

Present:

Councillor Villeneuve, Chair
Councillor Woods, Vice-Chair
A. Bowman
C. Girardi
C. Thornley
F. McLafferty
J. Kearns
U. Maxwell-Lewis
U. Sharda

Regrets:

B. McMurray
G. Smith
N. Chima

Staff Present:

K. Gallie, Performing Arts Manager
L. Cavan, GM, Parks, Recreation & Culture
L. Davison, Visual & Community Art Manager
R. Gallagher, Manager, Heritage Admin & Facilities
S. McKinnon, Manager, Arts Services
T. Ayotte, Cultural Development Coordinator,
Parks, Recreation and Culture
C. Eagles, Legislative Services

A. ADOPTION OF MINUTES

1. The committee will be requested to pass a motion adopting the minutes of June 21, 2016.

It was

Moved by D. Woods

Seconded by U. Maxwell-Lewis

That the minutes of the Culture

Development Advisory Committee meeting held June 21, 2016 be adopted as presented.

Carried

B. DELEGATIONS

1. **Alexandra Neighbourhood House Centennial Year Celebrations**
Neil Fernyhough, Manager, Community Programs
Alexandra Neighbourhood House
File: 4710-01

The delegation was unable to attend the meeting.

2. **Symphony Orchestra Development**
Ellen Farrugia, Musician
File: 7800-01

To appear as a delegation before the Committee to provide a presentation on the business plan for the proposed Surrey City Orchestra and plans to establish a Board of Directors for a Surrey based orchestra.

The following comments were made:

- The proposed mission of the Surrey City Orchestra is to present professional live music that engages and enhances the lives of Surrey's diverse population. The need for a professional orchestra in Surrey's community stems from Surrey's economic spinoff, its reputation as a liveable city, education opportunities, and the Orchestra's ability to utilize existing venues and talent.
- Vancouver Symphony Orchestra is one of the main competitors and has a Board of Directors made up of 20 volunteers. Vancouver Symphony Orchestra has 107 full-time employees, of which 73 are musicians and 34 are staff, and over 150 part-time employees. The Orchestra's revenue is generated from 40% of ticket sales, 20% fundraising for the private sector that includes individuals and corporations, 10% from the Federal Government, 9% from the Provincial Government, 9% from the City of Vancouver, and 4% from donations.
- Surrey offers other professional classical music events such as the Sarah Hagen Coffee Concert Series at the Surrey Arts Centre, the White Rock Concert Series at White Rock Baptist Church, and Peninsula Concert Series at First United Church. Amateur music organizations in Surrey are the Surrey Youth Orchestra, the Fraser Valley Gilbert and Sullivan Society, White Rock Community Orchestra, and at least eight choirs and 20 dance studios.
- The Surrey City Orchestra would have the ability to partner with local organizations, work with local businesses to develop promotional partnerships, and would like to develop a mentoring program with the Surrey Youth Orchestra. A City Speaks survey suggested that 30% of respondents would like to hear a professional orchestra.
- The delegation noted that according to the US Classical Music Consumer Segmentation Study women in their fifties are the majority of ticket buyers, and that approximately 15% of the local population are in attendance per year at symphony orchestras.
- The delegate distributed the finished business plan to the Committee. The Surrey City Orchestra Business Plan details the mandate and its main plans to utilize existing venues and talent. The Business Plan provided a timetable from May 2016 to 2022. The launch of a new Board of Directors will set the tone of structure and future planning of the Orchestra. The initial board will consist of three key individuals who will provide context for future decisions and strategies.

The delegation asked the Committee for assistance to gain contacts in order to access networks that could provide assistance in establishing an orchestra board. Members of the Committee provided support and encouragement. The Committee noted that the delegation could run an article in the Peace Arch or Surrey Leader newspaper.

C. OUTSTANDING BUSINESS**D. NEW BUSINESS****1. Creative City Summit Up-date**

K. Gallie, Manager, Performing Arts

File: 7800-01

In 2014, the City of Surrey won a bid to host the Creative City Summit, which will take place from October 17 – 19, 2016.

The following comments were made:

- Surrey's responsibilities will be to provide the delegations with local study tours and it is expected that up to 200 people will be attending. The host City is also responsible for the opening night reception, which commences on Monday, October 17 from 7:00 pm – 9:00 pm at Surrey City Hall. The reception will be catered with local food and beverages available.
- Entertainment will include the Tristan Paxton jazz trio, a performance with a Bridging Cultures theme, an interactive art work called *The Network*, public art displays, possibly a 3D laser printer/maker lab experience by Simon Fraser University. The formal program will include a first nations welcome, welcome remarks from various dignitaries, including the Mayor, poetry by Surrey's Poet Laureate Renee Sarojini Saklikar, and a performance from percussionist Sal Ferreras and Friends. The program will also include the inaugural CCNC Awards of Excellence.
- This year's theme at the Summit is the "*Future Lives Here: Bridging Cultures and Building Communities*". Keynote speakers include Janice Price, Pytor Hodgson and Zoey Roy and Jill Anholt (Public Art).

The conference will feature three discussion panels:

- **Succeeding as Future Cultural Leaders:** This panel will address questions relating to how we are assessing capacity and developing the future cultural workforce and its leaders.
- **The Importance of Arts and Artists in Canadian Society:** This panel will explore how artists in our society promote cross cultural understanding, revitalize neighborhoods and build social cohesion within cities.
- **Strengthening Youth and Communities through Art:** This panel will focus on youth and what inspires them, the impacts that art can have on youth at risk, the challenges and rewards of youth engagement through the arts, the future of youth and community arts in Canadian cities, and discuss if programming for youth is over prescribed without allowing them to drive arts initiatives.

- Peer to peer presentations allow members to share case studies and current issues. These learning workshops include leadership and cultural development, public art and creative place making, programs, special events and community art, connecting and engaging communities, and forward thinking innovative initiatives from across the country. Organizations present to share leading practices of cultural development, expand professional networks, achieve personal development goals, and influence the practice of cultural planning by sharing their community's stories. There will be 20 peer to peer sessions.
- Night two will feature an event entitled "Feast of the Arts", commencing on Tuesday, October 18 at the Surrey Arts Centre and is free of charge to delegates. It will be an evening created especially for Summit delegates and feature a South Asian dinner, entertainment, transportation, a cash bar, networking and admission to all the activities offered, including the Arts Club touring production of Baskerville: A Sherlock Holmes Mystery on the SAC Main Stage.
- Six study tours will also be offered on Tuesday, October 18 from 1:30 pm to 5:00 pm that will include public art features, artistic animation and interactive arts activity and food.

The six study tours are:

- Creatively Transforming the City Core;
- World Class Events and Public Art Excursion;
- Welcoming and Engaging Newcomers: Tours and Workshops Building Community;
- Community Engagement and Cultural Development in Action: Newton Town Centre;
- Finger on the Pulse: the Community and the Museum; and
- Blended Spaces.

For further information the public is encouraged to visit www.creativecity.ca for all the details on the 2016 Creative City Summit.

2. **Surrey Cultural Grants Program Up-date
Outcomes from 2015 and Program Implementation for 2017**

T. Ayotte, Cultural Development Coordinator

File: 1850-20

The following comments were made:

- T. Ayotte provided background information on the development of the Grants Program, noting that the Program emerged from recommendations in the City's Cultural Plan and was shaped through research and community consultation conducted by a Culture Development Advisory Task Force.

- The Cultural Grant Program benefits are:
 - Provides stability and funding predictability for local arts and heritage organizations;
 - Supports Board development for arts and heritage organizations;
 - Builds the arts and heritage community in Surrey;
 - Assists in retaining and drawing cultural assets into the City;
 - Stimulates new programs and activities that will contribute to Surrey's reputation as a cultural destination;
 - Encourages intercultural projects and promotes diversity and cultural sharing; and
 - Leverages resources (other grants, sponsorships, etc.) and creates opportunities to strengthen the local cultural economy.
- The Programs vision is to support and enhance arts and heritage in Surrey through building organizational capability and sustainability in each of the existing and new local cultural organizations, investing in community-based cultural activities that promote awareness, access, participation and appreciation of arts and heritage, and encouraging collaborative opportunities and partnerships.
- The growth of the program has been significant, with a 94% increase in applications since the Program began in 2013. The Program's economic impact has grown as well; it is estimated that in 2016 for every dollar contributed by the City, the Program generated approximately \$8.27 through matching revenue and community contributions.
- Recommendations for 2017, as per the Task Force Review, will include a request for an increase in funding, a program review, and an adjustment to the funding allocation levels for registered non-for-profit groups and particularly those with larger project budgets and needs.
- The 2017 Cultural Grants cycle begins in September when organizations will be invited to submit Expressions of Interest. An information session and mentoring session will be offered to the community groups prior to the deadline for grant submissions. Applications will be received in November and reviewed in December. A Corporate Report recommending grant allocations will be submitted in January 2017 to Council.

It was

Moved by C. Thorley

Seconded by C. Girardi

That the Culture Development Advisory

Committee support the 2017 proposed allocated funding levels for the registered not-for-profit groups within the Cultural Grants Program as proposed and will be brought forward to Council with the 2017 Cultural Grant recommendations.

Carried

E. ITEMS REFERRED BY COUNCIL**F. CORRESPONDENCE****G. INFORMATION ITEMS****1. 2016 Business and the Arts & Surrey Civic Treasure Awards Invitation**

S. McKinnon, Manager, Arts Services

File: 0330-20

The purpose of this memo is to invite members of the Culture Development Advisory Committee to attend the annual Business and the Arts reception and Surrey Civic Treasure Awards ceremony on:

Date: Tuesday, October 4, 2016

Time: 5:30 pm – 8:00 pm

Location: Surrey Arts Centre

The 2016 Surrey Civic Treasure Awards will be presented by Mayor Linda Hepner and members of Surrey City Council. The evening will bring together business and arts communities.

2. Classical Music in Surrey - Up-date

K. Gallie, Manager, Performing Arts

File: 7800-01

The purpose of this memo is to provide the Committee with an update on Surrey Civic Theatres (SCT) classical music programming and staff's involvement in the progress of the establishment of a symphony orchestra in Surrey.

3. BC Artscape Corporate Report

GM, Parks, Recreation and Culture, and GM, Finance and Technology

File: 8140-01

The purpose of this memo is to provide information regarding the plan for City staff to engage BC Artscape to explore opportunities for establishing a Community Cultural Hub in Surrey. Council endorsed a partnership with BC Artscape and staff will assist to develop a Cultural Hub and work with consultants to explore Surrey's greatest opportunities.

It was

Moved by C. Thornley

Seconded by C. Girardi

That the Culture Development Advisory

Committee receive the following reports as information:

1. 2016 Business and the Arts & Surrey Civic Treasure Awards Invitation;
2. Classical Music in Surrey Memorandum; and
3. BC Artscape: Community Cultural Hub Proposal.

Carried

H. OTHER BUSINESS

1. Verbal Reports

A list of all the events to take place in the fall will be circulated to the Committee.

I. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on September 13, 2016, at 2:30 p.m. in 2E Community Room A.

J. ADJOURNMENT

It was

Moved by D. Woods

Seconded by C. Thornley

That the Culture Development Advisory

Committee meeting do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4: 12 p.m.

Jane Sullivan, City Clerk

Councillor J. Villeneuve, Chairperson