
Present:

Councillor Villeneuve, Chair
Councillor Woods, Vice-Chair
A. Bowman
B. McMurray
C. Girardi
F. McLafferty
M. Gollan
U. Maxwell-Lewis

Regrets:

C. Thornley
J. Kearns
N. Chima

Staff Present:

J. Monk, Filming Manager
K. Gallie, Performing Arts Manager
K. Rose, Business Relationship Specialist
L. Cavan, GM, Parks, Recreation & Culture
N. Scott, Cultural Production Coordinator
T. Ayotte, Cultural Development Coordinator
C. Eagles, Legislative Services

A. ADOPTION OF MINUTES

1. The committee will be requested to pass a motion adopting the minutes of November 21, 2017.

It was

Moved by Councillor Woods

Seconded by M. Gollan

That the minutes of the Culture

Development Advisory Committee meeting held November 21, 2017 be adopted as presented.

Carried

B. DELEGATIONS

1. **PopUp Newton Community Art Project**
Deborah Putman, Surrey Artist
File: 0350-01

The delegation presented a Power-Point presentation on a community art project that took place in 2017 as part of the PopUp Newton initiative. The project was organized in partnership with the Friends of the PLOT and Cedar Bark Poets. The project involved the community coming together to create sun prints, collages and poems and to share recipes. Following the project, a self-published book was created to document the work.

The Committee expressed gratitude for the project and believe projects such as this one is important for community development.

C. OUTSTANDING BUSINESS

D. NEW BUSINESS**1. Surrey Civic Theatres Centre Stage and City Room Update**

Kent Gallie, Performing Arts Manager, and Neil Scott, Cultural Production Coordinator
File: 7800-01

Staff provided a Power-Point presentation on the Surrey Civic Theatres Centre Stage and City Room. Staff noted that Centre Stage (dual purposed performance space in Council Chambers) and City Room is intended to welcome the community and support official city business. Centre Stage provides a much needed venue for community groups in an expanding theatre rental market while encouraging the use of the building by the public during the day and hours other than City business hours. Centre Stage has a seating capacity of 200 and is equipped with state of the art industry standard theatre technology.

- Features of City Room include a mobile box office, concession operated by Take Five Café, a six-story high lobby, and two committee rooms used as dressing rooms which are close to the stage.
- Major events hosted in the City Room include the Tree lighting Ceremony, Party for the Planet, and Surrey's first Canadian Citizenship Ceremony. The City Room has also been featured in TV Series such as The Flash, Supergirl, Travelers, and Prison Break.
- Staff noted there has been significant growth in rental revenue. \$1 per ticket sold for rentals is collected as revenue and contributes to the Theater Improvement Fund, which is used to repair or replace equipment. The increase in rental revenue is indicative of significant growth in community activation and usage and supports the PRC 10 year plan goals of establishing arts facilities in all of Surrey's town centres. Programming ticket sales and rental revenues are mandated in fees and charges by City Council and help to offset administrative and operational overhead costs.

In response to questions from staff, the Committee provided feedback on what events they were or were not aware of. The majority of Committee members knew that Centre Stage (Council Chambers) was able to be reserved by members of the public for programs. Several members had also attended events at the venue.

Staff thanked Council for their support when Council Chambers was being planned.

2. Filming in Surrey (Contributing to Surrey as a Creative City)

James Monk, Filming Manager
File: 0395-01

Staff provided a Power-Point presentation on filming in Surrey and noted that in 2017, 189 film permits were issued and there was 302 days of filming. Staff noted the low Canadian dollar and close proximity to Los Angeles makes filming in Surrey desirable.

- Staff illustrated their Online Digital Location Library Map, created to illustrate where filming is taking place and where it took place historically. The program can be accessed worldwide at no cost. The library contains over 2,000 photos and ensures specific neighbourhoods and locations do not become overused, for the benefit of the land and for residents.
- Major film productions include Supergirl, Flash, Why We're Killing Gunther, The Good Doctor, Legends of Tomorrow, and Skyscraper. Staff noted that reoccurring TV Series productions have established themselves in Vancouver and the lower mainland.
- The production breakdown consists of 46% for TV series, 24% TV commercials, such as Samsung, Lululemon, Fitbit, and Volkswagen, 13% movies, and 6% of documentaries.
- Staff noted the filming industry has developed into a huge economic generator. In 2016, over 5,600 filming residences were paid \$88.9 million.

The Chair noted that they have not heard any negative feedback with filming in Surrey. The Committee praised staff for their intellectual property to view photos and filming locations so freely.

3. **Surrey Cultural Grants Program Review of Recommendations**

Todd Ayotte, Culture Development Coordinator

File: 1850-20

Staff provided a Power-Point presentation on the Surrey Cultural Grant Program Review Recommendations. Paul Gravett Consulting led a review of the Program in 2017 to assess and develop appropriate recommendations to guide the growth and direction of the Program and to ensure it is meeting the needs of the growing and evolving cultural sector. Consultation included research, an on-line survey for Cultural Grant Recipients, phone interviews with local arts and cultural organizations, focus groups with local stakeholders, and a review of regional and national municipal comparators.

10 recommendations were ultimately developed:

1. Implement an Operating Grant funding stream for Arts organizations;
2. Implement a Cultural Celebrations Grant funding stream;
3. Allow organizations to apply for two separate funding streams per annual cycle;
4. Encourage compliance with CARFAC fee schedules through the application process where applicable;
5. Offer a secondary call for project grants within the annual cycle when funding is available;

6. Eliminate holdbacks on smaller grants;
7. Develop a Cultural Grants “toolkit” to support the application process;
8. Explore professional development and networking opportunities tailored to the needs of Surrey’s cultural organizations;
9. Continue to invest in the Program on an annual basis; and
10. Invest in resources required to support the expanded delivery of the Program.

Staff noted there has been a 151% increase in applications received and the 2018 grant budget rose to \$500,000. Staff also noticed a sharp increase in audience participation at public events.

The Committee provided comments on the recommendations and were supportive of the recommendations as outlined. Members were pleased to see the program providing a range of support for new and emerging organizations, and the desire to create opportunities for increased networking opportunities amongst groups.

Staff advised that any changes to the program emerging from the recommendations would be implemented in the 2019 grant cycle and the General Manager of Parks, Recreation and Culture will bring forward the recommendations to Council for endorsement. The 2018 award recommendations will be brought to the January 22, 2018 Council meeting for review and approval.

E. ITEMS REFERRED BY COUNCIL

F. CORRESPONDENCE

G. INFORMATION ITEMS

1. **Select Committee Terms of Reference Revisions**
Adopted by Council: December 18, 2017
File: 0540-01

H. OTHER BUSINESS

1. **South End Summit**
Wheelhouse Theatre
15751 – 16 Avenue, Surrey
February 3, 2018: 7:30 pm to 9:30 pm
Tickets: www.semiahmooarts.com
2. **Semiahmoo Arts Society: Art Slam (Arts Fundraiser Gala)**
South Surrey Recreation & Arts Centre
14601 – 20 Avenue, Surrey
February 10, 2018 at 7:00 PM
Tickets: www.semiahmooarts.com

I. NEXT MEETING

The next meeting of the Culture Development Advisory Committee will be held on Tuesday, February 20, 2018, at 2:30 p.m. in 2E Community Room B.

J. ADJOURNMENT

It was

Moved by C. Girardi

Seconded by M. Gollan

That the Culture Development Advisory

Committee meeting do now adjourn.

Carried

The Culture Development Advisory Committee adjourned at 4:00 p.m.

Jane Sullivan, City Clerk

Councillor Villeneuve, Chairperson