
Present:

Chair – Councillor Villeneuve
Vice-Chair – Councillor Woods
C. Girardi
C. Li-Leger
C. Thornley (left at 4:10 pm)
F. McLafferty
J. Hawkins
W. Bollard
R. Charles

Regrets:

U Maxwell-Lewis
B. McMurray

Staff Present:

J. O'Donnell, Manager, Heritage Services
K. Gallie, Performing Arts Manager
L. Cavan, GM Parks, Recreation & Culture
M. Houlden, Chief Librarian
T. Kalaw, IIC Liaison, Economic Development
L. Davison, Visual & Community Art Manger
A. Rajah, Community Services Assistant
C. Jesson, Legislative Services

Youth Representative:

A. Calbery

A. ADOPTION OF MINUTES

1. The minutes of the Culture Development Advisory Committee meeting, held February 17, 2015, to be adopted.

It was

Moved by C. Girardi

Seconded by W. Bollard

That the minutes of the Culture

Development Advisory Committee meeting of February 17, 2015 be adopted.

Carried

B. DELEGATIONS

1. **D. Buchanan, Transportation Planner**

In attendance before the Committee to provide an update on the Transportation Referendum.

The following comments were made:

- The Mayor's Plan is designed to cut congestion and connect communities. The delegation noted that by 2045 Surrey will have more than one-and-a-half times more residents and more than twice as many jobs as today. On top of that, there will be an estimated 600,000 more vehicles on the road.

Key benefits of the Mayor's Plan include \$7.5 billion of proposed regional improvements, with 45% of the funding being within the City of Surrey. The Plan represents the City's chance to catch up. The Plan's details are as follows:

1. **Widening major roads**, such as 64 Avenue, King George Boulevard, and Fraser Highway.
2. **Building a new 27 km Light Rail Transit (LRT) network** to connect City Centre, Newton, Guildford, Fleetwood, Clayton and Langley. Getting to post-secondary schools is important and the plan addresses that by including a Light Rail Transit (LRT) network that is more community friendly. The delegation noted that 220 more train cars will be added to Expo, Millennium and Canada Lines. As well, existing stations will be upgraded to be more accessible, open and safe.

The delegation noted that the Fraser Highway LRT will be one of the first projects undertaken once the Mayor's Plan is approved because it is in an area of the highest demand. However, all the Town Centres will be connected to LRT in order to provide enhanced transportation options for residents.

3. **Increasing bus service by 25%**, including adding three new B-line express routes. More accessible transit will be available in all areas of Surrey. Enhanced bus service will put 195,000 more Surrey residents within walking distance of reliable, easy-to-use transit that is so frequent they will not need to refer to a schedule; busses will run every 15 minutes from 6 a.m. to 9 p.m.
 4. **A new Pattullo Bridge** - The Pattullo Bridge will be replaced with a structure that is safe, meets seismic standards and is expandable to six lanes in the future. The delegation noted that the Pattullo Bridge will be tolled.
 5. **Increasing Night Bus service by 80%**
 6. **Increasing HandyDART service by 30%**
 7. **Pedestrian Connections Increased** - The delegation noted that there will be substantial money for the City to fund pedestrian bridges and infrastructure projects.
- **Funding** – Local, Provincial and Federal Governments will each contribute 1/3 towards the capital projects. The Mayor's Council explored many options for funding and it was determined that everyone paying a little bit seemed most fair;
 - **Accountability** – Accountability measures have been built into the Plan via an independent audit process that will ensure the new tax revenue is dedicated to a particular project, and will ensure annual public reporting on all expenditures and the Plan's progress;

- **On-Line Registration for Voting** - Voters can register on-line. As long as they are a Canadian citizen and have been living in BC for six months they will be considered eligible to vote. Information is available on the Elections BC website (elections.bc.ca) regarding how the vote works.

The Chair thanked the delegation for his presentation. It is important for residents to understand that there are multiple benefits from voting "Yes". Additional information can be obtained by visiting www.surrey.ca/voteYes. In response to committee questions, staff advised that at this point 15% of ballots have been returned; however, staff is aware that there are many ballot envelopes that have yet to be counted. In terms of the communication campaign, staff noted that City's message has been very clear relative to the Plan; however, the separate ongoing regional campaign has made communication relative to the Plan's benefits challenging.

C. OUTSTANDING BUSINESS

1. **Surrey Arts Centre Theatres Fees and Charges - Update**

K. Gallie, Performing Arts Manager

File: 1810-01

The following comments were made by staff:

- Charging fees related to staffing during building closure hours is consistent with standard practice at facilities throughout PRC;
- Costs are associated with staffing reception and building cleaning functions; and,
- Staff work closely with community rental clients in advance of their events to make sure to provide maximum value for the client's booking and that they are aware of staff's process to avoid any unknown charges.

During discussion the following comments were made:

- Evaluation undertaken by staff is very useful, and as such alternatives may need to be explored to assist groups to avoid cost burdens;
- City of Vancouver has a Civic Facility Grant Process that could be examined for application in Surrey;
- The overall issue should be discussed at the Council level of possibly assisting groups to get events off the ground;
- Committee can explore creating a separate category of funds. To date, groups have been applying for assistance via the Council Initiatives Fund;
- In terms of cultural grants, presently there are limits to how many times one can apply and as such further allocation into another category would not be unreasonable to consider; and,

- Need to establish a level playing field.

In response, staff advised that the addition of a separate funding category will be flagged for discussion as part of next year's budget process.

2. **Classical Music in Surrey - Update**

K. Gallie, Performing Arts Manager

File: 0360-01; 7850-01

The following comments were made:

- Appreciation was expressed for the opportunity to undertake the research and report on the state of classical music activities within the City;
- In summary, there is much activity within the City pertaining to classical music:
 - Surrey Civic Theatres- Surrey Arts Centre and Centre Stage;
 - Surrey Youth Orchestra – Various Locations;
 - Vancouver Symphony Orchestra (VSO) – Surrey Nights Series;
 - Peninsula Productions – Coast Capital Playhouse;
 - White Rock Concerts – White Rock Baptist Church;
 - Encore Concert Series – White Rock First United Church; and,
 - Langley Community Music School.
- There is a niche for classical music activities in this City and the question whether the City has enough to sustain an orchestra will need to be looked at closely;
- At this stage of the project, the initial priority for potentially establishing an orchestra is creating a brand, where musicians and staff live and work in the City of Surrey;
- Staff has been in contact with Ellen Farrugia who provided a presentation to CDAC on her efforts to develop a governance model necessary for creating an orchestra and chorus for the City of Surrey;
- With an established governance model, board of directors, it will be easier to attract interest and community and business involvement;
- Staff has been in contact with the Vancouver Symphony Orchestra (VSO) to arrange for potential opportunities for the Surrey Youth Orchestra (SYO), such as pre-concert performance opportunities; and,
- Staff is working towards assembling a focus group to bring together classical music stakeholders.

In response to a request, staff noted that the profile of this information will be raised and highlighted accordingly on the City's website and will work with

Marketing staff. Staff further advised that they would follow-up with Ms. Farrugia and her efforts to date, and report back to the Committee accordingly.

3. Creative Arts Portfolio - Update (Verbal)
T. Kalaw, IIC Liaison, Economic Development

The following comments were made:

- In terms of the creative arts portfolio, primary focus has been to undertake asset mapping and identifying long and short-term goals;
- Post-Secondary institutions (KPU, SFU) have been engaged in various events in order to demonstrate the many possibilities of getting involved;
- With regards to the recently held Clean Technology Event, KPU school designed the trophy that was awarded at the event;
- Staff has met with key stakeholders from the creative arts non-profit agencies with the aim of developing partnerships and events;
- Staff has met with designers to determine how to help the manufacture sector through the use of industrial design;
- There are many success stories, such as Tinkerine Studios that are manufacturing 3D home-base printers;
- Working on developing the “maker lab” concept that is flourishing in Vancouver, where people use equipment for a nominal fee and use social media for the sale of their products;
- Surrey has much creative talent coming out of post-secondary institutions and a need has been identified to provide a gathering place;
- In terms of challenges, moving one’s hobby and developing it into the next level is difficult and the key is to determine how to move such talent along;
- Surrey businesses have much to gain from the creative sector. The role of the City and Economic Development is that of facilitation;
- Work is proceeding relative to the Cultural Corridor, such as leasing art spaces at low costs; and,
- Organizing a variety of connector events, such as Pecha Kucha nights, a concept of providing individuals the opportunity to present 20 slides in one minute.

In response to a committee question, staff confirmed that they will follow up with the Surrey Board of Trade relative to having a linkage with the SBOT upcoming forums. The delegation extended appreciation to the committee for the ability of Economic Development to assist with the creative arts portfolio.

4. Poet Laureate Project - Update (Verbal)

M. Houlden, Chief Librarian

The following comments were made:

- The City of Surrey in partnership with Surrey Libraries, CDAC, Surrey Arts Services, Surrey International Writers' Conference, Arts Council of Surrey, and others, is seeking applications for the inaugural position of Poet Laureate;
- Surrey's Poet Laureate will act as an ambassador for the City of Surrey and the people of Surrey, advocating for literacy and the literary arts;
- The Poet Laureate will help to raise the status of poetry, language and the arts in everyday consciousness of Surrey residents;
- Applicants for the City of Surrey Poet Laureate position must meet specific eligibility criteria;
- Submissions must be received by June 30, 2015;
- Short-listed applicants will be expected to participate in a review that will include a reading and interview with the Selection Committee;
- With summer being the selection period, the intention is to announce the Poet Laureate in October, Library Month;
- There are many other events taking place at Surrey's Libraries and the Committee will be updated accordingly; and,
- Library Annual Report will be presented at the next meeting of CDAC.

D. NEW BUSINESS**1. Surrey Urban Screen**

L. Davison, Visual and Community Art Manager; and
A. Rajah, Community Services Assistant, Art Gallery
Staff presentation on plans to renew the Surrey Urban Screen venue.

The following comments were made:

- Surrey's UrbanScreen is the Public Art feature of the Chuck Bailey Recreation Centre;
- The UrbanScreen is architectonic, responding to the shape of the building and is one of North America's largest non-commercial urban screens;

- UrbanScreen is currently serving as an offsite programming venue of the Surrey Art Gallery;
- Audience for the UrbanScreen includes local residents, Chuck Bailey Recreation Centre Patrons, SkyTrain riders, tourists and local/Metro Vancouver art enthusiasts;
- UrbanScreen is important because it provides an innovative venue for large scale digital and interactive art forms;
- UrbanScreen introduces the City's Innovation Boulevard, the Culture Corridor and City Centre;
- Urban Screen offers a free and highly accessible art experience to everyone;
- Surrey UrbanScreen has received positive media coverage locally and internationally;
- UrbanScreen opened in 2010 and it was understood the equipment had a life span of five years;
- In February, the Department of Canadian Heritage announced they had awarded \$189,000 to the Surrey Art Gallery Association to match the City's capital funding commitment to renew the equipment;
- UrbanScreen utilizes complex technology, supported by a network of computers, controllers and specialized equipment;
- Given the development of the Chuck Bailey Recreation Centre and City Centre since 2012, light spill has led to the projection being washed out. Light spill solutions have been identified and are being assessed (i.e. more powerful projectors, angling pole lighting, and installing permanent shields to selected pole light fixtures);
- To date there have been ten exhibitions at UrbanScreen, and each have presented innovative artworks to engage the public;
- In terms of UrbanScreen talks, opportunities have been provided for the public to meet and learn more about the artists and their artworks. Onsite events have also provided an opportunity to meet the artists;
- In terms of youth park events, part of the vision of the venue was to engage youth who participate in recreation centre programs and use the youth park;
- Since 2012, when the Youth Park Coordinator brought forward youth interest in screening their work, the Surrey Art Gallery has partnered with the Chuck Bailey Recreation Centre and Youth Park for event screenings;

- The Gallery has initiated a community art partnership project with the Surrey-based non-profit organization Baobab Inclusive Empowerment Society; and,
- In terms of next steps, staff will be working with Purchasing to activate the equipment renewal upgrade process and will be programming exhibitions to re-launch starting Fall 2015.

During discussion, staff confirmed that the City's portion for the UrbanScreen equipment update is \$192,000. With regards to the light spill effect, staff is exploring options to determine the optimal solution. In terms of the actual upgrade work, staff noted that they anticipate the work being completed by the Fall; however, all equipment is custom made and as such there may be unforeseen delays.

2. 2014-2015 BC Culture Days Report

K. Gallie, Performing Arts Manager
File: 8200-20

The following comments were made:

- Launched in September 2010, Culture Days is an annual event that features individual artists, diverse cultural organizations, municipalities and festivals that come together to inspire participation in arts and culture;
- The 2014 BC Culture Days campaign had three important areas of focus:
 - Reaching out/activating new and returning communities across the Province;
 - Increasing overall public awareness and visibility by growing marketing, publicity efforts, and long-term investments; and,
 - Developing partnerships with sponsors, municipalities and arts and heritage organizations in support of the Culture Days movement.
- In terms of looking ahead to Culture Days 2015 (September 25, 26 and 27), early registration has officially been launched;
- To help support Community Organizers with this year's campaign, Culture Days has created a Community Organizer Guide;
- Each year, BC Culture Days sends a delegate to the annual National Congress on Culture to represent artists and cultural workers from across BC;
- To increase regional representation, up to ten top finalists will be selected as local ambassadors and awarded \$1,000 each towards the production of Culture Days events in their community; and,
- The Surrey Arts Centre is planning to program a full day of activities on Saturday, September 26th, as part of the three day national celebration.

3. 2015 Surrey Civic Treasure Awards - Call for Nominations

L. Cavan, General Manager, Parks, Recreation and Culture

File: 0360-01

CDAC is asked to appoint a volunteer to sit on the Selection Committee to review nominations and make recommendations to Council regarding award recipient(s) for 2015.

The following comments were made:

- The closing date for the 2015 Surrey Civic Treasure nominations is June 9, 2015;
- The Committee will meet twice throughout the selection process, first for an orientation session and a second meeting to review nomination packages and formulate a recommendation to Council.

In response to staff's request, Wendy Bollard advised that she could serve as the CDAC representative subject to her availability on the actual meeting dates; Frances McLafferty advised she could serve as back-up to Ms. Bollard. Staff was requested to consider contacting the previous year's "unsuccessful" submissions to include as part of the 2015 submissions.

4. 2015 Heritage Services Special Events

J. O'Donnell, Manager, Heritage Services

File: 8200-01

The following comments were made:

- Throughout 2015, the Historic Stewart Farm and the Surrey Museum will present 12 special events for families;
- Heritage special events offer free and low cost entertainment for families to spend time together, learn about their community and try new activities in their own neighborhood;
- Historic Stewart Farm Events include: Seedy Saturday, Royal Victorian Party, Father's Day Open House, Pioneer Fair, Olde Harvest Fair, and Christmas Open House;
- Surrey Museum Events include: Celtic Fest, Easter Fair, Sheep to Shawl, Fibre Crafts Festival, Pumpkin Power, and Surrey Remembers;
- Attendance at past events has been very high, with 5000 people having been drawn to various events; and,
- Promotional video was shown to the Committee depicting the various events.

E. ITEMS REFERRED BY COUNCIL**F. CORRESPONDENCE****G. INFORMATION ITEMS**

It was Moved by F. McLafferty
Seconded by C. Li-Leger
That the Information Items G1 through
G6 be received as information.
Carried

- 1. Surrey Civic Theatres Participatory Programming 2014-15**
K. Gallie, Performing Arts Manager
File: 7800-01
- 2. Surrey International Children's Festival Invitation**
K. Gallie, Performing Arts Manager
File: 0330-01
- 3. Gadgets and Gizmos Heritage Services Exhibit**
J. O'Donnell, Manager, Heritage Services
File: 7850-01
- 4. Friends Society Museum Admission Sponsorship**
J. O'Donnell, Manager, Heritage Services
File: 7850-01
- 5. 2015 PRC Service Delivery Plan**
L. Cavan, General Manager, Parks, Recreation and Culture
- 6. Sponsorship Report**
L. Cavan, GM, Parks, Recreation and Culture
File: 1390-30

H. OTHER BUSINESS**1. Verbal Updates and Requests**

The following brief updates/requests were provided by Committee Members:

- Party for the Planet Event – reminder provided to members regarding the upcoming event taking place on Saturday, April 25, 2015;

- Culture and Recreation Levy – staff was requested to provide an update on the status of the levy at the next meeting; and,
- Marketing and City’s Initiatives – staff was requested to report back; demonstration will be provided via website regarding community usage analysis.

I. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on May 19, 2015, at 3:00 p.m.

J. ADJOURNMENT

It was

Moved by F. McLafferty
Seconded by J. Hawkins
That the Culture Development Advisory

Committee do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 5:00 pm.

Jane Sullivan, City Clerk

Chairperson – Councillor J. Villeneuve