

NO: **R055**

COUNCIL DATE: **APRIL 14, 2014**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 10, 2014**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **0290-01**

SUBJECT: **Bill Reid Legacy**

RECOMMENDATION

The Parks, Recreation and Culture Department recommend that Council:

1. Honour Bill Reid's legacy and contributions to the City of Surrey through the following civic legacy projects:
 - renaming the Cloverdale Millennium Amphitheatre to the Bill Reid Millennium Amphitheatre;
 - the naming of 62nd Avenue between 176 Street to 180 Street to Bill Reid Way;
2. Endorse a community initiative to commission a public art installation by artist Paul Slipper; and
3. Support a community public art fundraising initiative through marketing and promotion.

INTENT

The intent of the report is to outline three projects to honour the life and distinguished contributions of Bill Reid to the City of Surrey and the community of Cloverdale.

BACKGROUND

On May 28, 2013, Surrey lost one of its beloved, respected and active citizens with the passing of Bill Reid. During the past fifty years, Bill Reid served the community through extraordinary public and philanthropic roles in a variety of capacities. He was an alderman with the Municipality of Delta from 1973 – 1978, a Social Credit MLA from 1986 – 1991 representing Surrey-White Rock-Cloverdale and the provincial Minister of Tourism from 1986 – 1989, during Expo '86 when BC hosted the world. Following his political career, Bill Reid served as President of the South Surrey & White Rock Chamber of Commerce and Vice President of the Cloverdale Business Improvement Association. During the past ten years he was the Executive Director of the Cloverdale Chamber of Commerce.

Bill Reid was a recognized champion of both the City of Surrey and Cloverdale. He held many community advisory positions on local boards and organizations including the *Cloverdale Rodeo*

and Exhibition Association, the Fraser Valley Heritage Railway Society, the Surrey Heritage Society and the Surrey Spirit of B.C. Committee. He worked tirelessly to improve his community and the lives of Surrey residents through local service clubs including the Cloverdale Kinsmen and Rotary International.

Bill Reid's life of service was honoured by Rotary International through the *Paul Harris Award*, the highest honour Rotary can bestow. He also received the *Queen's Diamond Jubilee* award in 2012 and more recently was named *Surrey Good Citizen of the Year* in 2013. His legacy as a champion of Surrey and Cloverdale is well recognized and appreciated both provincially and locally. His dedication, hard work, friendly and positive manner and commitment to his community touched many lives. Bill Reid's legacy in Surrey is a model and standard for those who will continue his work building and fostering strong communities and improving the quality of life.

DISCUSSION

A review of potential sites and civic properties in Cloverdale resulted in three legacy opportunities to honour Bill Reid. These include: the renaming of the Cloverdale Millennium Amphitheatre; the naming of an existing street and endorsing a community initiative for the commissioning of a piece of public art.

Staff consulted with the Reid family, to discuss the projects and to solicit input and suggestions. The Reid family supported the suggested legacy projects.

Listed below is a description of each project and the associated benefits.

Bill Reid Legacy Projects:

1. Renaming the Cloverdale Millennium Amphitheatre– Bill Reid Millennium Amphitheatre Park

Renaming the Cloverdale Millennium Amphitheatre for Bill Reid would associate his name with a significant civic property and special events venue in Cloverdale. The Cloverdale Millennium Amphitheatre is the location of Surrey's annual Canada Day celebrations.

Benefits:

- Highly visible civic property in Cloverdale.
- Location of Surrey's Canada Day celebrations attended by over 100,000 local and regional residents.
- Located on 176th Street, a north-south connector road from the Canada/US border to the Trans Canada Hwy.
- Civic property name sign located on the north-west corner at 176th Street and 64th Avenue is highly visible to site patrons, pedestrians and vehicular traffic.
- Adjacent to the Cloverdale Recreation Centre and the Cloverdale Fairgrounds, with community services, events and shows attracting local and regional participants.

2. Commemorative Naming of 62 Avenue between 176 Street to 180 Street - "Bill Reid Way"

Naming a Cloverdale road for Bill Reid would be a high profile and visible acknowledgement of his outstanding contribution to the City. The naming of 62 Avenue

adjacent to the Cloverdale Recreation Centre and Stetson Bowl has strong associations with Bill Reid's Rodeo and Fairground service contributions.

Benefits:

- Current practice allows the naming of a street or road. Both the official numbered designation and the commemorative name are retained. An example exists in the naming of 106th Avenue as Veterans Way.
- Adjacent to the Cloverdale Recreation Centre and the Cloverdale Amphitheatre, 62 Avenue is a busy local road that connects to 176th Street, with a highly visible road sign at a lighted intersection.
- 62 Avenue is associated with the Cloverdale Fairgrounds and Cloverdale Rodeo. Bill Reid served for many years on the Cloverdale Rodeo and Exhibition Association. As Rodeo Parade Marshal, he was recognized as a booster and champion of the Rodeo.

3. Bill Reid Public Art Installation in Cloverdale

An additional legacy initiative that was suggested by the community and discussed with the Reid family is the commissioning of a public art installation in Cloverdale. The public art installation would be a sculpture of Bill Reid by artist Paul Slipper which would augment the three existing sculptures that depict a Cloverdale pioneer farmer, a rodeo cowgirl; and a BC Electric railway conductor. This process would involve the City's Public Art Advisory Committee.

The City would connect the community representatives, i.e., Cloverdale BIA with the artist to commission the art work. Once the art work is complete, the City would welcome an offer of donation to the public art collection. The City would help to encourage donations to a community fundraising initiative by providing promotional support. Members of the public can contribute to the Bill Reid public art project through the Cloverdale BIA. Council may want to consider funding a portion of the public art installation.

Benefits:

- Existing public art by artist Paul Slipper is located in Cloverdale along 176A Street in the centre of the commercial district.
- Proximity to the Cloverdale Chamber of Commerce office where Bill Reid served on the Board of Directors and later became the Executive Director.
- Proximity to Hawthorne Square and the location of significant community events such as: the *Rodeo Parade*, *Blueberry Festival* and *Santa Clause Parade*.
- Ability to create an interpretive sign for the public art to share Bill Reid's significant contributions and foster public awareness of his legacy.
- Provides an opportunity for the community to engage in a Bill Reid commemorative initiative.

Cost: Public Art Design, Fabrication, Transportation, Installation and Maintenance – \$70,000 to be fund raised by the community.

Project Timelines:

The proposed timeline for implementation of the renaming of the Millennium Amphitheatre and naming of 62 Avenue is March to May 2014, with an official ceremony held prior to or in conjunction with the Cloverdale Rodeo, May 23 – 26.

The Public Art sculpture can be completed within three months following a commissioned contract with artist, Paul Slipper. An unveiling of the Bill Reid public art could be scheduled to coincide with the annual Cloverdale Blueberry Festival in early August. The Blueberry Festival was a local event conceived, planned and launched by Bill Reid in collaboration with the Cloverdale Business Improvement Association.

SUSTAINABILITY CONSIDERATIONS

The implementation of the recommendations of this report will assist in achieving the objectives of the City's Sustainability Charter; more particularly the following action items:

- *SC4 Cultural Awareness in the Community;*
- *SC5 Plan for Social Well Being of Surrey Residents.*

CONCLUSION

Based upon the above discussion, it is recommended that Council honour Bill Reid's legacy and contributions to the City of Surrey through the following civic commemorative projects:

- renaming the Cloverdale Millennium Amphitheatre to the Bill Reid Millennium Amphitheatre;
- the commemorative naming of 62nd Avenue between 176 Street to 180 Street to Bill Reid Way;
- endorse a community initiative to commission a public art installation for the Cloverdale by artist Paul Slipper; and
- support a community public art fundraising initiative through marketing and promotion.

Staff will continue to work closely with the Reid family to ensure that the family is consulted and involved in the planning and completion of the legacy projects and associated events.

Laurie Cavan
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Parks, Recreation and Culture