

Present:

Chair – Councillor Villeneuve
Vice-Chair – Councillor Woods
R. Charles
B. McMurray
C. Girardi
C. Li-Leger
C. Thornley
U Maxwell-Lewis
W. Bollard

Regrets:

T. Fasciglione
F. McLafferty
J. Hawkins
K. Pasta

Guest:

T. Holmes, Peace Arch News
D. Cann, Semiahmoo Residents

Staff Present:

J. O'Donnell, Manager, Heritage Services
K. Gallie, Performing Arts Manager
L. Cavan, GM Parks, Recreation & Culture
S. McKinnon, Manager, Arts Services
L. Davison, Visual & Community Art Manger
L. Saffery, Museum Manager
C. Bejtovic, Legislative Services

Student Representatives:

A. Calbery

A. ADOPTION OF MINUTES

1. The minutes of the Culture Development Advisory Committee meeting, held November 18, 2014, to be adopted.

It was

Moved by U. Maxwell-Lewis

Seconded by W. Bollard

That the minutes of the Culture

Development Advisory Committee meeting of November 18, 2014 be adopted.

Carried

B. DELEGATIONS

1. **Ellen Farrugia and Heather Christiansen, Surrey Orchestra and Chorus Proposal**

In attendance before the Committee to provide a presentation on the concept of establishing a professional orchestra in Surrey.

The following comments were made:

- The delegation is a violinist and violin teacher who coaches groups with the Surrey Youth Orchestra and would like to unify different cultures with music, specifically with an orchestra.
- Professional musicians such as the Vancouver Symphony Orchestra (VSO) come to Surrey from other areas of the Province and Country as Surrey does not have its own orchestra.
- Surrey does not have a community music school. The economic impact of a well-supported arts community can drive a community. In Canada, there are 130 orchestras that are members of Orchestra Canada with total revenues of \$174 million in 2012-2013.

- The new Council Chambers would provide an excellent opportunity for orchestral performances; a Surrey Orchestra would utilize various other venues as well.
- Edmonton has its own orchestra; many Ontario cities have their own orchestra; Victoria, Nanaimo, Kamloops and Kelowna all support their own orchestras.
- Surrey's cultural diversity is an opportunity to create unique orchestral programming, performing classical Indian and Chinese opera, and Broadway musicals, partnering with performing and visual artists which already exist in Surrey.
- Typical pops concerts would involve one rehearsal and concert with 56 musicians. Larger works and new musicals would require three rehearsals. The cost per concert would range from \$10,000-\$25,000 depending on what is being presented.

Discussion

The delegation stated that a visionary committee needs to be formed to pull together a structure to move this forward. A liaison would need to be established with the City and the Surrey Board of Trade to investigate the potential for a Surrey Orchestra.

Staff noted that they will explore available resources, establish a focus group, brainstorm, strategize at the staff level and report back to this Committee. A foundation was laid a few years ago; we have to determine how to take it to the next step.

A Committee member suggested the orchestra could utilize many different venues within the City, such as the Museum, the Cloverdale Library and various other libraries; learn from what other cities are doing.

2. **Lori Baxter, Semiahmoo Arts Space Governance Model**

In attendance before the Committee to provide a presentation on the research and recommendations related to a governance model for the proposed future Semiahmoo Arts space.

The following comments were made:

- Surrey has a long history of city-managed civic and cultural facilities and programs, and of working collaboratively with other groups.
- The 2012 Cultural Plan put forward a vision of mobilizing resources for arts and heritage. The City has begun partnering with non-profit organizations to operate cultural facilities and provide programming, and has established a Cultural Grants Program with the view of investing in community-based activities and encouraging collaborative opportunities and partnerships.

- Community consultation has taken place with the City, architects and consultants, planning physical spaces and programming of proposed spaces in South Surrey, and discussing whether they would be best run by the City or by non-profit organizations; or one non-profit for both spaces; or a different non-profit for each space.
- The initial findings indicate that art space is critical to supporting the South Surrey art community and is seen as an anchor that can attract additional artistic and business activity, including commercial arts.
- A café is an integral part of the concept of contemporary arts space, vital for a community gathering space. It is critical to find an operator who not only understands café operations but is supportive of the art.
- Programming needs to be based in the community, with curated exhibitions that celebrate local talent within a national and international context, and connecting with student populations in the community.
- Theatre space would be accessible to a broad range of community groups with affordable rents and a full service technical and Front of House.
- In comparing the models, three separate areas were reviewed:
 1. Operations and Programming
 2. Staffing
 3. Finances
- In the City vs. non-profit comparison, City-run operations would achieve more accountability with a clear line of communication; however, there would be a reduced sense of ownership by the community in the spaces and programming. Non-profit organizations would have much more community connection; they would be based in the community, and programmed and governed by community organizations.
- From the staffing perspective, there is no capacity within existing City staff to operate two facilities; additional staff would have to be hired. Non-profit organizations could reduce staffing needs with more volunteers, especially within the context of the arts space.
- On the finance side, the City has a reliable and stable source of revenue, part of the budgeting process.
- Significant savings could be achieved with a volunteer Board of Directors being in control of programming and governance. Theatre would see reduced costs with reduced staffing. Richmond Gateway conducted a study which showed that the cost to run their operations by a non-profit organization supported by the City was 70-75% of the cost of a City-run operation.
- One-on-one interviews indicated there is little support from staff or the community for staff-run facilities. Those who indicated a preference for a city run space were concerned about the lack of expertise in a volunteer non-profit run space. There was considerable disparity in people's understanding of the

current visions for the two spaces, and in people's understanding of the difference between a volunteer-run non-profit and a professional non-profit.

- There is concern with the one society non-profit scenarios, that operations and programming would not support the Artist Run Centre (ARC) model where the Board is dominated by artists. That portion of the vision of an artist run centre would not be firmly established by one society, but could be addressed by a programming committee that would be artist run. No existing organization immediately comes to mind that could operate both spaces. Potentially a new organization would have to be formed.
- Two separate societies: An ARC could be operated by an existing collection of artists. The Theatre aspect could be operated by an existing non-profit organization with a vision for the space but there are none yet with sufficient experience operating a facility.
- From the staffing perspective, one society would encompass the same staffing that would exist in two societies. In one society the real experience would be the need for strong artistic leadership in each field.
- From the financial aspect, the advantage of one society would be in not having two societies competing for the same fundraising levels. An ARC would be able to have some substantial cost reductions if they went to a primarily volunteer model with minimum staffing.
- The community members and city staff interviews showed little support for management by the City; most preferred separate operators for two spaces.
- No matter what model is chosen, the City would need to fund the spaces to a significant level; they would be City spaces no matter who runs them.

PRIMARY RECOMMENDATIONS

- Operations of the proposed South Surrey Arts space through preferred governance model of a non-profit structure.
- The City should establish an RFP process open to proposals that include a single operator of both spaces or individual operators for one space or the other.
- Establishment of the RFP process means to include input by community members; there is clear support in the South Surrey community.
- Establish a funding mechanism that supports ongoing operations of the spaces in a manner consistent with City-run facilities.
- Establish an Operating Agreement that lays out roles and responsibilities of the City and the non-profit societies, and establishes a reporting structure from the non-profit to the City.

- In terms of capacity building, there are organizations already out there that could be potential operators and there could be others that have not been identified yet. The City should begin capacity building within the community now so that those potential organizations are better able to respond to the RFP when released.
- Preserve the history of the work that has already been put into the vision of the spaces, so people coming to the table know there is a foundation upon which to build.

Discussion

The consultant suggested that capacity building would include the Governance and Board aspect, and not just in terms of running the facility. There is the capacity for young people who perhaps want to sit on their first Board and what training would be available.

The suggestion was made that, if a non-profit organization was operating the facility, they would be getting an operating budget from the City; the City's ability to hire staff would be better. The consultant stated that the difference lies more in the contemporary arts space than the theatre space. The norm for an Executive Director in an artist run centre would be less than for a City-run facility. Costs for other positions may not be that different.

A Committee member noted that the City would provide more reliable and stable resources. It was agreed that it would be easier to protect budgets that are internal to the City than to protect ones that are going outside of the City; from a historical perspective, external budgets can be cut.

The comment was made that the Arts Council covers all expenses for their facility such as heat and phones, while the City of Surrey maintains the building. Funding comes primarily from the BC Arts Council, gaming and grants; but there would be no facility without the support of the City.

This is not going to be a traditional artist-run space. There will be the café aspect of it, plus the fact that people who have been involved to date see the wisdom of having a Board of Directors that includes members of the community who are not artists. The consultant stated that there are Boards that are completely run by artists; for an artist-run centre the majority of the Board would have to be artists.

The consultant's report will be complete at the end of February.

C. OUTSTANDING BUSINESS

1. **Surrey Libraries - Poet Laureate Program Proposal**, M. Houlden, Chief Librarian
File: 7800-01

L. Cavan spoke on behalf of M. Houlden who was unable to attend the meeting.

The following comments were made:

- Recommendations are to run a three-year Poet Laureate Pilot Program, which would cost \$10,000 per year.
- The proposed budget suggests an annual honorarium of \$5,000, in keeping with what most cities offer for a typical term of three to four years.
- Pending funding approval, the Planning Committee anticipates sending a call-out for applications in the spring. The Committee would evaluate the applications and announce the Poet Laureate, potentially during Poetry Month in April.

It was

Moved by C. Girardi

Seconded by U. Maxwell-Lewis

That the Culture Development Advisory

Committee approve this report in principal.

Carried

D. NEW BUSINESS

1. **Surrey Art Gallery (SAG) - 2015 Exhibition Preview, 40th Anniversary Presentation**, L. Davison, Visual & Community Art Manager
File: 0330-01

The following comments were made:

- Staff circulated the Annual Report from 2013 and the Program Plan for 2014/15, and presented a slide show of the history of the Surrey Art Gallery.
- The launch of the Surrey Art Gallery's 40th Anniversary year took place on January 17.
- Approximately 150 people attended a tour of the exhibition by the Curator of Exhibitions and Collections. The Exhibition Program runs throughout the year with five exhibitions.
- The Anniversary Program looks at the region south of the Fraser celebrating art and artists. Artists from the community gave talks on the history of SAG over the last 40 years.
- Fifty-thousand people come through the Surrey Art Gallery every year and participate in programming.
- There are over 1,000 works in the collection; some are designated national treasures.

- The Education Program sees 11,000 elementary school children come through the galleries every year; 20,000 participate in education programs; and there are 200 volunteers.

2. **Survivor 101 – Training & Development for Community Arts Organizations**, S. McKinnon, Manager, Arts Services

File: 0360-01; 0390-20

The following comments were made:

- In 2013, through the Metro Vancouver Cultural Managers, a series of training workshops was implemented for community arts and culture organizations to assist in part with capacity building.
- In this second season of sessions, there will be one in Richmond relating to the life cycles of organizations; one at Surrey City Hall on Saturday, February 28, relating to Board of Governance; and one in Pitt Meadows on Saturday, March 28 at the South Bonson Community Centre, on volunteer program development.

3. **BC Artscape Launches Mentorship and Coaching Program**, S. McKinnon, Manager, Arts Services

File: 0360-01; 7800-01

The following comments were made:

- BC Artscape has put out a Call for Applicants for free coaching and mentorship assistance. This is an ideal opportunity for local organizations to build the strategic, organizational and leadership skills necessary to succeed with their cultural space development objectives. Deadline for applications is February 13, 2015.
- Staff will send the Call for Applicants to all groups in the Cultural Grants database.

4. **2014 Arts Services Year in Review**, S. McKinnon, Manager, Arts Services & K. Gallie, Performing Arts Manager

Staff gave a brief slide presentation of the highlights and accomplishments from 2014. Some of the highlights include:

- Party for the Planet and the opening of New City Hall
- Completion of the extension of the South Surrey Arts Centre
- Surrey International Children's Festival 10th anniversary
- Completion of the strategic plan for the Surrey Civic Theatre
- Provincial launch of Culture Days
- Arts & Heritage Marketing Plan Say AH campaign
- Komagata Maru exhibition

- Flora and Fauna from the National Gallery of Canada
- The Minister of Canadian Heritage, Shelley Glover, visited in July
- Public art unveilings in South Surrey
- City Hall public art - birds in atrium
- Introduction of the E-letter
- Funding announcement from Canadian Heritage of \$98,000 over two years for the Surrey International Children's Festival

5. **Cultural Concept Planning for Clayton Heights**, L. Davison, Visual & Community Art Manager
File: 7800-01

The following comments were made:

- Staff advised that the City is beginning to look at a concept plan for a new facility in East Clayton.
- Architects brought Paul Gravett on board as a consultant who began working on research. Community meetings were held; staff and architects toured the Roundhouse, West Vancouver Recreation Centre, and Cedar Hills in Saanich. P. Gravett will attend the meeting in February to discuss the cultural component of the space.
- The vision is for an arts and culture facility as well as a recreation facility and potentially a library, to meet the growing needs of the Clayton Community.
- The concept is one of a magic box, a place where community is being built and coming together through art. The concept is called "Art Baux", a large room where work can be made collaboratively over time.
- This concept would see shared spaces for young people to build art and share it; space for families to come together and make art; making art from concept to presentation that residents cannot make at home, for example, fences and bird houses for community gardens.
- Performing Arts would be included as well - the music box and the art box side by side. Making instruments, costumes and props; puppets enacting our stories; meeting and making friends with neighbours.
- Mix food and art by having creative community dinners.
- Art would be the core of the multi-use building but it would also be used for recreation and as a library.

Discussion

A Committee member commented that there is no other facility in the Lower Mainland where one can create large art and asked if these would be multi-function rooms. Staff advised the plan is in the preliminary stages. There may be common space; ultimately some designated space would be required. The

question is whether the facility would be able to meet both recreation and arts needs.

Staff advised that the 2016 budget has 20 million dollars over three years for the Clayton project; there is no specific allocation for the components of the facility.

Staff advised that the \$100 levy being introduced is part of the funding strategy to pay for capital commitments already made as part of the Build Surrey Program and future capital commitments over the next five years. This funding strategy is an attempt to enable the capital budget to continue and to catch up to the needs of the community. The five year plan gets reviewed every year and new priorities can emerge.

Concern was expressed by some members of the Committee regarding the limited funds going to arts and culture in light of the amount of funds in the five year budget. Staff noted that funding has been identified for investment in all future capital items in the five year capital plan, and assured the Committee that the budget is reviewed every year and can be revised.

It was Moved by W. Bollard
Seconded by C. Li-Leger
That the Culture Development Advisory
Committee (CDAC) recommend that:

1. the City fund culture to the equal amount of recreation; and
2. the City provide ongoing transparency as financial plans change.

Carried

6. Creative Arts Development Update, T. Kalaw, Business Development Liaison

This item has been deferred to the February 17, 2015 meeting.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. 2015 Surrey Cultural Grants, S. McKinnon, Manager, Arts Services

The following comments were made:

- The Surrey Cultural Grants Program - 2015 Grants proposal went forward to Council who approved the additional funding requested by the Committee.
- Fifty-one applications were received; 48 will be supported at full funding.

2. **2015 Surrey Children's Festival Update**, K. Gallie, Performing Arts Manager

The following comments were made:

- Staff distributed a document containing background information for the 2015 Surrey International Children's Festival as well as copies of the Teacher's Guide, and pointed out the Curriculum Connections.
- Ticket sales are going very well; some shows are already sold out.
- The biggest show ever to come is from Vietnam, the Golden Dragon Water Puppets.
- The All Access Pass is \$12.

H. OTHER BUSINESS

I. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on February 17, 2015, at 3:00 p.m.

J. ADJOURNMENT

It was

Moved by W. Bollard
Seconded by B. McMurray
That the Culture Development Advisory

Committee (CDAC) do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 5:05 p.m.

Jane Sullivan, City Clerk

Chairperson – Councillor J. Villeneuve