

## **MASSEY PERFORMING ARTS CENTRE TASK FORCE (MPAC)**

**Thursday, May 16, 2013 – 5:00 pm  
Committee Room No. 2, City Hall**

### **MINUTES**

#### **VOTING MEMBERS PRESENT:**

Councillor Jaimie McEvoy	Chair
Eric Pattison	Architect at Large representative
Jessica Schneider	Executive Director, Massey Theatre Society
Camilla Tibbs	Professional Performing Arts Community rep.
Charles Lester	Arts Council Representative
Dolores Kirkwood	Community/Amateur Performing Arts Sector – Artistic Representative
Kelly Proznick	New Westminster Secondary School Performing & Visual Arts Department

#### **REGRETS:**

Valerie Easton	Community/Amateur Performing Arts Sector – Artistic Representative
Vance McFadyen	Community Member at Large
Bob Osterman	Community Member at Large
Don Parman	Technical (sound/lighting) Director or Production Manager
Margaret Ross	Community Member at Large
Jim Alkins	School Board representative (Non-Voting Staff)
Stan Watchorn	School Board representative (Non-Voting Staff)

#### **NON-VOTING PRESENT**

Terry Atherton	Manager, Civic Buildings & Properties
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#### **NON-VOTING ADVISORS/STAFF:**

Greg Magirescu	Manager, Arts & Cultural Development
Terry Dunlop	Recording Clerk

The meeting was called to order at 5:07 p.m.

## **1.0 ADDITIONS TO AGENDA**

No items added.

## **2.0 ADOPTION OF MINUTES**

### **2.1 Adoption of the Minutes of February 21, 2013**

The Committee requested the following change to the draft minutes:

- Delete the arrival time of 5:25 pm from the name of Camilla Tibbs,(Ms. Tibbs arrived at 5:00 pm).

#### **MOVED and SECONDED**

*THAT the February 21, 2013 minutes be adopted, as amended.*

**CARRIED.**

All members of the Task Force present voted in favour of the motion.

## **3.0 PRESENTATIONS**

There were no presentations.

## **4.0 UNFINISHED BUSINESS**

### **4.1 Site development update – Jim Alkins**

Mr. Alkins was absent from the meeting. Mr. Magirescu noted that during the previous MPAC meeting, Mr. Stan Watchorn (School Board Representative) had advised that the deadline for input to the Ministry was extended from March 2013 to October, 2013.

### **4.2 Theatre Gap Analysis – summary**

Mr. Magirescu commented on the Theatre Gap Analysis presentation made by the consultant, Chris Wooten, at the April 18, 2013 briefing of MPAC members (no quorum was achieved).

The presentation highlighted demographics, including population and regional growth, covering a timeframe between 1991 and 2021. The consultant is in the process of completing his report, based on member input provided at the April 18<sup>th</sup> session.

Mr. Magirescu suggested the issues were not only about the number of seats but also consideration of historical trends and future projected data. The newly appointed Chief Administrative Officer (CAO), Ms. Lisa Spitale,

will have a significant role in negotiations and development of recommendations when she assumes her post on June 1, 2013.

In ensuing discussion, members offered the following comments, questions and input:

- With the impending church acquisition of the Vancouver Centre for the Performing Arts (formerly the Ford Theatre), established users such as the Goh Ballet, Film Festival and Jazz Festival will likely require a different venue.
- Massey Theatre is working on a strategy to connect with and develop new potential users.
- If church acquisition of the Vancouver Centre is successful, it is likely they will still require rental revenue, especially from users who might not wish to relocate outside downtown Vancouver.
- There should be consideration of attendance at various musical theatre events at the Massey, which cannot be compared with events in the City of Surrey.
- The consultant used the previous GAP analysis as the basis for the new report; therefore, headings and topics remain the same in order to compare changes in figures, based on the original items.
- Although the School District's "template" suggests a 650-seat venue, in order to attract travelling productions and to accommodate local music theatre, the Massey would need to have at least 1,000 seats.
- In order to be viable, many travelling productions need to gross at least \$750,000 per week and would therefore be more likely to use the Queen Elizabeth Theatre in Vancouver
- Many user groups were not included in the consultant's report [draft presented on April 18, 2013]; e.g., the New Westminster High School Performing Arts Department, competitive dance and music festivals and several outside non-arts organizations. The Chair requested that Jessica Schneider provide a memo addressing this point.
- The need for a civic performance venue was raised and Mr. Magirescu was asked to liase and document this matter.

### **4.3 Functional program**

Mr. Magirescu advised that in 2012, sub-group work on a functional program was undertaken to determine the ideal size of a cultural centre. A major obstacle to development of a meaningful plan is the unknown size of the land component. Site constraint issues will clearly affect the size of the project.

It will be necessary to agree on a priority-list that realistically matches the strategic approach needed. The land component remains an outstanding question. It is important for the Task Force to complete work on priorities

and details before the October deadline for submission of proposals to the Ministry.

In ensuing discussion, members offered the following comments, questions and input:

- Although the Task Force has been proactive in development of a vision and a plan, nothing should be cut from the project until vital questions of the building footprint, etc. have been resolved.
- Changes are politically driven however, significant work has been done on development of a functional program that may be advocated by the newly appointed CAO when she assumes her post in June.
- Following the Provincial election of May 14, 2013, it may be possible to revive discussions with cabinet members and Provincial officials.
- Debating the number of seats would not be useful until costing details have been resolved.
- The sub-group may be able to consider options relative to the size of the site with an architect who could address the implications of various building footprints. Furthermore, potential shared space needs to be mapped out.
- The City may wish to engage a theatre expert as part of the Request for Proposals (RFP) that is issued.
- The GAP analysis appears to have omitted high school performing arts at the Massey Theatre and some of the information provided by the School District may not have accurately reflected such use.

#### **4.4 Cost estimate based on functional program**

Mr. Magirescu advised that some initial [quantity survey] work has been done however, it would be premature to release figures until there is some resolution of the issues identified in item 4.3 above. It is agreed that the Task Force needs to be grounded by some figures that would provide a level of realism. A possible workshop session was proposed in order to identify issues more precisely.

#### **MOVED and SECONDED**

*THAT the Massey Performing Arts Centre Task Force recommend that staff provide a Quantity Surveyor's precedent analysis of approximately 8-10 recent North American theatre constructions and budgets, comparable in capacity to the proposed Massey Performing Arts Centre*

**CARRIED.**

All members of the Task Force present voted in favour of the motion.

Arising from the foregoing resolution, the Chair acknowledged the desire for further work on funding, fundraising and possible partnerships. The sub-group could be tasked with revisiting issues and questions that have arisen to date and produce an updated version of information on the

project. The City will also need to clarify its level of commitment after it receives details of the functional program.

In ensuing discussion, members noted the following:

- Reinforce to the community that the Task Force has worked on development of a vision and emphasize that there is a business model that can be expanded to serve a larger market.
- Remain focused on expanding the model and building an audience for touring companies in the new facility.
- Ensure that members not previously contacted by the consultant (Chris Wootten) have an opportunity to provide input before he concludes his report.

The Chair directed staff to provide members with a workbook that contains the latest program and updates as each revision is made.

## **5.0 NEW BUSINESS**

### **5.1 Next steps – recommendations to City Council**

Members agreed to work on development of recommendations for Council at a workshop session to be arranged before the summer holiday season.

## **6.0 REPORTS AND INFORMATION**

### **6.1 Notes from April 18, 2013 meeting.**

#### **MOVED and SECONDED**

*THAT the notes of the April 18, 2013 briefing meeting be received.*

**CARRIED.**

All members of the Task Force present voted in favour of the motion.

Although not addressed by the consultant in his April 18 presentation, (on page 4 of the notes) a member noted for the record that the New Westminster High School Performing Arts Department strongly supports and regularly fills the Massey Theatre.

## **7.0 CORRESPONDENCE**

No items submitted.

## **8.0 OTHER BUSINESS**

The Chair noted with sadness the recent passing of Ed Harrington who was so instrumental in the development of musical theatre production in the city. Mr. Harrington made an immense contribution to the community and the Chair advised that Council is planning formal recognition of his achievements.

## **9.0 NEXT MEETING**

At the call of the Chair

## **10.0 ADJOURNMENT**

**ON MOTION**, The meeting adjourned at 6:35 p.m.

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**Councillor Jaimie McEvoy**  
Chair

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**Terry Dunlop**  
Recording Clerk