



THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

February 18, 2010

A **REGULAR MEETING** of the CULTURAL COMMITTEE will be held in the City Hall BOARDROOM on **THURSDAY, FEBRUARY 25, 2010 at 4:00 p.m.** for the transaction of business as listed below.

T. Arthur
City Clerk

1. AGENDA APPROVAL

RECOMMENDATION:

THAT the Agenda for the Cultural Committee Meeting scheduled for February 25, 2010 be adopted as circulated.

2. APPROVAL OF MINUTES

RECOMMENDATION:

THAT the Minutes from the Cultural Committee meeting held on January 28, 2010 be adopted as circulated.

3. DELEGATION

3.1 MS. SUZANNE GREENING, EXECUTIVE DIRECTOR, THE REACH GALLERY MUSEUM, ABBOTSFORD

4. CULTURAL COMMITTEE WORKPLAN FOR 2010

Motion passed at the January 28, 2010 Cultural Committee meeting;

THAT discussion on the Committee Work Plan for 2010 be tabled until the February 25, 2010 meeting.

5. BUSINESS ARISING FROM THE MINUTES

5.1 STREET KIOSKS – 2010 BUDGET

Motion passed at the January 28, 2010 Cultural Committee meeting;

THAT the Leisure Services Director bring forward a report for the February 25, 2010 Cultural Committee meeting on the status of the recommendations adopted by Council on

June 15, 2010 with respect to ‘wayfinding’ signage, unstaffed kiosks and installing vinyl wraps for Hydro boxes.

5.2 CREATIVE CITY NETWORK

Motion passed at the January 28, 2010 Cultural Committee meeting;

THAT the Leisure Services Director bring forward a report for the February 25, 2010 Cultural Committee meeting on the benefits of becoming a member of the Creative City Network and perhaps including it in the 2010 Leisure Services budget as discussed at the August 28, 2009 Cultural Committee meeting.

6. OTHER BUSINESS

7. NEXT MEETING

The next meeting of the Committee will be held on March 25, 2010

8. CLOSURE

PRESENT: Steven Hughes, Chairperson
Glenda Bartosh, Vice Chairperson
Councillor Helen Fathers
Doug Lachance
Barbara Cooper
Geoff Giffin
Wendy Bollard
Gary Vidler

NON VOTING: Patrick Reynolds

ABSENT: Gary Vidler
Jolene Laing

STAFF: N. Housenga, Deputy City Clerk

The Chairperson called the meeting to order at 4:05 p.m.

1. AGENDA APPROVAL

It was MOVED and SECONDED;

THAT the agenda for the Cultural Committee Meeting scheduled for January 28, 2010 be adopted as circulated.

CARRIED

2. APPROVAL OF MINUTES

It was MOVED and SECONDED;

THAT the minutes from the Cultural Committee meeting held on January 12, 2010 be adopted as circulated.

CARRIED

3. CULTURAL COMMITTEE “CONVERSATION ON THE ARTS”

Discussion took place on the Council Resolution from January 25, 2010 regular council meeting. Discussion included:

- definition of ‘arts space’ – multi-purpose, multi-use
- multiple spaces in one area or in several areas
- identifying potential space areas in the City
- recommendation to review the 2005 Task Force study
- issues that need to be resolved from the “Conversation on the Arts” Report:
 - square footage
 - hiring of a culture director

- retrofitting the Community Centre to accommodate the arts
 - visual arts okay for the Community Centre but not ideal for performances
- funding available for an arts centre
- storage capacity required

It was MOVED and SECONDED;

THAT Councillor Fathers contact the Director of Leisure Services to request that the report to council on the "Conversation on the Arts" Report reflect the input discussed by the Committee at the January 28, 2010 meeting.

CARRIED

4. CULTURAL COMMITTEE WORK PLAN FOR 2010

It was MOVED and SECONDED;

THAT discussion on the Committee Work Plan for 2010 be tabled until the February 25, 2010 meeting.

CARRIED

5. OTHER BUSINESS

5.1 COMMENT FROM NEW BUSINESS FOR CULTURAL COMMITTEE

Barbara Cooper informed the committee that the owner of the new 4 Cats Art Studio mentioned that she thought that someone from the Cultural Committee would be dropping by to welcome her business to the City. Discussion took place on if welcoming new cultural businesses should be the responsibility of the committee. It was agreed that this was perhaps the responsibility of the BIA or Chamber and not the committee.

5.2 STREET KIOSKS – 2010 BUDGET

The committee inquired about the status of the recommendations from the Cultural Committee to Council that were adopted at the June 15, 2009 Council meeting that read:

It was MOVED and SECONDED

THAT Council approves the recommendations from the Cultural Committee meeting held May 28, 2009 and directs staff to:

- a) pursue "wayfinding" signage to direct people to various tourism, art destinations and other places of interest;*
- b) determine budgetary implications and funding sources to install unstaffed kiosks integrated with White Rock's style of street furniture for people and groups to advertise events, especially arts and culture; and*
- c) consult with B.C. Hydro regarding providing and installing vinyl wraps for Hydro boxes, with an interest of using local art on the wraps.*

It was MOVED and SECONDED;

THAT the Leisure Services Director bring forward a report for the February 25, 2010 Cultural Committee meeting on the status of the recommendations adopted by Council on June 15, 2010 with respect to 'wayfinding' signage, unstaffed kiosks and installing vinyl wraps for Hydro boxes.

CARRIED

5.3 CREATIVE CITY NETWORK

It was MOVED and SECONDED;

THAT the Leisure Services Director bring forward a report for the February 25, 2010 Cultural Committee meeting on the benefits of becoming a member of the Creative City Network and perhaps including it in the 2010 Leisure Services budget as discussed at the August 28, 2009 Cultural Committee meeting.

CARRIED

6. ANNOUNCEMENTS

- a) Due to the work involved with the upcoming Olympics, there has not time for the TransLink "Art on the Line" program to be completed as this time.
- b) "Toller Cranston: Fantasies on Canvas" on Tuesday, February 2, 2010 at the Jenkins Showler Gallery
- c) White Rock Player's Club Production "Bedtime Stories" runs February 20 – 27, 2010
- d) Tourism White Rock is participating with the City of Surrey in "Destination Marketing" in Richmond during the Olympics.
- e) The Tetrault family will be hosting an art show of their mother's (Win Tetrault) paintings on May 2, 2010. This will be a fundraiser with proceeds donated to the theatre.
- f) Wendy Bollard is starting a community professional summer theatre and is looking for assistance and advice.

7. NEXT MEETING

The next meeting of the Committee will be held on February 25, 2010

8. CLOSURE

The meeting concluded at 5:25 p.m.



Steven Hughes, Chairperson

N. Housenga, Deputy City Clerk

SUZANNE E. GREENING

EXPERTISE

*Non-Profit and Civic Experience
Cultural Facility Development
Arts and Cultural Policy Development and Implementation
Arts and Cultural Programming Development and Implementation
Strategic Planning
Construction, Project, Facility and Financial Management
Human Resource Management
Public and Community Art Project Management
Community Development
Marketing and Communications
Volunteer Coordination
Government Liaison
Conference and Event Planning
Fundraising and Grant Writing*

EMPLOYMENT

**Executive Director
The Reach Gallery Museum Abbotsford
Abbotsford, BC
May 2008-Present**

- Develop the human resources for The Reach by the selection, training, management and motivation of staff members.
- Administer facility operations and programming including responsibility for operational and programming budgets.
- Prepare an annual budget for Board approval and identify self-generated revenue areas.
- Develop short and long range plans, which address the Mission of The Reach.
- Develop a 'Policies and Procedures Manual' including Board of Directors and Staff responsibilities, exhibition, education and collection policies and operational guidelines.
- Develop regional, national and international exhibitions, educational programs and outreach opportunities.
- Solicit the acquisition of works through donation for The Reach's art and heritage Permanent Collections and oversee the documentation and protection of the Collections.
- Participate in the solicitation of donations and sponsorships from the private sector and grants from provincial and federal government agencies and foundations.
- Develop media plan for regional, national and international levels.
- Oversee public relations and marketing to all publics for audience, membership and volunteer development.
- Create effective external communications with other cultural organizations, teaching institutions, businesses and tourism agencies, including visits and lectures.
- Liaise with municipal, provincial and federal government agencies, community organizations, corporations, foundations, artists and various publics.
- Participate on Municipal arts and heritage committees.
- Develop strategies for the development of a new performing arts centre.

**Arts Coordinator
Recreation and Cultural Services
City of Richmond, BC
July 2002-May 2008**

- Oversee preparation and monitoring of budgets and activities for the 50,000 square foot Cultural Centre and Arts Centre including arts programming, User Group Contracts, rental agreements, special events, etc.
- Initiate and oversee development of a City-operated art gift store, Lulu Arts: Shop in the City.
- Develop the human resources of the Arts Centre and Cultural Centre by the selection, training, management and motivation of staff members, instructors and volunteers.
- Oversee facility operations and maintenance including renovations and construction.
- Develop long term plans, policies and procedures for the Arts Centre and Cultural Centre as well as for new initiatives including new studio spaces, artist-in-residencies and out-reach opportunities through community events, schools, youth-at-risk and the Art Centre's Art Truck.
- Plan, co-ordinate and administer the development, facilitation and implementation of cultural activities, arts programs and special events for the City of Richmond.
- Assist in the development of the Arts Strategy and implementation of recommendations.
- Develop strategies for marketing and promoting cultural activities and programs.
- Liaise with non-profit groups, businesses, artists, cultural industries, City staff and consultants to enhance the quality and expand the range of artistic disciplines and opportunities available within the community.
- Provide opportunities for community leadership in determining new initiatives and programs.
- Assess services, resources and needs and provide liaison, consultative and resource services.
- Assist in the development of City planning strategies.
- Coordinate The Lulu Series: Art in the City, a lecture series, in its fourth year, which features national and international speakers addressing a variety of arts issues.
- Staff liaison for the Richmond Public Art Commission. Facilitate and oversee public and community art project calls, liaison with city departments, developers and artists and administer contracts. Oversee marketing initiatives including public art brochure and post cards, transit shelter ads, annual report.
- Undertake fundraising and grant writing initiatives.
- Member, City of Richmond Committees including: Arts Strategy, Best Practices Review (Calgary), Parks, Recreation & Cultural Services (PRCS) Leadership Team, PRCS 2008-2010 Strategic Plan Team, Cultural Scan and Economic Impact Study of the Arts, No. 3 Road Streetscape Study, Oval Public Art Plan Working Group, City Centre Area Plan, East Richmond Gathering Place, Marketing and Multi-Cultural Marketing Teams, Asian Heritage Month, iwalk, Play Day Events, Recreation & Culture Guide and Web Site Re-Design, Health & Safety.
- Lead on Staff Teams for an Arts Marketing Campaign, Facilities and Amenities Plan for a Visual and Performing Arts Centre (part of PRCS Master Plan Recommendations and Facility Investment Evaluation Report) and Permanent Location for the Steveston Interurban Tram.

**Director & CEO
Museum of Glass & Chihuly Bridge of Glass
Tacoma, WA
October 1996-April 1998**

- Oversaw planning, management, design and budget of the 55,000 square foot museum and glass bridge with Arthur Erickson Architects, Vancouver, BC, Baugh Construction, Seattle, WA, Board of Directors and consultants.
- Shaped the vision of the Museum and developed and implemented short and long-range plans.
- Assisted in the development of the Museum's Concept Document, Interpretative Plan and Business Plan.
- Oversaw day-to-day budget and operations. Developed the human resources of the Museum by the selection, training, management and motivation of staff members.
- Created and administered the policies of the Museum.
- Acted as the Museum's chief spokesperson to the media, general public, donors, artists and other cultural institutions.

- Developed liaisons with other cultural institutions.
- Participated in all fundraising efforts and events and in comprehensive audience development, membership and revenue producing programs.
- Positioned the institution as an outstanding museum of contemporary glass internationally, particularly with respect to the Museum's exhibitions and collections and in the presentation, study and interpretation of contemporary glass.

Director

**Canadian Clay & Glass Gallery
Waterloo, ON**

April 1991-August 1996

- Oversaw final planning and development of an 18,000 square foot museum with Patkau Architects, Vancouver, BC, Ball Brothers Construction, Kitchener, ON and the Board Project Management Committee. Consulted and liaised with the major contractor and all sub-trades at site meetings.
- Oversaw budget for the \$4.68 million building project, administered contingency change orders and monitored the construction schedule.
- Developed a 'Policies and Procedures Manual' including Board of Directors and Staff responsibilities, exhibition, education and collection policies and operational guidelines.
- Developed short and long range plans, which addressed the Mission of the Gallery.
- Administered Gallery operations and programming including responsibility for operational and programming budgets. Prepared an annual budget for Board approval. Identified self-generated revenue areas. Actively participated in the solicitation of donations and sponsorships from the private sector and grants from provincial and federal government agencies and foundations.
- Developed media plan for regional, national and international levels. Oversaw public relations and marketing to all publics for audience development and increased membership. Created effective external communications among other cultural organizations and teaching institutions, which included visits and lectures. Liaised with municipal, provincial and federal government agencies, corporations, foundations, artists and various publics.
- Developed national and international exhibitions and educational programs.
- Solicited the acquisition of works through donation for the Gallery's Permanent Collection. Oversaw the documentation and protection of the Collection.
- Developed the human resources for the Gallery by the selection, training, management and motivation of staff members.

Promotion, Special Events & Corporate Gift Coordinator

Ontario Crafts Council

Toronto, ON

January 1989-March 1991

Personnel/Employment Counselor

T.D.S. Personnel Ltd.

Toronto, ON

December 1987-January 1989

Executive Assistant

Ontario Association of Art Galleries

Toronto, ON

August 1984-December 1987

Project Coordinator for Concert Series

Burlington Art Centre

Burlington, ON

Summer 1984

EDUCATION

B.A., Art History, McMaster University, Hamilton, ON

VOLUNTEER EXPERIENCE

Member, Arts & Heritage Advisory Committee City of Abbotsford, BC	2008-Present
Member, Organizing Committee Creative City Network Conference, Whitehorse	October 2008
Member, Task Force for Business and Arts Richmond Chamber of Commerce, BC	2005-08
Member & Advisor The Arts Project, London, ON	2001-02
Treasurer, Board of Directors Glass Art Society, Seattle, WA	1997-98
Member, Board of Directors Canadian Representative Glass Art Society, Seattle, WA	1994-97
Member, Rotary Club of Kitchener, ON Counselor for South African Exchange Student	1994-96
Member, Marketing Committee Kitchener Waterloo Visitor & Convention Bureau Kitchener, ON	1993-96
Member, Board of Directors Artists in Stained Glass, Canada	1991-93
Chair of the Advisory Committee Arts Administration Program, Humber College Toronto, ON	1990-92
Member, Advisory Committee Arts Administration Program, Humber College Toronto, ON	1989
Co-curator, German Expressionist Exhibition, "Towards a New Order", Burlington Art Centre, Burlington, ON	1985

CURRENT PROFESSIONAL MEMBERSHIPS

- Americans for the Arts, USA
- Creative City Network, Canada
- Canadian Museums Association, Canada
- BC Museums Association, Canada
- Alberta Museums Association, Canada
- Abbotsford Chamber of Commerce, Canada
- Rotary Club of Abbotsford (membership pending)

INTERESTS

people, global arts, culture & heritage, national & international travel, outdoor pursuits

January 2010