

Minutes of the **SPECIAL MEETING** of the **DISTRICT OF MISSION COUNCIL** held in the Conference Room of the Municipal Hall, 8645 Stave Lake Street, Mission, British Columbia, on June 17, 2010 commencing at 3:30 p.m.

Council Members Present: Mayor James Atebe (arrived at 3:45 pm)
Councillor Paul Horn
Councillor Terry Gidda
Councillor Danny Plecas
Councillor Mike Scudder
Councillor Heather Stewart

Council Members Absent: Councillor Jenny Stevens

Staff Members Present: Glen Robertson, chief administrative officer
Kelly Ridley, deputy director of corporate administration
Wendy McCormick, deputy director of parks, recreation, and culture
Carmelle Jullion, executive assistant

Cultural Resources Commission Members present:

Pam Alexis
Myrna Matthews
Diana Muntigl
Frank Sleigh
Sharon Syrette
Suzanne Vermeer

1. NEW BUSINESS

SC2010/006

Cultural Resources Commission

On behalf of the cultural resources commission, Sharon Syrette provided the following summarized review of the goals undertaken by the commission over the past two years:

Goal # 1: Establish and maintain communication between council, District staff, and the cultural community:

- Monthly cultural resources commission meetings have been held (35 volunteer hours per month);
- Working groups to discuss the District's grant policy, cultural awards, facilities, the sports hall of fame, the District's public art policy, and planning forums have met as required (over 40 volunteer hours per month);
- In 2008, a cultural resources impact questionnaire was completed by 16 stakeholders (organizations currently providing cultural programming) and results were collated and circulated;

- In January 2009 a Forum entitled "Culture Successes & Challenges" was attended by 42 individuals;
- In November 2009, a second Forum entitled "We Create – Achieving Change through Culture" was attended by more than 28 individuals.

Goal # 2: Incorporate consideration of culture into all aspects of District policy, planning and development:

- The annual review and update of the District's cultural policy which guides the arts, heritage and multicultural activities is ongoing;
- A Public Art Policy as adopted by council on May 3, 2010;
- At the request of the planning department, a Call for Artists for public art at the Spirit Square was undertaken by the commission.

Goal # 3: Designate finances that will provide sustained funding for all cultural initiatives:

- Emails were circulated to local organizations, artists, and the public detailing additional funding opportunities for cultural services and facilities in Mission;
- The possibilities for arts funding was researched to explore the District's support for an Art Trust Fund to ensure that art will be purchased, and that an annual budget for art acquisition based on 1% of all public building's capital construction be designated to purchase art (possibly through development cost charges and/or community amenities).

Goal # 4: Increase community cultural opportunities, programming, and access:

- One high school teacher and one student was appointed to the commission and members of the Teacher's Union and post-secondary students were extended invitations to participate in the work undertaken by the commission;
- The commission researched other communities to determine the purpose and criteria of an expanded awards program to recognize outstanding contributions to Mission's cultural life, including literary awards and other areas suggested by local citizens and groups.

Operations Goal # 5: Expand options for delivery of cultural opportunities through community collaboration and partnership, and include services to outlying areas:

- The commission recommends that a cultural resources officer be employed by the District to work with community groups and the public;
- The commission provided input to the Parks and Trails Master Plan to identify existing and alternative locations that could be utilized for presentation of cultural activities, both indoors and outdoors;

- Links have been established with the Literacy BUS to promote cultural components to outlying areas.

Goal # 6: Develop facilities to meet the needs of current residents and for future growth and development:

- The commission recommends that the re-establishment of the Sports Hall (or Wall) of Fame be undertaken by District parks, recreation, and culture staff;
- The development of a municipal cultural centre requires action;
- The development of a new museum facility requires action;
- The commission recommends that awareness of outdoor performance spaces, including the District owned portable stage, be increased;
- The new rain garden at 7th Avenue and Grand Street was supported by the commission;
- The potential of new technologies (i.e. wide screen outdoor live video) was discussed;
- The commission advocates the incorporation of cultural spaces and features in the development and planning of all District facilities.

Goal # 7: Improve awareness of the many unique expressions of our culture in order to increase participation by residents and visitors and to recognize the substantial contribution of cultural activities and products.

- The promotion of a market research to assess community awareness of existing cultural opportunities requires action;
- Local groups encouraged to provide high quality photographs of cultural events and groups in all District publications;
- The formation of an artist cooperative for marketing, sales, and promotion requires action;
- Enhanced employment and training in culture including arts and heritage sectors requires action;
- Mentoring and skills exchange programs for artists to enhance their business skills requires action.

Goal # 8: Acknowledge, document, and promote the development of cultural tourism, recognizing the economic impact that benefits the wider community.

- The vice-president of the commission attended the Tourism Committee meetings of the Chamber of Commerce;

- The commission advocates that a member of the commission be appointed to the Economic Development Committee;
- Partnerships with business, marketing consortiums, arts groups and governments to development cultural tourism requires action;
- Collaboration with planners and promoters to encourage visitors to extend their stay in Mission and surrounding communities requires action.

In conclusion, Pam Alexis reviewed the benefits that culture provides a community and provided the following ways that Mission could advance cultural sustainability:

1. Create an inclusive comprehensive plan identifying partnerships, opportunities for co-ownership, promotions and publications to engage the public can be achieved by:
 - working together with economic development and tourism;
 - increasing the use of technology and social networking;
 - increasing youth participation in cultural activities; and
 - bringing artists and artisans together to share their wealth of cultural experiences with the community at large.
2. Re-create gathering places for cultural activities by:
 - focusing on the development and designation of facilities for arts and culture; and
 - maximizing the use of existing spaces.
3. Creating a 'cultural resources officer' position within the District to ensure that Mission is promoted as a cultural destination by:
 - advancing timely implementation of policies, projects, and opportunities;
 - connecting and building relationships with community and private sector partners;
 - ensuring that arts and cultural professional standards are met;
 - providing liaison between artists, artisans, and cultural organizations;
 - researching and recommending alternative revenue sources;
 - working with all municipal departments to identify cultural needs and priorities; and

- developing databases and records on resources and trends in cultural programming.

Council commended the commission for their presentation, thanked them for their volunteerism, and provided the following summarized comments:

- Continued communication between the commission and the economic development committee is encouraged to ensure cultural considerations and benefits are considered in economic development discussions and decisions;
- A vision from the commission regarding the development of a 'Wall of Fame' and a discussion with parks and recreation staff regarding their perspective for the development of a 'Wall of Fame' is encouraged;
- The development of short and long term goals (including a cost benefit analysis) to achieve the commission's vision is required to ensure any decisions made by council are economically viable and sustainable;
- The District does not have the financial resources to fund a cultural resources officer position; however, other funding options such cultural partnerships and/or the use of gaming revenues could be considered.

In closing and in support of a cultural officer position, Ms. Syrette reported that Langley's cultural officer wages are more than paid for by cultural grants researched and applied for by the cultural officer. Ms. Syrette also reported on the results of a survey carried out by the Heritage Foundation which revealed that 11% of the citizens surveyed indicated that they were totally detached from culture in their community, 15% indicated they were curious about culture in their community, 42% indicated they were grateful for the culture in their community, and 31% indicated they were passionate advocates/supporters of culture in their community. She stated that it is evident by this survey that culture is an important component of a developing community and urged council to consider a full time cultural resources officer.

The mayor thanked the commission for their informative presentation and stated that council will consider the issues and suggestions raised by the commission.

2. ADJOURNMENT

SC2010/007

Moved by Councillor Horn, seconded by Councillor Gidda, and

RESOLVED: That the meeting be adjourned.
CARRIED

The meeting was adjourned at 5:02 p.m.



JAMES ATEBE
MAYOR



KELLY RIDLEY
DEPUTY DIRECTOR OF CORPORATE ADMINISTRATION