

Parks, Recreation & Culture Committee – Minutes

Present:

Councillor Guerra – Chairperson
Councillor Annis
Councillor Elford
Councillor Patton
B. Burnside
S. Drysdale
C. Girardi
G. Tymoschuk, School Trustee

Regrets:**Staff Present:**

L. Cavan, General Manager, Parks, Recreation & Culture
N. Aven, Manager of Parks
L. Davison, Manager of Culture
T. Urich, Parks Planning, Research & Design Manager
L. White, Manager, Community & Recreation Services
L. Anderson, Legislative Services

A. ADOPTION OF MINUTES

It was Moved by B. Burnside
Seconded by C. Girardi
That the minutes of the Parks, Recreation
and Culture Committee meeting of October 23, 2019, be adopted.
Carried

B. DELEGATIONS**C. STAFF PRESENTATIONS****1. Lynn Saffery, Museum Manager**

Lynn Saffery, Museum Manager, provided information on the success of the Museum of Surrey's first year since reopening.

In addition to the information provided in the memo under Item G.1, a PowerPoint presentation, giving a general overview of the Museum, feature exhibitions and other events and programs offered since the Museum's grand re-opening, was provided. In particular, the following was noted:

- The Museum's grand re-opening took place on September 29, 2019, with an attendance of over 11,500.
- The Vision, Mission and Values established for the Museum, a people museum, connecting with stories, igniting young imaginations, welcoming diverse communities (past/present/future) and a philosophy of putting people first, align with Surrey's vision of a thriving, green, inclusive city.
- With the completion of phase 2, the Museum expanded from its original 24,000 sq. ft. to 36,000 sq. ft., and the campus was enriched with the addition of relocated heritage buildings (the Anderson Cabin, 1881 Town hall and Anniedale School). The expanded Museum now features an Indigenous Hall,

a large temporary exhibition hall, a children's interactive educational gallery (TD Explore Zone), an exhibit fabrication shop and an expanded heritage collections storage vault. The Museum's enhanced capacity supports its work to tell the exciting stories of Surrey's residents. The 'Heritage Campus' also includes the Surrey Archives in the 1912 Town Hall building, Veterans Square and Cloverdale Library.

- Attendance year to-date is 125,000, compared to previous attendance in this location prior to the expansion of 30,000. The Museum has become one of the most popular museums in western Canada. Only the Royal BC Museum in Victoria recorded more visitors in the last year. There is clearly an interest in large scale cultural facilities in the City of Surrey.
- In 2019, the Museum partnered with 15 different community organizations in production programs and exhibits.
- The very popular exhibition "*Dinosaurs Unearthed*" and "*Worlds of Wonder*" (exploring the world through Lego) were followed by the first significant exhibit about Surrey's Punjabi community, their struggles and successes, "*Being Punjabi, Unfolding the Surrey Story*" (until February 23, 2020), which opened at the Museum in October. This exhibition was guided by a Punjabi advisory committee who provided input into all aspects of the stories and artifacts featured.
- Sponsorships and grants for Museum infrastructure, exhibits and cultural spaces include: TD Bank (\$500,000 over five years); Federal Government - \$4.5M (for expansion) and BC Arts Council provincial operating grant of just over \$32,000; and exhibits sponsorship of \$3,500 for "*Being Punjabi*".
- Early 2020 will see the completion of the restoration of the 1881 Town Hall and 1891 Anniedale School to working order. The public art sculpture, "*Rivers that Connect Us*", will also be installed in early 2020.
- The first exhibit for 2020 will open in March. "*Arctic Voices*" tells the story of the Canadian north and will include references to the initiatives Surrey is undertaking to respond to climate change.
- The first Provincial BC Museums Association Conference in Surrey will take place in October, 2020. The Conference offers a great opportunity to show the Museum as well as other cultural venues, including the Historic Stewart Farm and the Surrey Art Gallery, as part of conference tours.

The Committee congratulated staff for the very successful first year of the Museum since renovations.

Discussion ensued with respect to engaging high school youth through schools, including outreach for volunteer involvement for various programs and special events. Similarly, initiatives for potential funding opportunities (corporate sponsors, etc.) to assist schools with transportation for students to visit the Museum were discussed.

2. **Liane Davison, Manager of Culture**

Liane Davison, Manager of Culture, provided a presentation in response to the request from the Committee to explore a Surrey Sports Hall of Fame.

A PowerPoint presentation, outlining research to-date on precedents for a Sports Hall of Fame were shared, including the range of inductee categories, the benefits and challenges of physical and/or virtual venues and governance models, etc. Regional and provincial examples were shown, and additional comments were as follows:

- A staff team is collaborating on the research representing varying perspectives: both indoor and outdoor sports, accessibility, sport tourism, as well as the City's heritage collection and museum.
- It was noted that Surrey's sport and sport achievements are represented in the Museum of Surrey in a display case featuring artifacts, and the City's Archives and Heritage collections acquire materials such as newspaper articles, photographs and other materials as documentation. An example given was the acquisition of a set of the medals designed specifically for the WickFest held in Surrey in 2019.

Councillor Annis arrived at 6:04 pm

- Virtual (online) museums meet multiple accessibility goals. They are ideal platforms to access more content than what most physical exhibit venues can display, providing a collection of digitally recorded images, sound files, text documents and other data of historical interest. Digital content (often translated on demand) is available and accessible to anyone in the world 24/7 and can be searched and interconnected to create a variety of stories, exhibitions and educational opportunities driven by the interest of the visitor. Both the Canadian Sports Hall of Fame and the BC Sports Hall of Fame also have websites that function in this way.
- Online museums typically do not charge users to experience their collections.
- Staff will continue with research and refinement and will report back to the Committee for feedback and next steps, e.g. focus groups and comments from the sporting community, etc. to scope out options and what the financial requirements may be.

The Committee expressed their appreciation for the presentation, noting that Surrey has many successful athletes who have become ambassadors for the City for which the online option to could be very appealing for youth as inspirational in demonstrating certain behaviours to "look up to". Furthermore, the online information could be easily and economically updated. It was also noted that a combination of both virtual and physical forms of venues would be attractive as providing an opportunity for people to visit in person.

3. Liane Davison, Manager of Culture

Liane Davison, Manager of Culture, provided a presentation in response to the Surrey City Orchestra (SCO) delegation of September 18, 2019.

A PowerPoint presentation was given, providing a brief history and overview of the SCO, investment by the City and an analysis of the SCO needs, risks and opportunities, including how the City supports cultural organizations. Comments were as follows:

- In September, the SCO delegation presented on some of the challenges they are having and were looking to encourage the City for support of cultural organizations, with a particular interest in funding.
- Symphonic music is expensive; a full fee is approximately \$20,000 per show as musicians are paid for playing at least one rehearsal in addition to a performance. SCO's funding has been very dependent on the City; documents suggest the City funds approximately 1/3 of their total revenue. Documents also indicate SCO's fundraising has not been as successful as planned for their first full season since incorporating as a society.
- To provide context other professional classical music concert series presented annually in Surrey were listed:
 - Vancouver Symphony Orchestra (VSO) Surrey Series (five concerts);
 - White Rock Concert Series (seven concerts, subscription only and a waitlist to attend);
 - Music Encore Concert Society Series (six concerts); and
 - Classical Coffee Concert Series – four concerts.

(With the exception of VSO, these concerts are not symphonic and smaller.)

- To provide a comparison, the budget and operation of the Okanagan Symphony Orchestra was shared. It was noted the ticket sales for the Okanagan Symphony Orchestra (OSO) are substantial and do more than just raise funds; the purchase of tickets provides statistical data that demonstrate strong community support and interest in the art form and experience of symphonic music. In contrast, it was noted that many of SCO's concerts are not ticketed.
- The OSO, now in its 60th year, generates only a portion of their operating revenue through ticket sales. Fundraising through donations, sponsorships and events accounts for approximately 33% of the OSO's total budget of \$1.3 million, with a further 5% generated annually through a grant from the City of Kelowna. It is also noted that operational costs are also kept to a minimum by not having any full-time staff.

(Additional grant funding examples for other orchestras in BC were provided.)

- SCO is very committed to paying professional fees to their performers – and these fees are a significant portion of their budget expenses. Surrey's Cultural Grants alone do not provide the funding capacity to support all the operating expenses of a professional, independent arts organizations. It was noted that

the SCO qualifies to apply for grant funding from the BC Arts Council, the Canada Council and other funding sources.

- To meet its proposed annual budget and to develop as an organization, it is recommended that SCO implement a strong board with members volunteering to perform the roles of management and administrative staff until revenues can support hiring professional staff.
- The City provides opportunities to assist with cultural organizational development. These include City presented or co-hosted workshops for Surrey organizations on budgeting and grant writing; one on one coaching with the City's professional arts staff; reduced rental rates for professional theatre venues for performances (Surrey Arts Centre Mainstage); and opportunities to perform at City events and festivals.
- Next steps:
 - Receive and review SCO 2020 cultural grant application (project category);
 - Encourage SCO board attend City cultural grants workshops and pursue other learning opportunities (workshops offered by BC Arts Alliance, Canada Council);
 - Offer one-on-one coaching (e.g. feedback on draft external grant applications); and
 - Remind SCO to use the community events announcements on the City's website.

4. **Liane Davison, Manager of Culture**

Liane Davison, Manager of Culture, presented three preliminary private development public art plans in City Centre as follows:

- Townline: The Holland – Old Yale Rd., anticipated completion Summer 2023. Preliminary public art plan prepared by public art consultant Peter Kreuk of Durante Kreuk;
- Anthem Properties: Georgetown - Whalley Boulevard at 102 Ave., anticipated completion Summer 2022. Preliminary public art plan prepared by Ballard Fine Arts; and
- Blackwood Partners: Central City Tower 2 – King George Blvd. at 100 Ave./Old Yale Rd. anticipated Spring 2021. Preliminary public art plan prepared by Ballard Fine Arts.

The public art plans were received without additional comment from committee members.

D. **OUTSTANDING BUSINESS**

E. NEW BUSINESS**1. Bear Creek Park Destination Sports Facility Feasibility Report**

File No. 6120-20/B

The memorandum from the Parks Planning, Research & Design Manager, dated November 13, 2019, regarding the above subject line, was reviewed. It was recommended that the Parks, Recreation & Culture Committee receive the report for information.

The Parks Planning, Research & Design Manager provided a brief overview of the initial concepts for the Bear Creek Park Sport Facility, noting the full feasibility study is nearing completion, pending civil and budget information. Additional comments were as follows:

- The vision of the project is a revitalized sports facility that will enhance Bear Creek Park by creating a vibrant, athletic destination while maintaining the treasured natural environment and unique range of existing park experiences.
- Having learned about Bear Creek itself, a former land fill that has creeks, the proposed facility is sited where it has to be.
- Existing infrastructure will require upgrades for which the grant infrastructure process for potential grant funding opportunities is being reviewed.
- The proposed facility will replace the existing track to international standards, providing a full range of track and field sports and track events. The new facility will also allow for year-round training and will provide change room and public washroom facilities and a range of supporting amenities to serve all of Bear Creek Park.
- A key component of the feasibility study was a regional context review of existing and proposed future track and field training and hosting facilities and identifying potential gaps in the region, offering a perspective for enhanced programming opportunities for the proposed new facility.
- Three phases of public engagement were carried out: interviews with key stakeholders and City staff; a public survey and additional stakeholder interviews; and a public open house on October 1, 2019 where the proposed concept was presented and a community feedback form was used to gather further input. Overall, close to 2,000 residents and stakeholders provided their input, identifying a few recurring themes:
 - General excitement for the proposed new amenities and the increased opportunities to use them;
 - 62% were especially interested in improving the other amenities in the park, noting they see the park as a destination (lifestyle) for so many things; and
 - Among the concerns heard the most, parking and traffic were most common followed by environmental impacts to the forest and creeks.

The Committee thanked staff for the thoughtful public engagement process undertaken to ensure the facility provides an opportunity for everyone to utilize and be proud of.

It was Moved by B. Burnside
Seconded by S. Drysdale
That the Parks, Recreation & Culture
Committee receive the report from the Parks Planning, Research & Design
Manager, dated November 13, 2019, entitled "*Bear Creek Park Destination Sports
Facility Feasibility Report*", as information.

Carried

2. **Cloverdale Multi-Sport Facility**

File No. 6120-20/B

The memorandum from the Parks Planning, Research & Design Manager, dated November 13, 2019, regarding the above subject line, was reviewed. It was recommended that the Parks, Recreation & Culture Committee receive the report for information.

The Parks Planning, Research & Design Manager reported the following:

- It is notable how well organized the Cloverdale Community Multi-sport Group is; shows what may be possible when sport level groups work together.
- Allowing a multi-sport use at Cloverdale Athletic Park will elevate the park, achieving one or two of the strategic collectives within the PRC Strategic Plan.
- The estimated total costs of the facility are between \$2,000,000 and \$2,500,000, of which the group has identified the opportunity to apply for funding from other levels of government. For a grant application to be successful the City would first need to confirm a funding allocation of at least 1/3, which would be in the range of \$667,000 - \$1 Million. The group would be responsible for developing and submitting any grant funding applications with the understanding that the level of exclusive access would vary depending on the amount of funding brought forward by the group.
- Additionally, it would be beneficial to develop new parking in the east and/or north of the park to reduce parking demand in existing parking lots, likely increasing the cost by \$500,000 - \$800,000 to the estimated cost noted for the covered multi-sport facility.
- The estimated costs address the primary goal to renovate the existing lacrosse box to a covered multi-sport facility and do not include the ambitious desire for a covered basketball facility.

It was Moved by B. Burnside
Seconded by C. Girardi
That the Parks, Recreation & Culture
Committee receive the report from the Parks Planning, Research & Design
Manager, dated November 13, 2019, entitled "*Cloverdale Multi-Sport Facility*", as
information.

Carried

3. **Surrey Anti-Gang Family Empowerment (SAFE) Program Activity Reporting January – September 2019**

File No. 1810-01

The memorandum from the Community Safety Program Manager, dated November 12, 2019, regarding the above subject line, was reviewed. It was recommended that the Parks, Recreation & Culture Committee receive the report for information.

The Committee expressed appreciation for the informative report, particularly how the information is broken down, specific performance measurements (that allow ease of comparison for future updates) and the inclusion of testimonials. It was noted that future reports will be provided to the Committee on a regular basis.

It was

Moved by Councillor Annis

Seconded by G. Tymoschuk

That the Parks, Recreation & Culture

Committee receive the report from the Community Safety Program Manager, dated November 12, 2019, entitled "*Surrey Anti-Gang Family Empowerment (SAFE) Program Activity Reporting January – September 2019*", as information.

Carried

F. **ITEMS REFERRED BY COUNCIL**

G. **CORRESPONDENCE**

1. **Surrey Board of Trade**

File No. 7800-01

H. **INFORMATION ITEMS**

1. **Museum of Surrey – Year One in Review Since Reopening**

File No. 0330-01

2. **2019 Youth Engagement Events**

File No. 8200-01

I. **OTHER BUSINESS**

1. **Proposed 2020 Parks, Recreation & Culture Committee Meeting Schedule**

File No. 0540-20

It was Moved by B. Burnside
Seconded by C. Girardi
That the Parks, Recreation & Culture
Committee adopt the 2020 Meeting Schedule, as presented.
Carried

2. Verbal Update

L. Cavan, General Manager, Parks, Recreation and Culture, provided the following update:

- **Greenaway Pickleball Courts** - The much-anticipated conversion of the two tennis courts at Greenaway Park to eight permanent pickleball courts is fully completed and open for play. Firsthand accounts are that it's a huge hit with the local pickleball community.
- **Fraser View Park – Dog Off-leash Area** - The new dog off-leash area at Fraser View Park is now complete and being utilized since November 15th. Staff will monitor its success.
- **Bear Creek Park – Dog off-leash area** – A new dog off-leash area opened on November 13th. Located just off King George Boulevard at the Bear Creek area, it is incorporated into the gravel overflow parking lot on King George Boulevard. The area will still function as overflow parking for major events in the park, as need be, and otherwise will function as a dog off-leash area.
- **Historic Stewart Farm** – A number of events were hosted for Halloween, including the annual Haunted Farm Halloween event held on Saturday, October 26th with 440 in attendance. In total, it was the highest attendance for October school programs in last 10 years.
- **Surrey Tree Lighting Festival** - The City will host the 9th Annual Tree Lighting Festival and Holiday Market at Civic Plaza on November 23rd. The 60ft decorated tree will be lit at approximately 6:30pm and the lighting of the tree will also be live in CTV. Highlights include the popular Holiday Market, free photos with Santa and the over 30 local performers, choirs and children's acts. Activities will take place on Civic Plaza, University Drive and the City Centre Library.
- **Surrey Civic Theatres** - Has seen a strong start to the 2019-20 season with several sold out performances, including a successful start to the new Film Series, in partnership with the National Film Board. Ticket sales are well ahead of this point last season, particularly with subscriptions to the ever-popular Arts Club on Tour series, which are at their highest level in almost 10 years.
- **Social Media** – There has been an increased focus on the City's social media channels to broaden the types of events pushed out to include community events as well as City events.

J. NEXT MEETING

The next meeting of the Parks, Recreation & Culture Committee is scheduled for 5:30 p.m. on **Wednesday, January 22, 2020** in **Meeting Room 2E – Community Room A**.

K. ADJOURNMENT

It was

Moved by B. Burnside

Seconded by C. Girardi

That the Parks, Recreation & Culture

Committee adjourn.

Carried

The Parks, Recreation & Culture Committee adjourned at 7:11 p.m.

Jennifer Ficocelli, City Clerk

Councillor Laurie Guerra
Parks, Recreation & Culture Committee