS****1. Verbal Reports**

- Staff requested Committee members forward in advance any agenda items they may have for future meetings.
- The Semiahmoo Arts Society will be hosting two authors: Astrid Blodgett, from Alberta, will be presenting her short stories "You Haven't Changed a Bit" on September 25; and Kate Pullinger, a Governor General award winning author specializing in digital media presents on October 25.
- Peninsula Productions will be presenting a concert September 27 with Gary Como & the Voodoo All-stars. The opening act will be Alanna and Brienne, 16-year-old twin singer/songwriters. Mary's Wedding, a World War I play commemorating the 100-year anniversary of the start of WWI, for which the City of White Rock granted \$10,000 towards production, will be presented in November.
- The Arts Council of Surrey will be conducting a City Artist Studio tour of ten studios on Saturday, September 20. The Surrey Festival of Dance, Dance & Wellness workshop is full with a waiting list; this two-day event takes place September 27 and 28 at the Newton Cultural Centre.

- There is a new exhibit at the Surrey Museum, *Every River Tells a Story*.
- The Historic Stewart Farm Harvest Fair is happening September 20.
- The National Gallery of Canada exhibition Flora and Fauna – 400 years of artists inspired by nature is coming to the Surrey Art Gallery, opening on Saturday September 20. Another exhibition entitled Cascadia is a juried show of West Coast Flora and Fauna showcasing the work of local artists. The Curator of the National Gallery exhibitions is going to provide a walking tour of the exhibition on Saturday September 20.
- September 20 is also the date for the unveiling of the Robert Davidson sculpture *Eagle Calling* installed in Frank Hurt Park; unveiling ceremony is at 12:30 p.m.
- The first in a series of Pecha Kucha lectures will be held at Centre Stage on Thursday, October 16 at 7:00 p.m. The evening will feature public art from around the North West United States and BC.

**I. NEXT MEETING**

The next meeting of the Culture Development Advisory Committee will be held on October 21, 2014, at 3:00 p.m.

**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 4:56 p.m.

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Jane Sullivan, City Clerk

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Chairperson – Councillor J. Villeneuve