

Present:

Councillor Guerra – Chairperson
Councillor Elford
Councillor Patton
B. Burnside
C. Girardi
T. Allen, School Trustee

Absent:

S. Drysdale

Guests:

Ange Chew, Discover Surrey

Also Present:

L. Cavan, General Manager, Parks, Recreation & Culture
N. Aven, Manager of Parks
R. Gallagher, Acting Manager of Culture
L. White, Manager, Community & Recreation Services
T. Cleave, Manager, Support Services and Accessibility
D. Sadler, Community Enhancement Planner
M. Fish, Parks Operation Coordinator, Feature Gardens
M. Hadfield, Park Operations Coordinator
Y. Asadian, Community Enhancement Manager
L. Blake, Legislative Services

A. ADOPTIONS OF MINUTES**1. Adoption of the Agenda**

It was Moved by Councillor Elford
Seconded by C. Girardi
That the agenda of the Parks, Recreation & Culture
Committee of April 12, 2022, be adopted.
Carried

2. Adoption of February 16, 2022 Minutes

It was Moved by C. Girardi
Seconded by Councillor Elford
That the minutes of the Parks, Recreation & Culture
Committee meeting held on February 16, 2022, be adopted.
Carried

B. DELEGATIONS

This section had no items to consider.

C. STAFF PRESENTATIONS**1. Tara Cleave, Manager, Support Services and Accessibility, and Ange Chew, Executive Director, Discover Surrey**

Tara Cleave, Manager, Support Services and Accessibility, and Ange Chew, Executive Director, Discover Surrey, provided a presentation regarding sport tourism and highlighted the following information:

- Sport Tourism is supported by a partnership between the City of Surrey, Discover Surrey and the Surrey Hotel and Motel Association (SHMA). Sport Surrey is a central resource that assists in advancing bid submissions and supporting tournament organizers to ensure successful events for local and international athletes. The role of each partner is:
 - **City of Surrey:** supports facility bookings.
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- **Discover Surrey:** increase awareness of tourism experiences and increase overnight visits.
- **Surrey Hotel and Motel Association:** the collective voice of Surrey hoteliers and moteliers.
- Sport Surrey and partners recognizes that sporting events create growth opportunities in different sectors, including sport system development, economic development, social and community legacies, municipal tourism and destination showcasing. Sport tourism is a significant element in local tourism and provides opportunities to raise Surrey's identity as a sport destination, generate new tourism businesses and achieve international recognition for its active cities and people.
- Through Sport Surrey, the City offers residents, community groups and sport organizations grants to assist with sporting events, programs and initiatives that have the potential to bring direct or indirect economic and community benefits to the city. A total of \$50,000 is available throughout the year. Grant applications are received and reviewed in March and September. The first biannual intake of the 2022 Sport Tourism Grant Program approved eight applications for a total of \$21,500.
- Sport Surrey is anticipating a total of 52 sporting events, with a focus on attracting overnight events during "shoulder" season, which is September to March. Events include 19 provincial level, 12 national and 15 international.
- Following Council's approval at the March 28, 2022, Regular Council – Public Hearing meeting, the City will apply to host the 2026 55+ BC Games. The Games host 3,500 – 4,000 participants from across BC in a minimum of 20 sports. The application submission will include a one-time commitment of \$55,000 for in-kind services and facilities, \$60,000 for general expenses and \$75,000 for a full-time Games Operations Manager. The Games would provide economic benefits, sport development, support facility upgrades, bring community pride and opportunities for organizational collaboration.
- Simpleview Customer Relationship Management system is a cloud-based integrated system that all Sport Surrey partners have access to and is used to manage workflow, shares leads amongst all SHMA partners, and track and measures economic impact of sport tourism events. , replacing legacy databases and accompanying technologies for meeting sales, client services, stakeholder management, media relations and more. The information generated is able to support Sport Surrey's standard development to evaluate individual events, as well as event sectors performance. As of April 2022, Sport Surrey, in collaboration with Discover Surrey and the SHMA, has completed seven hotel leads for upcoming events. This includes 20 calendar room nights, 3,026 rooms to be booked for 4,820 attendees, with a current estimated economic impact of \$4,395,916. Staff will continue to track this information as events conclude.

- Discover Surrey has a Tourism Sentiment Index that provides a comprehensive look at how destinations are driving positive perceptions around their tourism offerings. In 2021, Surrey's Tourism Sentiment score was 23, a 9-point increase from the previous years. Discover Surrey works with Destination Think to track its Tourism Sentiment Index and uses marketing campaigns and media hosting program to increase its score. In 2021, Surrey was ranked 12 for destinations to visit amongst the 60 Canadian destinations that Discover Think tracks.
- An annual stakeholder survey is conducted for feedback on Discover Surrey's consumer facing activities and programs, such as its digital, television, print and eNewsletters campaigns, social media activity, website and regional partnerships.
- Discover Surrey creates and distributes custom flat sheets that include information on Surrey tourism attractions and dining suggestions to drive additional economic impact during tournament downtime.
- Upcoming projects include the Value of Tourism Study to better understand the value of tourism in Surrey and the Tourism Experiences Strategic Plan to identify tourism gaps as the City continues to grow, how experiences can be leveraged and the direction to take over the next 5 – 10 years. An area of focus will be developing and promoting group activities that are key to attracting the travel trade business. Current group activities are offered at the Honey Bee Centre, Surrey Arts Centre, Museum of Surrey, Serpentine Farm ATV Tours, Chew on this Tasty Tours – Spice Trail and Chef's Dinner, and the new Indigenous Carving Centre.

In response to questions from the Committee, Laurie Cavan, General Manager, Parks, Recreation & Culture and Ms. Cleave provided the following information:

- Discover Surrey and other tourism industry representatives were part of the initial consultation for Bear Creek Stadium, which included a comprehensive review and input phase. The consultant for the Bear Creek Stadium, Charmaine Crooks, an Olympian track and field athlete, was able to provide feedback regarding regional, national and international level events the City could bid on. In addition to hosting events, the new stadium will be well utilized by the community.
- Increasing the value of Surrey tourism through new attractions and cornerstone experiences and increasing the number of overnight events should help attract new hotels to the area. The hotel industry seems to be waiting for further recovery from the COVID-19 pandemic, which has been going well so far. Surrey has increased its daily rate from 2019 but work still needs to be done on occupancy. It is anticipated that Easter weekend will be a potential hotel sellout long weekend.

The Committee discussed issues related to hotel accommodations. It was suggested that hotel accommodation could be incorporated into the Office Space and Employment Strategy that is being developed for City Centre, to provide incentives to developers to create more hotel space.

2. David Sadler, Community Enhancement Planner

David Sadler, Community Enhancement Planner, provided a presentation regarding the Love Where you Live Campaign 2022 and highlighted the following information:

- Love Where You Live (LWYL) is Surrey's annual clean-up and beautification campaign. Started in 2019 as a partnership between the Parks, Recreation and Culture and Engineering Departments and is built on three key activities:
 - A communications strategy to inspire and encourage people to get involved in cleanup and beautification programs and promote civic pride;
 - Developing and streamlining programming and participation opportunities; and
 - Intensification and alignment of City operations in cleaning and beautification.
- LWYL has resulted in 70 community cleanup events, 200 20-minute challenge volunteers, more than 40 park cleanup events, over 1700 volunteer hours, and on the operations side, 208 km cleaned per week, support for 2500 illegal dumping sites, 10,000 trees planted and 1700 street banners. The key campaign focuses are:
 - The 20 Minute Challenge: a challenge to Surrey residents to cleanup for 20 minutes per week. The program was expanded in 2021 to be a registered volunteer opportunity so participants can track their hours.
 - Neighbourhood Clean Up Registration: registered groups are provided with pickers, bags, safety equipment and pickup services. City staff will also assist with major illegal dumping and large items. Staff continue to explore new collaborations opportunities, including engaging with Block Watch groups.
 - Enhancement Partnership Grants: grants of \$1000 to \$3000 are offered for celebration events or beautification projects. While there was a drop in applications during COVID-19, there has been a recent uptake, with 13 projects funded in 2021.
 - Business engagement: businesses play a critical role in keeping Surrey clean and beautiful and will be an area of focus in 2022. Supports available to businesses include façade enhancement grants, how to effectively report problems to the City, LWYL decals and promoting businesses doing good work in the community on social media to encourage more businesses to participate.
 - School resources: a pilot of specific school-based programs including litter picking support, art projects based on why students "love where they live" that will be wrapped around hydro kiosks located near their school, and a photo program demonstrating why classes "love where they live" that will be profiled and promoted on social media.
- Staff continue to work on community collaborations. For example, in 2021, staff worked with Block Watch program participants on community clean-up opportunities. Recently, staff learned of a Kwantlen Park Secondary student initiative "Love Where You Learn" program and are seeking to collaborate further with the students.

In response to questions from the Committee, Laurie Cavan, General Manager, Parks, Recreation and Culture, and Yalda Asadian, Community Enhancement Manager, provided the following information:

- Training guidelines and an information sheet regarding discarded needles are provided to volunteers.
- Staff can investigate expediting the mural process; however, it was noted that support from the Committee and approval by Council would still be required.

The Committee commended the LWYL campaign and provided the following suggestions:

- There could be improvement and better coordination for waste pick-up and LWYL clean-up initiatives. The waste that the groups clean-up can often be in waste bins for an extended period of time.
- Staff could reach out to Leo, service and rotary clubs in high school to further engage students.
- A quick access phone number or app that citizens can use to alert the City of garbage or other items to be picked up could be implemented. Improving communication and the efficiency of garbage collection is important to discourage further items from collecting in a location.
- Staff could discuss potential sponsorship opportunities with the Business Improvement Associations for the mid-term volunteer celebration event.

The Committee also expressed support for the school pilot initiative and noted that it is an excellent opportunity to engage students in their communities. The Committee suggested that a report on the initiative be provided the School Board Trustee Allen to bring to the School Board.

3. Mandy Hadfield, Parks Operations Coordinator, and Maria Fish, Parks Operations Coordinator – Feature Gardens

Mandy Hadfield, Parks Operations Coordinator, and Maria Fish, Parks Operations Coordinator – Feature Gardens, provided a presentation regarding Glades Woodland Garden and Darts Hill Garden and highlighted the following information:

- The Glades Woodland Garden was created in the 1950s by Murray and Lydia Stephens. After falling into a state of disrepair, the site was restored by Jim and Elfriede de Wolf in the early 1990s before being gifted to the City in 2002.
- Darts Hill Garden was transformed by Edwin and Francisca Darts from a second growth forest to a working orchard before being gifted to the City in 1994. The Darts Hill Garden Conservancy Trust Society was created in 2001 to develop a vision and overall guiding principles for the garden. The ongoing partnership between the Society and the City ensures that the Garden will be managed in accordance with Mrs. Darts wishes in perpetuity.

- The Park Partnership team oversees front-facing programming and customer service for both gardens. The Glades Woodland Garden was traditionally only open for Mother's Day, but has gradually increased during the prime blooming weeks since 2018, except during an extended closure during 2020 due to COVID-19. In 2022, the Glades Woodland Garden is scheduled to be open for 28 days on Saturdays and Sundays from April 30 – June 26 and September 3 - October 2. Pre-registered tickets will be required. Programming will also be expanded, with two dates for the annual Mother's Day celebration, Music in the Garden and Summer Pop performances on the south lawn. Requests for private bookings and tours have also increased. A volunteer docent program will be developed to address these requests. Additional volunteer opportunities include garden work parties that allow the public to work on small projects alongside landscape operations staff.
- The Glades Woodland Garden has physically grown from five to fifteen acres and now has permanent horticultural support with a full-time Technician and Grounds Keeper. Landscape Operations staff oversee all assets in the garden. Minor capital improvements are completed annually and have historically been guided by a Steering Committee. The Steering Committee is currently being reformed and will meet later this year to discuss projects for 2023.
- Since 2016, Darts Hill Garden Park has more than tripled its openings to the public. Darts Hill Garden Park was able to open in a very limited capacity under COVID-19 protocols in June 2020 and opened to a larger capacity in 2021. In 2022, it is scheduled to be open Friday to Sunday from 10:00 a.m. to 4:00 p.m. One of the key goals is to increase interest amongst young people and young families. 2022 programming will include storey time and nature walks, Sounds of Summer, Mother's Day, Music in the Garden, family-oriented performances presented by Surrey Civic Theatres and Get Growing, an annual family-oriented day that showcases partner groups and highlights the first plant sale of the season for the Dart Hill Garden Conservancy Trust Society. The Society will also host educational workshops and tours and support the Artists in Residence initiative. Darts Hill Garden Park currently has a full-time Technician and Grounds Keeper, as well as seasonal labor and a core group of about 20 volunteers.
- The Glades Conceptual Master Plan was developed in 2017 and Phase 1 resulted in the parking lot and entrance off the south property. Five outstanding significant project areas include the teahouse, Operations Centre, Amphitheatre, Statuary and, expansion of the Rhododendron Garden. As the teahouse cannot be implemented immediately due to budgetary constraints, staff will install a pergola that will assist with the development of programming that will eventually be centred around the teahouse, such as a permanent space for greeters and a covered area for wedding and group photoshoots.

- The 2020 Conceptual Master Plan for Darts Hill Garden Park was developed in consultation with the Society as an internal document to help guide the Garden during the development of the Darts Hill Neighbourhood Concept Plan (NCP). A significant difference in the 2020 Master Plan from previous versions is a proposed secondary entrance through the Community Park to the north, and a time for development over the next 30 years. Stage One of the Master Plan has identified several priority projects, including the entrance pavilion and entrance sequence, cultural improvements to historic bed, improving sight lines and reorienting entrancing, and addressing the detention pond.

4. Ryan Gallagher, Acting Manager of Culture

Ryan Gallagher, Acting Manager of Culture, provided the following update regarding civic and private development public art:

Civic Public Art

- *Branch Round* by Aaron S. Moran has been selected for the Forsyth Park public art opportunity. The selection committee was made up of three Whalley residents. The artwork will be printed on vinyl and wrapped around an aluminum panel on the west side of the washroom facility.

Private Development Public Art

- Staff provided the Committee with an update on the detailed public art plan for the Holland 1 & 2 Development (13359 and 13333 Old Yale Road). The artist is Judy Chartrand, and the artwork titled “Rainbow Crow Brings Fire to the People.” The Committee had previously enquired about the durability of some of the proposed materials. The developer provided staff with further information about the materials, which was shared with the Committee. It was expressed that any additional funding the developer can identify for future maintenance will ensure the long-term enjoyment of the artwork.
- Staff provided the Committee with an overview of the updated preliminary public art plan for the Bluesky Properties development in City Centre (104 Avenue and City Parkway). The Committee has previously indicated a preference for public art to be located on the plaza at 104 Avenue and City Parkway. The developer has continued to express interest for public art in the middle of the development, which was previously discouraged due its lack of visibility and perception as private space. Should the developer wish to pursue this interior location for public art, the artwork for the plaza should be prioritized and the budget allocation between these two sites should reflect that prioritization. In addition, it was recommended that the public art plan should outline two selection processes with clearly delineated budgets and artist recommendations that reflect the unique constraints and intended scale of each site.

D. OUTSTANDING BUSINESS

This section had no items to consider.

E. NEW BUSINESS**1. Glades and Darts Hill Feature Garden Update**

File No. 5810-01

It was Moved by B. Burnside
Seconded by C. Girardi
That the Parks, Recreation & Culture
Committee receive the report dated April 6, 2022, regarding Glades and Darts Hill
Feature Garden Update for information.

Carried**2. Public Art at Forsyth Park**

File No. 7850-01

It was Moved by B. Burnside
Seconded by C. Girardi
That the Parks, Recreation & Culture Committee:

1. Receive the report dated April 6, 2022, regarding public art at Forsyth Park for information; and
2. Direct staff to prepare a report to Council recommending staff proceed to contract Aaron S. Moran to complete the design for a Public Artwork at Forsyth Park, as generally described in the report.

Carried**3. Surrey SPARK Stages Weekend Launch Event May 27 – 29, 2022**

File No. 0330-01

It was Moved by Councillor Elford
Seconded by B. Burnside
That the Parks, Recreation & Culture
Committee receive the report dated April 6, 2022 regarding Surrey SPARK Stages
weekend launch event from May 27 – 29, 2022, for information.

Carried**4. Recommendation for Mural at 5696 176 Street Cloverdale "Aspire to Inspire"**

File No. 7800-01

It was Moved by Councillor Elford
Seconded by C. Girardi
That the Parks, Recreation & Culture Committee:

1. Receive the report dated April 6, 2022 regarding a recommendation for mural at 5696 176 Street Cloverdale: "Aspire to Inspire" for information; and
2. Recommend staff prepare a report for Council to recommend approval of the "Aspire to Inspire" Mural as described in the report and attached as Appendix "I".

Carried

F. ITEMS REFERRED BY COUNCIL

This section had no items to consider.

G. CORRESPONDENCE

This section had no items to consider.

H. INFORMATION ITEMS

1. **Corporate Report Ro44 – City of Surrey Major Capital Infrastructure – Winter 2021/Spring 2022 Update**
File No. 8000-30
2. **Corporate Report Ro50 – BC Senior Games Society – 2026 55+ BC Games – Bid Application**
File No. 8200-20

I. OTHER BUSINESS

1. Verbal Updates

L. Cavan, GM, Parks, Recreation and Culture, provided the following updates:

- A ground-breaking ceremony for eight new pickleball courts in x is scheduled for x. The courts are expected to be in place for summer 2022.
 - National Volunteer Week will be held from April 24 – 30. All active volunteers will be recognized for their service and acknowledged for their cooperation and patience in resuming their volunteer roles. In addition, there will be social media and web posts to celebrate Surrey volunteers.
 - The second year of Surrey Walks will start in May with 10 bi-weekly walking sessions. The program is currently supported by City staff, but it is anticipated that it will be fully volunteer-led by summer. The program provides exercise, outdoor recreation and an opportunity to make connections. The 2021 Surrey Walks has 15 participants, who also continued with unofficial group walks.
 - Surrey Sets up is an annual showcase hosted by the City, Surrey RCMP and Surrey School District to celebrate the ways children and youth "step up" to do positive actions in their community. The event culminates with a showcase on June 3, 2022 at Surrey City Hall from 5:00 – 9:00 p.m. to highlight the youths work. The event will include food, activities, performances and more.
 - Newton Wave Pool reopened on March 29 and continues operations with modified hours as additional lifeguards are brought on.
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- Connecting 55+ to Technology is an initiative to formally identify strategic areas to source and leverage digital opportunities to ensure Surrey residents have equitable and relevant access to technology. The initiative included a survey that was available from January 29 – February 20, 2022, that received almost 1400 responses. In addition, an ESDC grant of \$25,000 was received to help move the project forward.
- The Connecting Generations Initiative will continue with a second project of a "Textile Dye Garden" at the Museum of Surrey. The intergenerational participants will focus on textile dye plantings that also connects to a textile exhibit at the Museum.
- Focus on Seniors and Elders Transportation Forum is scheduled to be held in-person at Guildford Recreation Centre on May 28 to better understand seniors' transportation needs and concerns.
- The Festival and Event Support Team has received 70 applications for outdoor events. Several signature events are anticipated to return this year, including FVDED in the Park, Surrey Latin Festival and Cloverdale Market Days.
- A rubberized track and volleyball courts are scheduled to be installed at Kabaddi Park and it is anticipated that it will be completed by the middle of April, weather permitting.
- The first of the City's four tree sales was held on March 27 and sold out, with over 1,000 trees sold to residents to plant on their properties.
- Staff are currently planning for Party on the Planet, to be held on April 30, 2022, at Surrey Civic Plaza. Party for the Planet is BC's biggest earth day celebration and will feature Surrey Parks plant sales, environmental workshops, live music, educational speakers, clothing swap, plant-based food trucks and activities.

J. NEXT MEETING

The next meeting of the Parks, Recreation and Culture Committee is scheduled for May 18, 2022.

The Committee discussed the meeting format. The May meeting will be held virtually, with the June meeting held in-person, pandemic-pending.

K. ADJOURNMENT

It was

Moved by Councillor Elford
Seconded by C. Girardi
That the Parks, Recreation & Culture

Committee meeting do now adjourn.

Carried

The Parks, Recreation & Culture Committee adjourned at 6:53 p.m.

Certified as true and correct:

Jennifer Ficocelli, City Clerk

Chairperson – Councillor Guerra