

**AGENDA FOR THE REGULAR MEETING OF THE
CULTURAL COMMITTEE MEETING
BOWEN PARK COMPLEX CONFERENCE ROOM
WEDNESDAY, 2012-OCT-03, COMMENCING AT 4:00 P.M.**

CHAIR: COMMISSIONER FRED PATTJE

1. CALL MEETING TO ORDER:

2. INTRODUCTION OF LATE ITEMS:

3. ADOPTION OF AGENDA:

(Motion required to adopt the agenda.)

4. ADOPTION OF MEETING NOTES:

- (a) Notes of the Regular Cultural Committee Meeting held Wednesday, 2012-SEP-05 at 4:00 p.m., in the Bowen Park Complex Conference Room. Pgs.
4-8

(Motion required to adopt the meeting notes of 2012-SEP-05 as circulated)

5. PRESENTATIONS:

6. CHAIR'S REPORT:

(Motion required to receive the Report.)

7. COMMISSION REPORT: *(Verbal Report - Commissioner McPherson)*

8. REPORTS OF PROJECT COMMITTEES:

- (a) **Cultural Award Committee.** *(Gerda Hofman, Chair)*

(Motion required to receive verbal report.)

- (b) **Art in Public Places Project Committee.** *(Howard Houle, Chair)*

(Motion required to receive verbal report.)

- (c) **Cultural Forum Project Committee.** *(Kim Smythe, Chair)*

(Motion required to receive verbal report.)

9. **STAFF REPORTS:**

(a) **Revisions to Temporary Public Art Installation.**

Pgs.
9-12

Delegations: (None.)

Correspondence: (None.)

Staff's Recommendation: *The Cultural Committee's direction is requested.*

(Motion required to adopt recommendation.)

10. **CORRESPONDENCE:** (not related to a Report to the Cultural Committee)

- a) Letter dated 2012-SEP-10 from Mr. Michael Wright, Arts Alive, P.O. Box 2085, Station A, Nanaimo, BC, V9R 6X5, reporting on their Summer School, which ran from 2012-JUL-09 to 2012-JUL-27, made possible in part by the City of Nanaimo, Cultural Operating Grant.

Pgs.
13-15

(Motion required to receive all Correspondence.)

11. **NOTICE OF MOTION:**

12. **OTHER BUSINESS:**

- (a) Purpose and function of the cultural committee and the role played in the cultural planning process. *(General Discussion)*

(Motion required if there is other business.)

13. **DELEGATIONS** (not related to a Report to the Committee): (None.)

14. **UNFINISHED BUSINESS:**

- (a) Poet Laureate - Kim Smythe to provide alternatives to the current criteria at the October Cultural Committee meeting.
- (b) Art in Public Places - Kirsty MacDonald and Julie Bevan have met and will bring recommendations to the October Cultural Committee meeting.
- (c) Cultural Forum - Staff directed to contact VIU to determine if they have an interest in cost sharing Gord Hume's time during his workshop in February 2013.
- (d) Nanaimo Cultural Plan - Visioning Exercise with Technical Team - Staff to report on the 2012-SEP-11 "visioning" exercise at the October Cultural Committee meeting.

Pgs.
16-20

(Note: Motion is required if items are to be removed from "Unfinished Business".)

15. **QUESTION PERIOD:** *(Agenda Items Only)*

16. **ADJOURNMENT:**

(Motion required to adjourn with next meeting to be held, if required, on Wednesday, 2012-NOV-07, commencing at 4:00 p.m. in the Bowen Park Complex Conference Room.)

2012-SEP-28

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**NOTES OF THE REGULAR MEETING OF THE
CULTURAL COMMITTEE
HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM
WEDNESDAY, 2012-SEP-05, COMMENCING AT 4:00 P.M.**

PRESENT: Commissioner Fred Pattje, Chair

Members: Commissioner Howard Houle
Commissioner Alec McPherson
Commissioner Donald Rinald
Ms. Julie Bevan
Ms. Gerda Hofman
Ms. Wendy Smitka
Mr. Kim Smythe
Ms. Marianne Turley

Other: Commissioner Diana Johnstone, Chair, PRCC

Absent: Ms. Geraldine Manson

Staff: B. Kuhn R. Tweed, recording

1. CALL THE OPEN MEETING TO ORDER:

The Regular Meeting of the Cultural Committee was called to order at 4:00 p.m.

2. INTRODUCTION OF LATE ITEMS:

(a) Add item 13 (b) – Poet Laureate update.

3. ADOPTION OF AGENDA:

It was moved and seconded that the Agenda, as amended, be adopted. The motion carried unanimously.

4. ADOPTION OF MEETING NOTES:

(a) Meeting Notes of the Regular Cultural Committee Meeting held Wednesday, 2012-JUN-06 at 4:17 p.m., in the Bowen Park Complex Conference Room.

It was moved and seconded that the Meeting Notes be adopted as circulated. The motion carried unanimously.

5. PRESENTATIONS:

NONE.

6. CHAIR'S REPORT:

NONE.

7. COMMISSION REPORT: *(Presented by Commissioner Houle)*

Commissioner Houle provided an overview of the 2012-JUN-27 and 2012-JUL-28 meetings of the Parks, Recreation and Culture Commission.

It was moved and seconded that the report by Commissioner Houle be received. The motion carried unanimously.

8. REPORTS OF PROJECT COMMITTEES:

(a) Cultural Award Committee. *(Gerda Hofman, Chair)*

Deadline for receipt of nominations is Saturday, 2012-SEP-15. The Committee is waiting for all submissions before meeting. Staff will send the Cultural Award Committee members a reminder of the date to review the submissions.

It was moved and seconded that the verbal report be received. The motion carried unanimously.

(b) Art in Public Places Project Committee. *(Howard Houle, Chair)*

Nothing to report.

Staff advised that Kirsty MacDonald and Julie Bevan have met and will bring recommendations to the October Cultural Committee meeting.

(c) Cultural Forum Project Committee. *(Kim Smythe, Chair)*

The Committee met and reviewed the feasibility of entering a cost-sharing arrangement with the Chamber of Commerce for the cultural forum speaker. The Chamber is not ready at this time and not able to participate. Gord Hume has been booked for the 2013-FEB-12 workshop for Council, Commissions and Senior Staff. Possibility of having another meeting for Committee and other interested persons. Looking for opportunities for educational style forums in the new year, plus something quarterly. Another possibility is to approach VIU with regard to cost sharing.

It was moved and seconded that staff be directed to contact VIU to determine if they have an interest in cost sharing Gord Hume's time during his workshop in February 2013. The motion carried unanimously.

It was moved and seconded that the verbal report be received. The motion carried unanimously.

9. STAFF REPORTS:

(a) **New Nanaimo Cultural Plan and Proposed Gord Hume Workshop.**

Delegations: (None.)

Correspondence: (None.)

Staff's Recommendation: That the Cultural Committee recommend that the Parks, Recreation and Culture Commission approve the City Council, Commissions and staff workshop with Gord Hume on 2013-FEB-12 on "Integrating Cultural Planning Into All Aspects of Municipal Planning and Decision Making".

By February 2013 a draft of the Cultural Plan will have been prepared. This Plan will then be presented at the Gord Hume workshop in order to ensure that Council is aware of the content and outcome of the new Cultural Plan. Any suggestions or feedback for revisions will be brought back to the Cultural Committee for review. This workshop will give Council the opportunity to dialogue with an expert in the field.

The Heritage Committee, Sustainability Committee and the Cultural Committee may also be included in a working session with Gord Hume at a different time. There is the possibility of having the Cultural Committee meet with Gord Hume in the morning of 2012-FEB-12 to review the Plan prior to the meeting with Council.

Also, it is possible that Gord Hume may be available to speak at VIU on 2012-FEB-13.

The Cultural Committee confirmed that they would like to participate in the proposed framework for the cultural planning process – phase II – in a formalized way. Staff advised that the plan is to schedule an extra meeting with the Cultural Committee in October/November. This will be facilitated by staff. Monthly reports on the progress will be sent out to the Committee members. Staff will report on the 2012-SEP-11 "visioning" exercise with the technical team at the October Cultural Committee meeting. On 2012-OCT-09 a community visioning forum is planned – to be held at the Coast Bastion Inn. Staff will send the "Cultural Plan Timeline and Key Dates" document to the Cultural Committee members.

It was moved and seconded that the recommendation be adopted. The motion carried unanimously.

10. CORRESPONDENCE: (not related to a Report to the Cultural Committee)

- a) Letter dated 2012-JUN-06 from Mr. Michael Wright, General Manager, Crimson Coast Dance Society, 150 Commercial Street, Nanaimo, BC, V9R 5G6, providing their report on the "Dynastic Dreams" event which was completed as planned and their thanks for the continued support through the 2012 Arts, Cultural, and Festivals Events Grant.

- b) Letter dated 2012-MAY-31 from Ms. Daurel Neve, General Manager, TheatreOne, 150 Commercial Street, Nanaimo, BC, V9R 5G6, providing their report on the 2011/2012 season events and their thanks for the continued support through the 2012 Arts, Cultural, and Festivals Events Grant.
- c) Letter dated 2012-JUL-03 from Ms. Sadie Beaudoin-Lobb and Mr. George Ewing, Co-Chairs, Gallery Row Outdoor Art Project Committee, 308 Fitzwilliam Street, Nanaimo, BC, V9R 3A5, providing their report on the 2012-MAY-11 Gallery Row event and their thanks for the continued support through the 2012 Arts, Cultural, and Festivals Events Grant.
- d) Letter dated 2012-JUL-05 from Ms. Sharyn Andruski-Collins, President, Friends of Nanaimo Jazz Society, 3135 Mexicana Road, Nanaimo, BC, V9R 3A5, providing their report on the Jazz Affair Nanaimo event and their thanks for the continued support through the 2012 Arts, Cultural, and Festivals Events Grant.
- e) Letter dated 2012-JUL-11 from Ms. Deidre Bjornson and Ms. Paige Fisher, Co Coordinators, Vancouver Island Children's Book Festival, providing their report on the Bookfest 2012 and their thanks for the continued support through the 2012 Arts, Cultural, and Festivals Events Grant.

It was moved and seconded that the Correspondence be received. The motion carried unanimously.

11. NOTICE OF MOTION:

NONE.

12. OTHER BUSINESS:

NONE.

13. UNFINISHED BUSINESS:

- (a) Temporary Public Art Piece Donation – Mrs. Lee-Ann Stark, President, and Mr. Warren Jacques, Secretary, Newcastle Neighbourhood Association (NNA).

Staff spoke with Mrs. Stark and Mr. Jacques. They no longer wish to have it placed in the original location as presented. They may at some time wish to pursue; however, this may not happen in the immediate future. Staff recommendation is that this item be removed from Unfinished Business.

It was moved and seconded that Item 13.(a) be removed from Unfinished Business. The motion carried unanimously.

- (b) Poet Laureate Update.

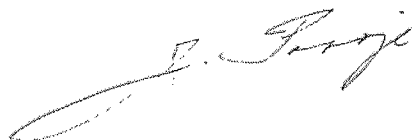
There were challenges over the summer working with this matter. One meeting was held with a local writer; however, the position was declined. Staff had approached the Library for assistance; however, no one from the Library has come forward. There is the possibility of reducing expectations of the Poet Laureate and attempting to find a partner to increase the

stipend. The strategy is to continue to talk with members of the community. Kim Smythe will provide alternatives to the current criteria at the October Cultural Committee meeting. The idea was that this would be a honorary position; however, it is felt that the expectations are too high and the stipend too low.

14. QUESTION PERIOD: (*Agenda Items Only*)

15. ADJOURNMENT:

It was moved and seconded at 4:41 p.m. that the meeting adjourn, with the next Meeting of the Cultural Committee to be held Wednesday, 2012-OCT-03, commencing at 4:00 p.m. in the Bowen Park Complex Conference Room. The motion carried unanimously.



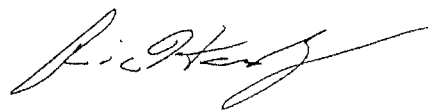
Fred Pattje
CHAIR
CULTURAL COMMITTEE

CERTIFIED CORRECT:



S. Samborski
SENIOR MANAGER
RECREATION AND CULTURE SERVICES

APPROVED FOR DISTRIBUTION:



Richard Harding,
DIRECTOR
PARKS, RECREATION AND CULTURE

2012-SEP-12
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City of Nanaimo

REPORT TO CULTURAL COMMITTEE

DATE OF MEETING: 2012-OCT-03

AUTHORED BY: KIRSTY MACDONALD, PARKS & OPEN SPACE PLANNER

RE: REVISIONS TO TEMPORARY PUBLIC ART PROGRAM

STAFF RECOMMENDATION:

The Cultural Committee's direction is requested.

PURPOSE:

To make some revisions to the Temporary Public Art Program to improve the program and its impact on the community.

SUMMARY:

In 2010, the Parks, Recreation and Culture Commission approved a partnership between the Nanaimo Art Gallery and Parks, Recreation and Culture to install temporary public art installations in Maffeo Sutton Park and McGregor Plaza. Temporary public art displays are a common method for municipalities to animate open spaces and parks. Viewing of the changing art pieces provides people a reason to visit parks and "check out" new pieces of art. Because the artworks are not permanent, they can be conservative or controversial, yet advance the City's public art program at a low cost.

Originally, the Nanaimo Art Gallery expressed a desire to partner with the City in public art projects to advance art and offset funding challenges for the art gallery. Proceeds from the temporary public art program were intended to provide seed funds for the public art program in Nanaimo.

The program has run for three years. The temporary public art installations have been very popular with the citizens of Nanaimo and have provided many benefits to both the City of Nanaimo and Nanaimo Art Gallery. While a success overall, some revisions to the program are suggested to further improve the program and its impact on the community.

BACKGROUND:

The City of Nanaimo and the Nanaimo Art Gallery have sponsored the following temporary public art installations over the past three years:

- In 2010, nine artworks were installed outdoors for six months at the Maffeo Sutton Park Spirit Square and McGregor Park. Several works sold at auction with a profit of \$1400 each to the Nanaimo Art Gallery and City of Nanaimo.

- In 2011, eight pieces were installed for one year in both outdoor and indoor locations. Three pieces sold at auction with a profit of \$1172.50 each to the Nanaimo Art Gallery and City of Nanaimo. Sold pieces include "Fishing Eagle" by George and Laura Ewing (formerly on the Maffeo Sutton wall); "Family of Herons" by Nelson Shaw, (formerly in McGregor Park); and "Tree and Land" by Yvonne Vander Kooi (formerly in Beban Social Centre). The remaining pieces are still on display and are still for sale.
- In 2012, six pieces were installed for one year in both outdoor and indoor locations. The auction is scheduled for spring 2013.

DISCUSSION:

Based on experiences and feedback from artists, City staff, and the Nanaimo Art Gallery, the following are suggestions to improve the temporary public art program.

Advertising and Selection Process

The City of Nanaimo has worked with the City of Nanaimo Purchasing Department and the Nanaimo Art Gallery each year to distribute an Expression of Interest document in accordance with the guidelines in the Community Plan for Public Art. A diverse selection panel has met each spring to evaluate applications, including representation by the Nanaimo Art Gallery. It is suggested that this process continue. However, criteria for the works in the Expression of Interest document should be revised for increased clarity and suitability. The Expression of Interest document should be distributed more widely through new artist networks, as well as through traditional means of advertising.

Display Period and Responsibility

In the past, the City has led the process, provided the outdoor space for the artists, and assisted with the installations on City property. During the display period, the Nanaimo Art Gallery has owned the pieces and covered all insurance and liability costs. At the end of the display period, the Art Gallery has auctioned off the artworks.

Other municipalities, such as Castlegar's Sculpture Walk, exhibit works that are owned by the artists and loaned to the exhibit, where they are available for purchase, lease, and are open for public voting. It is suggested that art work displayed in Nanaimo remains the property of the artist, who is responsible for installing it (with City supervision) and collecting it after the year-long exhibit.

Outdoor park locations such as the Spirit Square Wall, Maffeo Sutton Park entrance ways, Harbourfront walkway, and McGregor entrance way, have been especially successful locations. Bases for outdoor art have been installed at these locations. It is suggested that these locations be key points for public viewing to have filled on an annual basis and that the bases be reused as much as possible for ease of installation. Alternative locations and indoor installations could still be considered, but the artists should think through the installation process and have strong rationale and support for the installation of their works.

Online Auction

The online auction has not been as successful as originally hoped and is difficult to administer for the Nanaimo Art Gallery. Originally, the Art Gallery had suggested the auction as a fundraising method; however, they are seeking funding through other methods. It is suggested that the auction component be eliminated from the program.

Requiring that works of art are saleable puts significant constraints on what artists can create. Elimination of the auction helps to encourage the creation of works that are site-specific and opens up the possibilities of having outdoor artworks that are time-based, performative, in a wider range of media, and conceptual (not necessarily object based works).

Elimination of the auction potentially has a minor impact on the public art budget, but will increase the artistic merit of the project and the potential educational value for the public.

Education and Marketing

Each year, the City has designed title plates and installed them near the artworks as well as a brochure with a map and information about each art work. The City has also invited the media to be part of the art installation during Public Art Week. The media has been very supportive of these initiatives.

The Nanaimo Art Gallery is interested in taking on a greater role in this marketing and information process and it is suggested that City continue to partner with the art gallery on these marketing initiatives. The Art Gallery is interested in creating more interpretive and didactic materials for the works and to educate the public on public art. They have also identified opportunities to prepare interviews with the artists and showcase them online, in the media and at the Gallery with an overall goal to introduce more people to art and ideas and the role art can play in a community.

Budget and payment

Over the past three years, annual budgets allocated to the temporary public art program have ranged from \$0 - \$17,000. Successful artists have been provided with honoraria of \$1,000 (small works) and \$4,000 (large works) for their work from the City of Nanaimo's temporary public art budget. The City has paid the artists for each of the pieces to be displayed in our city parks for six months to one year.

Other programs follow different models to retain public art in city spaces. For instance, Castlegar has an annual Sculpture Walk. Many artists loan pieces to the municipality to be displayed for a year and, while on display, they are available for purchase, lease, and are open for public voting. Castlegar buys the sculpture winning their coveted "People's Choice Award" for permanent display. This piece can be valued at up to \$18,000 for purchase. They also judge and award prizes totaling \$5,000 to artists in various categories including artistic merit. Nanaimo could continue to award honoraria, could consider an alternative model similar to Castlegar, or could explore other program options. If the Castlegar model was followed, an annual minimum temporary art budget of \$25,000 is suggested to cover advertising, prizes, and the permanent acquisition.

STRATEGIC PLAN CONSIDERATIONS:

Waterfront Enhancement:

Public art animates the space along the waterfront walkway making the experience more welcoming and interesting.

Community Building Partnerships:

Partnering with the Nanaimo Art Gallery and artists on this project is a great way to engage the community for the purpose of community building.

Respectfully submitted,

Concurrence by:



Kirsty MacDonald
PARKS & OPEN SPACE PLANNER
PARKS, RECREATION AND CULTURE



Suzanne Samborski
SENIOR MANAGER
PARKS, RECREATION AND CULTURE

2012-SEP-26

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P.O. BOX 2085, STATION A, NANAIMO, BC, V9R 6X5
Phone (250) 713 9708

September 10, 2012

Cultural Committee
City of Nanaimo
500 Bowen Road
Nanaimo, BC V9R 1Z7

Dear Committee Members,

Arts Alive Summer School 2012

I am now in a position to report on our Summer School, which ran from July 9 to July 27, and which was made possible in part by your generous grant.

2012 has been a landmark year, seeing as it did the launch of our new website. The decision to redesign and improve our website was the first result of the review which took place following our 2011 Summer School. We are very pleased with the outcome, and if you have not already done so, I urge you to check it out at nanaimoartsalive.com.

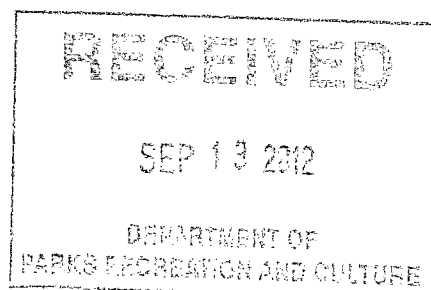
With this website in place, we did not publish any newspaper flyers this year, but instead relied on a mixed selection of advertising initiatives designed to direct people to the website. The prime route was a widely distributed full colour flyer, a copy of which is enclosed. In addition we undertook many other opportunities, including posters, paid media ads, promotion through SD#68 schools and Parks, Recreation and Culture facilities and our usual interactive booth on Canada Day. This year showed an increase of 20% in registrations over last year, with nearly 300 participants signing up for courses. Although we still had some classes with very low registration, forcing some cancellations, nearly 20 instructors led approaching 40 successful classes in art, music, dance and drama, for children and adults – including some very successful new “Do It for a Day” classes - as well as weekly day camps and our Senior Musical Theatre production of “Seussical – the Musical”.

Cancellations appeared to reflect a large downturn in the popularity of visual art classes, and also some further indications that the current format of (mainly) short daily classes held for a week may not now be meeting the needs of many working families. As a result, the Board has already out in hand a further review, which is likely to result in structural changes of some of our courses for 2013. Due to careful management, we have again been able to end the year with only a very small deficit.

For your information, I also enclose a copy of the “thank you” advertisement published in the local newspaper. In addition, your contribution to Arts Alive was acknowledged by signage on site at the Summer School. On behalf of the Board, I should like to thank the City of Nanaimo both for your generous grant, and also the other assistance you afford to our operations.

Yours truly,

Michael Wright, Arts Alive



NANAIMO ARTS ALIVE

SUMMER SCHOOL 2012



This year's Summer School ran from July 9th to 27th. We offered around 40 courses of art, dance, music and drama. For the first time this year these included a number of "Do It For A Day" classes, in many different art forms, and these proved extremely popular. As well, we held our week long day camps for children from 5 to 10.

Arts Alive is happy to have been able to continue to offer these amazing opportunities in its 28th year of operation. This would not have been possible without the assistance of many individuals and organisations. We should like to thank everyone whose contributions made the 2012 Summer School possible.

We gratefully acknowledge major financial support from City of Nanaimo, Canada Summer Jobs Funding, Province of British Columbia, Mid Island Co-Op, Central Drugs and Coastal Community Credit Union.

We also acknowledge generous donations from Arthur and Freda Spencer and Country Club Centre.

Valuable assistance was received from School District 68 Nanaimo - Ladysmith, City of Nanaimo, Parks, Recreation and Culture Department, Nanaimo Daily News/ Harbour City Star, Headliners School of Performing Arts, Harbour City Music, and the designers of our brand new web site, V3 Mediaworks, as well as Artzi Stuff and Northridge Health Performance Centre.

And we just could not hold our Summer School without the incredible support of our Instructors and Day Camp Leaders, and our amazing Volunteers.

A huge "Thank You" to you all



Nanaimo's

SUMMER SCHOOL OF THE ARTS

for Ages 5 to Adult!

JULY 9TH - 27TH

**ART ★ DANCE ★ DRAMA ★
MUSIC ★ WEEKLY DAYCAMPS**

We are offering over 50 courses for 2012 -
details available now on our NEW website

Ages 5 - 10

REGISTRATION BEGINS: Monday, May 14

at www.nanaimoartsalive.com



ARTS ALIVE



Nanaimo's

SUMMER SCHOOL OF THE ARTS

Join us at our 27th annual
Summer School of the Fine Arts
July 9th to 27th

We'll have courses for everyone:

- All ages - from 4 to Adult
- All durations - from one day to three weeks
- All art forms - dance, drama, art, music, circus skills
- Weekly Daycamps ages 5 to 10

The prices are reasonable, the courses are fun and you'll get to learn new things and make new friends.

DETAILS OF COURSES AND
HOW TO REGISTER:

www.nanaimoartsalive.com

Questions? Call 250 713 9708



COASTAL
COMMUNITY
CREDIT UNION



V3
mediaworks



Nanaimo Cultural Plan Community Visioning Forum Tuesday, October 16th

What is Culture? What does culture mean to you?

- Culture is what defines us as a community and a people.
- Culture is about who we are- our history, our values. It is central to our identity.
- Our culture is what makes us unique and distinctive
- Culture is about quality of life and pride of place
- Culture is what makes our city look and feel the way it does.

In your opinion,

- **What does Culture include?**
 - **What does a “Creative City” mean to you?**
-

Guiding Principles Values that will guide us in the development of the Cultural Plan

Creativity and Innovation

Encouraging creativity and Innovation builds interesting and culturally vibrant communities and attracts skilled creative professionals to live and work in Nanaimo.

Accessible and Inclusive

Arts and culture must be available to all residents and respect individual creative expression and diversity.

Collaboration

Working together as a city across all city departments towards cultural vitality. Partnerships and collaboration among and between cultural organizations, the city, educational institutions and the business community towards a creative city. Ongoing community engagement and consultation.

Quality of Life

The outcomes of this plan will enhance the quality of life for residents of Nanaimo. Imagine a Nanaimo that is vibrant and interesting, welcoming and liveable... a community that is exactly what all our residents have envisioned and worked together to create.

Accountability and Sustainability

Invest wisely in cultural assets and resources. Ensure cultural sustainability for future generations in harmony with economic health, social equity and environmental responsibility. Ensure that the goals and strategies of the new Nanaimo Cultural Plan can be realistically accomplished over the next 5-7 years.

A “Cultural Lens”

Community planning and decision making through a cultural lens. Integrating cultural planning into all aspects of city planning. Ensure cultural planning is aligned with the Corporate Strategic Plan and all other city plans and strategies.

Your feedback on these principles is welcomed. You can provide feedback by writing on the sticky notes provided and placing on the board

Vision

Our current vision (Nanaimo Cultural Strategy 2008). **What do you think?**

Nanaimo will be a city that recognizes the integral contribution generated by arts and cultural activities to the City's social and economic progress, as well as the value of artistic and cultural expression and enjoyment by its citizens, and will have an ongoing commitment to encourage, support and celebrate an active and successful arts and culture sector within the community.

This vision will:

1. Ensure that Arts and Culture will be widely recognized as a significant contributor to the life and soul of our community.
 2. Encourage artists to live, create and sell their work in Nanaimo.
 3. Allow Nanaimo citizens and visitors to encounter art in public places as part of their daily experiences in our city.
 4. Ensure that a variety of programs, activities, events, festivals, attractions, entertainment, arts and craft products and displays will be available year round for residents and visitors to enjoy.
 5. Encourage conferences, conventions, trade shows and other major events to select Nanaimo because of its uniqueness, cultural attractions and its natural beauty.
 6. Enable residents of all ages and abilities to explore their individual creativity through a wide variety of arts and cultural opportunities.
 7. Ensure that cultural organizations will have excellent facilities and meaningful funding based on identified community needs and long range plans.
 8. Ensure that our heritage will be preserved and presented in an engaging and informative manner for residents and visitors to experience and enjoy.
 9. Promote Nanaimo as a popular cultural tourism destination.
 10. Ensure that Arts and Culture will be a valuable marketing tool for Nanaimo's Economic Development Strategy.
 11. Ensure that Nanaimo will have a strong and vibrant culture which evolves with a coordinated and collaborative effort leading to greater popularity as a place to visit, live, work and play.
- **What is your vision for culture in Nanaimo?**
 - **What is your vision of what we can accomplish culturally in 5-7 years?** Make sure your vision is filtered through the guiding principles that will be guiding us as we develop the plan.

Key areas for cultural development. What are the priorities for the next 5-7 years?

1. Quality of Life

"A distinctive, healthy, inclusive place to live, work, play or visit – endless arts, culture, recreation, sports, outdoor and tourism opportunities for all"

Nanaimo Corporate Strategic Plan

- **In what way does arts and culture enrich your quality of life? Write down a memorable arts / cultural activity or experience you have had in your life?**
- **Can you imagine a Nanaimo without culture?**
- **How can arts, culture and heritage enhance the quality of life in Nanaimo?**

2. Integration and Sustainability

Ensure that culture continues to grow as an important pillar of sustainability. Integrate cultural planning into all aspects of municipal planning and using a “cultural lens” in city decision making.

Alignment with the city’s Corporate Strategic Plan and the Official Community Plan.

- **How can Nanaimo ensure cultural sustainability for future generations?**
- **How do we reach a balance of all four important pillars of sustainability?**
- **How can Nanaimo ensure that considerations regarding cultural vitality are integrated across all facets of municipal planning and decision making?**

3. Spaces and places

- Quality of place as an important economic driver. Quality of place attracts creative people and is a catalyst for economic growth.
- Developing high quality public spaces that are accessible, interesting and welcoming.
- Excellent cultural facilities that meet the needs of residents to experience all the benefits that arts and culture has to offer.
- Celebrating our natural and cultural heritage.
- Develop a sense of pride of ownership of our public places
- Enhancing the unique characteristics of our neighborhoods’.

The importance of public art (Nanaimo Community Plan for Public Art):

- To create memorable spaces and experiences
- To develop a pride of place and reasons to celebrate our city
- To bring better understanding and appreciation of Nanaimo’s cultural diversity.
- To help define who we are as a people and a community
- **In your opinion, what are Nanaimo’s most popular and interesting public spaces and/or places that we must preserve for future generations?**
- **What should Nanaimo do in the next 5-7 years to enhance/improve our existing cultural places and spaces?**
- **What are the priorities for additions to our public places and spaces in the next 5-7 years?** Here is a list (in no particular order) but feel free to make your own list in order of priority.
 - Class ‘A’ Art Gallery downtown
 - New Amphitheatre in Maffeo Sutton Park
 - 5000 seat Multiplex sports and entertainment centre.
 - Nanaimo Centre Stage upgrades
 - Nanaimo Conservatory of Music (larger facility)
 - Port Theatre Studio Theatre

4. Partnerships and Collaboration

- How can we build stronger relationships between cultural organizations and increase opportunities for working together?
- How can we build stronger relationships between cultural organizations and the city?
- How can we increase opportunities to partner with Nanaimo’s business community?

5. Investment

Leveraging our cultural resources through smart investment decisions.

- How can Nanaimo make culture a core part of city building?
- How should Nanaimo be Investing in cultural development in order to build wealth and prosperity in Nanaimo?
- How can the city invest in culture and be fiscally accountable to taxpayers?
- **In your opinion, what are the city's priorities for cultural investment in the next 5-7 years?**

6. Events and Festivals

- **Please tell us about a memorable experience (either positive or negative) that you have had at an event or festival in Nanaimo?**
- **What facilities or amenities would improve your experience?**
- **What event(s) or festival(s) would you like to see added to Nanaimo's cultural calendar? And why?**

7. Cultural assets and resources (Cultural Resources Inventory and Map)

Leverage our existing cultural assets and resources for improved quality of life and to support economic prosperity

- **What are our strengths? / Key cultural assets?**
- **What are our weaknesses? What is missing?**
- **What cultural assets / resources do we need to build upon for a more culturally vibrant city?**

8. Creative Economy

- The importance of the creative economy and the cultural industries to the economic prosperity of Nanaimo.
- Nanaimo's economy has shifted from a resource based one to one based on knowledge, creativity, and innovation.
- Cultural development and the creative economy bring exceptional quality of life and quality of place. They are the new drivers toward economic prosperity in cities.

The Creative Economy:

- | | |
|--|--------------------|
| -Radio and / Television / Broadcasting | -Engineers |
| -Pottery and ceramics | -Chefs |
| -Theatre companies | -Architects |
| -Commercial galleries | -Writers |
| -Publishing industries | -Editors |
| -Film/video/ sound recording | -Musicians |
| -Architecture | -Designers |
| -Photography | -Graphic Designers |
| -Fine Art | -Actors |
| -Research & Development | -Surgeons |
| -Science and Technology | |

- How can we as a city gain a competitive advantage in attracting and retaining skilled creative professionals in the creative industries?
- How does quality of life and quality of place attract business investment?
- How can the creative cultural industries add to the economic prosperity of Nanaimo?
- What can Nanaimo do help the help make the creative economy flourish?

What is the city's role in culture?

- Leadership in providing cultural development for the benefit of residents
- Provider of cultural programs and services
- Community Planning and decision making through a cultural lens.
- Investing in and managing cultural assets and resources
- Heritage planning and preservation
- Facilitation
- Education and Training
- Marketing and Awareness

Your feedback / suggestions on the city's role in culture are welcomed and appreciated.