

THE CORPORATION OF THE CITY OF WINDSOR
Social Development, Health and Culture Standing Committee-
Administrative Report

**MISSION STATEMENT:**

"The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships"

LiveLink REPORT #: 15300 APM/10206	Report Date: May 19, 2011
Author's Name: Pam Labute	Date to Standing Committee: June 8, 2011
Author's Phone: 519 -253-2300 ext. 6162	Classification #:
Author's E-mail: plabute@city.windsor.on.ca	

To: Social Development, Health and Culture Standing Committee

Subject: Update on Municipal Cultural Master Plan

P&R 11-073

1. RECOMMENDATION: City Wide: Ward(s): _____

To Council FOR INFORMATION.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

The Municipal Cultural Master Plan (MCMP) was approved by City Council on May 3, 2010. Since that time, a number of initiatives have been undertaken to support the recommendations within the MCMP and to work with arts and culture organizations on opportunities to strengthen the cultural sector in our community.

City Council, through its strategic planning sessions, has identified six strategic pillars for its term of council (2010 – 2014):

- Jobs and Economic Diversification
- Regional Cooperation
- Cultural Capital
- Corporate opportunities
- Downtown Revitalization
- Affordable/Attractive City

The MCMP is a key component in achieving the objectives within the strategic pillar of Cultural Capital.

3. DISCUSSION:

Following are the updates as guided by the recommendations in the Municipal Cultural Master Plan.

MCMP Recommendation #1 – *Adopt a Vision for Culture in Windsor*

Status – complete

Comments: The following vision statement was approved as part of the MCMP:

The City of Windsor will be a creative and vibrant cultural community that encourages artistic expression, the celebration of the City's cultural identity and cultural diversity and that promotes and facilitates culture-led economic revitalization, cultural tourism, heritage preservation, and opportunities for collaboration and partnership.

MCMP Recommendation #2 – *Adopt a Mission for the Cultural Affairs Office*

Status – complete

Comments: The following mission statement was approved as part of the MCMP:

To act as a catalyst and facilitator to ensure the provision of a range of affordable and accessible opportunities for engagement in cultural activities, services, and facilities to residents while at the same time building up a base of unique cultural attributes and activities for visitors, residents, investors, and businesses.

MCMP Recommendation #3 – *Ensure adequate resources for the Cultural Affairs Office*

Status – ongoing

Comments: The recruitment process for the position of Manager of Cultural Affairs in the Fall of 2010 did not result in a confirmed appointment. In February of 2011, the position was filled in an acting role to ensure that key cultural priorities continued to move forward. This role has been supported by additional resources within the Recreation and Culture Department, as well as resources from the Office of Community Development and Health, through the Executive Initiatives Coordinator. In addition, as part of the 2011 Operating Budget, City Council approved the funding for a staff resource in the Cultural Affairs office as identified in the MCMP. A recruitment process for both the Manager and Coordinator positions is currently being undertaken with recommendations for successful candidates expected by the end of June 2011.

MCMP Recommendation #4 – *Reposition Cultural Affairs Office within Recreation Department*

Status – complete

Comments: The Cultural Affairs Office has been fully integrated as part of the Recreation and Culture Department staff team, with synergies established in several areas such as Community and Heritage Facilities, Community Special Events, and Community Programming.

MCMP Recommendation #5 – *Undertake feasibility assessment for a new, expanded City of Windsor museum*

Status - ongoing

Comments: At its Capital Budget meeting of April 6, 2011, City Council authorized Administration to proceed with an independent feasibility study and a business case for a new museum development. The Recreation and Culture Department has worked with the Purchasing and Risk Management Department to finalize a Request for Proposals for the Feasibility Study, expected to be issued at the end of May. Upon completion of the Feasibility Study and Proposed Business Case, a report will be brought back to City Council for further direction.

MCMP Recommendation #6 – *Ensure adequate maintenance of Odette Sculpture Park*

Status - ongoing

Comments: City Council approved the donation agreement with the Odette foundation on August 23rd and the agreement has now been signed by all parties. Inventory files have been established together with an ongoing maintenance records management system. Resources and schedules are to be established with Parks and Facilities Department. Administration is currently reviewing opportunities for a University of Windsor student to update inventory status for 2011.

MCMP Recommendation #7 – *Establish arm's length Cultural Funding Commission*

Status – ongoing

Comments: a series of meetings have taken place with Windsor Community Foundation to review best practices and funding modules for presentation to the Standing Committee and Council in the fall of 2011, prior to the 2012 budget deliberations.

MCMP Recommendation #8 – *Develop cultural organization investment strategy and fund*

Status – ongoing

Comments: This recommendation is tied into completion of Item #7. The Recreation and Culture Department, in consultation with the Finance Department, will develop recommendations as part of the 2012 budget planning process. The new Manager of Cultural Affairs will provide updated research from other municipalities to assist in the planning process.

MCMP Recommendation #9– *Increase awareness of the community, councillors and municipal staff about culture*

Status –

Comments: Continued communication updates provide opportunities for further enhanced awareness of cultural initiatives. Further communications strategies are being discussed with the Corporate Communications Department and will be integrated within the proposed Marketing and Communications plan (Recommendation #15). In addition, it is suggested that one of the key components of the Cultural Summit will address an overriding strategy and communication vehicles for community, councillors and staff to keep up to date on cultural initiatives as well as other factors that might be relative to impact in the respective areas.

MCMP Recommendation #10 – *Host cultural summit(s)*

Status – in progress

Comments: Plans for Cultural Summit are being formulated. A save the date communication has been developed to the cultural community and other stakeholders for November 2nd, 2011. A resource team is being developed which will include City of Windsor staff, Arts Council of Windsor, Communications, and other designates to be determined, to assist in the planning processes to ensure that the successes and outcomes are relevant to the needs of the cultural community with direct input and planning from the newly appointed Manager of Cultural Affairs.

MCMP Recommendation #11 – *Extend public art policy*

Status – ongoing

Comments: City Council approved the Public Arts Policy in November 2005. The MCMP recognized that additional consultation is required to recommend implementation guidelines for the policy. As approved by the ABC Governance Policy adopted by Council, a newly formed Community Public Art Committee under the direction of the Standing Committee of Social Development, Health and Culture will oversee acquisitions, new works of public art and other public art projects. The recommendations under this item will be brought forward to the newly formed Community Public Art Committee once finalized.

MCMP Recommendation #12 – *Establish civic cultural awards program*

Status – ongoing

Comments: Best practice models are being researched for recommendation to go forward, for the recognition of cultural champions. Discussions will be held with other community organizations that also host recognition programs to capitalize on potential synergies. It is anticipated that this will be discussed at the Cultural Summit in November.

MCMP Recommendation #13 – *Provide capacity-building support for cultural organizations*

Status – ongoing

Comments: Capacity-building support for cultural organization has been strengthened through consultation, meeting with organizations, B.I.A.'s, Art Council, Arts Alliance, Art Gallery of Windsor, Tourism-Windsor, Ministry of Tourism and Culture, Canadian Heritage and Southwest 1812 Bi-centennial Committee.

MCMP Recommendation #14 – *Develop cultural tourism plan (focused on visitors)*

Status – not yet complete

Comments: Cultural tourism is one of the fastest growing tourism markets in Ontario. This initiative needs to be evaluated with input from the new leadership and director at Tourism Windsor-Essex and Pelee Island.

MCMP Recommendation #15 – *Develop cultural marketing and communications plan (focused on residents)*

Status – not yet complete

Comments: It is anticipated that this recommendation will play a key role in the Cultural Summit. Currently, the Acting Manager of Cultural Affairs is continuing to move forward with marketing and communications initiatives together with the Communications Department until such time as an overall strategy can be implemented.

MCMP Recommendation #16 – *Investigate feasibility of live-work facilities for artists.*

Status – in process

Comments: In December 2010 in cooperation with the Arts Council of Windsor, the City of Windsor hosted an Artscape Workshop designed for cultural partners, corporations, realtors and investors to learn about establishing affordable artists live-work spaces through presentations of existing success stories and tools to move forward in our community. We are delighted to report that approximately 90 participants attended this valuable workshop. Since that time, there has been encouraging developments in areas such as Ford City where artists have set up small workshop galleries for the development of their artistry at affordable locations. It is suggested that this particular initiative would require dedicated resources from Planning, Housing, Culture, investment groups and landlords to ensure successful outcomes for both the artist and the City. The inclusion of community groups such as the Arts Council plays a key role in moving projects such as these in the future.

Other initiatives

Culture Days– September 30 – October 1, 2011 – An open Studio Tour has been developed with the Arts and Culture Alliance of Windsor to establish art and artistry displays in 8 community centres within Windsor to encourage residents to visit these works in non-traditional spaces and allow the artists to promote a tour to their personal studios the following weekend.

Other opportunities to expand on this concept and to promote Culture Days in our community are currently being discussed with additional arts and culture organizations.

Commemoration of War of 1812 – the local committee comprising of approximately 25 organizations locally meets on a quarterly basis to review planned and newly planned events for the Commemoration of 1812 to review cross-promotional opportunities to build complementary events not competing events. The idea for this commemoration is to build a series of events over the course of the 3 years that will allow for legacy projects and further development for lasting tourism attractions. The website for the Southwest region is currently designed and will be live shortly. This website will include a cataloguing and calendar of all events in the area to allow for an exciting historical experience for residents and non-residents alike. Recently a meeting was held with the Windsor Airshow committee member, Mayor's office, Special Events area, Recreation and Culture to discuss opportunities for a signature event for 2012 in connection with the anticipated visit of the U.S. Navy Battleships. A report will be submitted as plans formulate.

Windsor Community Museum – Currently at the Windsor Community Museum a full exhibit is on display for commemorating 100 Years of Music in cooperation with the Windsor Federation of Museums. A series of concerts are being offered in connection with this celebration at the Capital Theatre, Art Gallery of Windsor, Windsor Community Museum and Windsor Public Library.

4. FINANCIAL MATTERS:

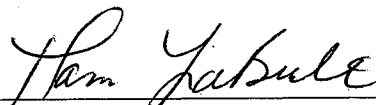
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5. CONSULTATIONS:

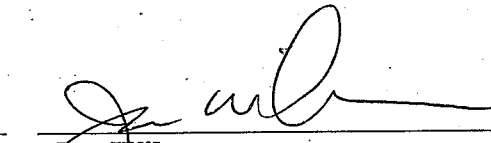
The Arts and Culture community.

6. CONCLUSION:

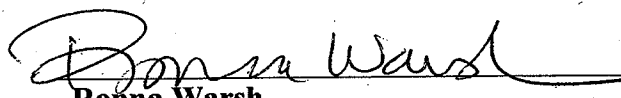
The Recreation and Culture Department will continue to update Council as it relates to the Municipal Cultural Master Plan with implementation and actions driven by the recommendations. In addition, the Acting Manager of Cultural Affairs will continue to work with community groups such as the Arts Council, Art Gallery, B.I.A's, theatre groups and various other cultural organizations and attend relevant conferences and workshops to make recommendations for new ideas and concepts.



Pam Labute
Acting Manager of Cultural Affairs



Jan Wilson
Executive Director of Recreation & Culture



Ronna Warsh
Community Development & Health
Commissioner
Corporate Leader, Social Development,
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(Insert Typist Initials)

APPENDICES:	Appendix A
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DEPARTMENTS/OTHERS CONSULTED: Name: Phone #: 519 ext.

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX



THE CORPORATION OF THE
City of Windsor
Recreation and Culture Department

May 24, 2011

Friends of Arts and Culture,

Windsor City Council has identified culture as one of six strategic priorities for 2011, and the Recreation and Culture Department is moving forward on Council's regarding the culture portfolio with an interim management team.

Recruiting a new Manager of Culture remains a key priority for Recreation and Culture and, although we were unsuccessful in this regard as a result of the initial recruitment process undertaken in late summer/fall 2010, we are continuing with efforts aimed at finding the optimal candidate for this position. To this end, a second recruitment process has been planned and is being implemented in May/June, 2011.

Having said this, we realize the immediate need to provide dedicated staff resources in the interim in order to achieve the objectives outlined in the Municipal Cultural Master Plan (MCMP), and so have initiated the following changes within our management team structure:

- Pam LaBute has been named the Acting Manager of Cultural Affairs, and will focus on the implementation of key initiatives within the Municipal Cultural Master Plan. One of these recommendations is to plan and implement a Cultural Summit (more details below), and Pam will be working with city and community stakeholders on this and other initiatives in the area of culture.
- Walt Metulynsky, Manager of Leisure Outreach Services, will continue to manage the interim operation of the Capitol Theatre.

In our last communication, we let you know about our grant application to the "Creative Communities Prosperity Fund". Our application proposed a project to assist us with the implementation of three components of the MCMP:

- The Development of a Communications Strategy (recommendation 15)
- The Development of a Cultural Recognition Program (Recommendation 12)
- The Planning and Hosting of a Cultural Summit (Recommendation 10)


We have now learned that we were not successful in our application due to the overwhelming response of communities across Ontario. However, we are very pleased to report that Windsor City Council has supported enhanced resources in the area of culture, in line with the objectives proposed in the above grant. In keeping with the recommendations of the MCMP, Council has approved an additional resource person for the Culture office which will assist in moving forward on many of the initiatives within the plan. In addition Council has provided funding to assist in the implementation of objectives including a Culture Summit.

HOLD THE DATE – November 2, 2011


Mark your calendars for the City of Windsor Culture Summit to be held on Nov. 2nd, 2011. Planning will begin shortly, and we will be reaching out to our cultural community partners to assist – more details to follow in the coming months.

We are anxious to move the culture agenda forward in our community. If you have questions or require further information in this regard, please feel free to contact Pam at (519) 253-2300 ext 6162, or plabute@city.windsor.on.ca.

Sincerely,



Jan Wilson
Executive Director, Recreation
and Culture



Ronna Warsh
Community Development and Health
Commissioner