

Present:

Chairperson - Mayor Locke
Councillor Annis
Councillor Bains
Councillor Bose
Councillor Elford
Councillor Hepner
Councillor Kooner
Councillor Nagra
Councillor Stutt

Absent:**Staff Present:**

Acting City Manager, General Manager, Corporate Services
Deputy City Clerk
General Manager, Community Services
General Manager, Engineering
General Manager, Finance
General Manager, Investment & Intergovernmental Relations
General Manager, Parks, Recreation & Culture
General Manager, Planning & Development
City Solicitor

A. DELEGATIONS

**1. Bobbi-Rhea Mackie, Co-founder, Executive Director and Favian Kleine,
Co-founder, Director of Care
Mackie's Place Youth Social House**

The delegation provided an update regarding Mackie's Place initiatives and highlighted the following information:

- Mackie's Place offer low barrier opportunities for young people to come in and realize their potential through being equipped, engaged, and encouraged. They run a youth led bistro where they employ young people who learn how to make homemade meals and clean around the kitchen. It is also a place where an extended family is built.
- The past 6 years Mackie's Place had seen over 500 young people walking through their doors and currently they are engaged with 389 young people within Surrey. After being with Mackie's Place, the children start to see the world differently and become socially responsible citizens who have a desire to give back to the community where they take ownership to show up for themselves and for others.
- Mackie's Place is requesting funding of \$100,000 from the City for their job and youth employment program.

2. **Kathy Sheppard, President, Rick Hugh, Vice President, Tania Smythe, Second Vice President and Michael Cook, Treasurer**
Board of Directors of the Cloverdale Rodeo and Exhibition Association

The delegation provided an update regarding the upcoming Cloverdale Rodeo and highlighted the following information:

- The country fair started in 1888 at Surrey centre area. In 1944, two local individuals went up to Kamloops and watched a rodeo performance and then went to Cloverdale where they had an idea of starting a rodeo there. In the first year, the rodeo was held at a local stock farm. Now this year marks the 75th year for the Cloverdale Rodeo.
- This year, the Cloverdale Rodeo features some of the following attractions such as:
 - Hops & Vine Garden
 - Performing artists from BC Country Association
 - Animal Friends Livestock Display
 - All Star Wrestling
 - Freestyle Round-up Skateboard Championship
 - Buckaroo Barn
 - S&R Sawmills West Coast Lumberjack Show
 - Pancake Breakfast Sunday
 - Willowbrooke Chrysler Ram Truck Display
 - Indigenous Village
 - Canadian Armed Forces
- There will be over 300 volunteers including youth helping this year.

3. **Yalda Asadian, Community Enhancement Manager, and David Sadler, Community Enhancement Planner**
City of Surrey

The delegation provided an update regarding the "Our City" campaign and highlighted the following information:

- The "Our City" campaign intent is to inspire and empower residents to take an active role in enhancing their neighbourhoods and engage in activities and projects that improve livability, foster pride, and encourage community connections. The campaign will primarily be focused during the months of May to July with activities continuing into the fall and will be delivered with comprehensive communication plan and series of programs and projects.
- The campaign will inspire residents to take action by hearing stories of great projects and people that make Surrey vibrant. The City of Surrey has lots of resources available to community members, such as grants and kits for neighbourhood cleanups or block parties. The campaign will utilize existing digital channels like social media and electronic news, as well as in person outreach at events.

- The City will be hosting online and in-person workshops across Surrey to help people identify local projects and learn how to apply for the grants. These workshops will be facilitated throughout the campaign to encourage people to apply for support. As well, the "Our City" Volunteer Program recruits volunteers to take part in community beautification initiatives. This includes things like beautification projects, City organized neighbourhood clean-ups, a self-directed litter clean-up program, and event outreach opportunities. "Our City" will also support community-led volunteerism. During the campaign period City of Surrey Engineering Department will support community volunteers through dropping off clean up kits and picking up garbage bags after their cleanup events. Another opportunity that we will promote will be where residents and businesses will be encouraged to participate at the Engineering Department's Disposal Day events to help keep neighborhoods clean and free of dumped items.

**4. Mary Rukavina, Film and Events Manager, and Kent Gallie, Performing Arts Manager
City of Surrey**

The delegation provided an update regarding the Surrey Music Strategy and highlighted the following information:

- Cities around the world, including many in Canada are increasingly recognizing the potential of music as a driver of employment and economic growth beyond its long-acknowledged cultural and social benefits. This was recognized in the Parks, Recreation, and Culture 10-year strategic plan which called for the creation of a Music Strategy to advance music in Surrey. Developed through comprehensive research and community engagement, the Surrey Music Strategy will provide strategic direction for the City to best support and build the music industry in Surrey. The plan will benefit local musicians, music businesses, local tourism, and the community at large. The Surrey Music Strategy was partially funded by Creative BC and Music BC, who support Music Strategy development and music industry initiatives in major cities across BC.
- There was a three phase development plan to the Surrey Music Strategy:
 - Early last year Phase 1 Research and Discovery was completed. Staff collected information for two databases from over 130 musicians and 60 music businesses and created a music in surrey web page.
 - Phase 2 is following the City's Public Engagement Toolkit extensive community engagement was conducted. Staff identified stakeholders in the community to form a Surrey Music Strategy Focus Group.
 - Phase 3 is a full strategic analysis of all the information collected through the research and community engagement phases that took place in preparation for the development of the plan and its recommendations.

- Greater Victoria's direct impact is more than double Surrey's despite having a population 30% lower than Surrey. Vancouver's population is 11% higher, but their direct impact is over 600% higher than Surrey's. According to this comparison, Surrey is clearly behind these two cities in terms of music industry economic impact. However, there is clearly an enormous opportunity for growth if the industry is adequately supported.

B. ADJOURNMENT

It was

Moved by Councillor Bains

Seconded by Councillor Kooner

That the Council-in-Committee meeting be

adjourned.

Carried

The Council-in-Committee adjourned at 5:17 p.m.

Stephanie Nichols, Deputy City Clerk

Mayor Brenda Locke, Chairperson