

ADOPTED by Council at its meeting held April 16, 2012 [M195-2012]

AA/

Windsor, Ontario, April 16, 2012

**REPORT NO. 64 of the
SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held March 21, 2012


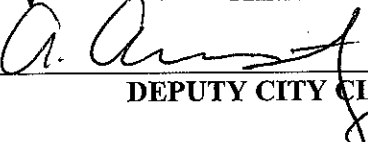
Present: Councillor Al Maghnieh, Chair
Councillor Alan Halberstadt
Councillor Percy Hatfield
Councillor Ed Sleiman

Regrets: Councillor Ron Jones

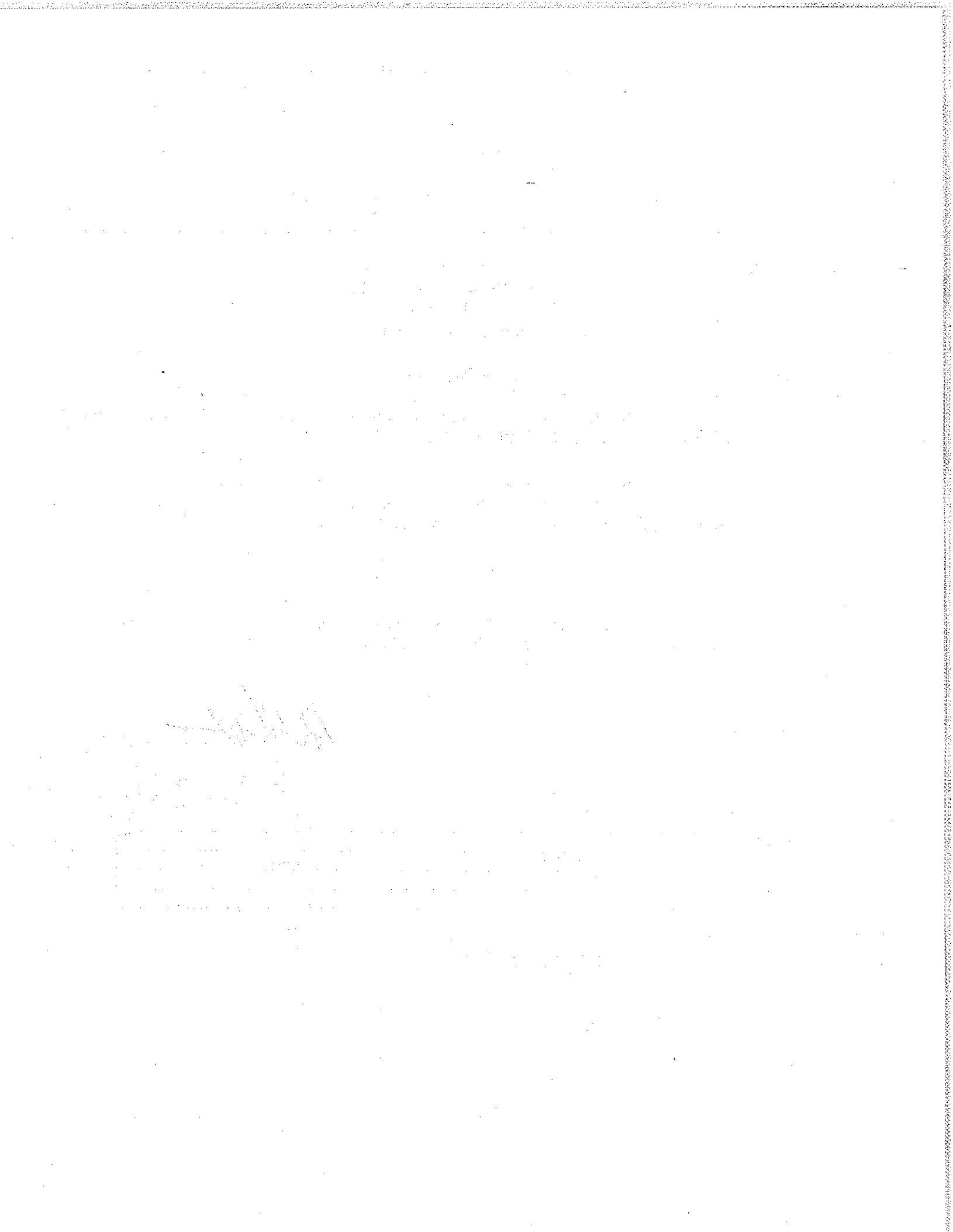
That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Hatfield, seconded by Councillor Sleiman,
THAT the memo from the Cultural Affairs Team dated March 6, 2012 regarding "Update #1 Municipal Cultural Master Plan" **BE RECEIVED** for information.
Carried.

Clerk's Note: The memo from the Cultural Affairs Team dated march 6, 2012 entitled "Update #1 Municipal Cultural Master Plan" is attached as background information.


CHAIRPERSON

DEPUTY CITY CLERK

NOTIFICATION:		
Name	Address	Email





THE CORPORATION OF THE CITY OF WINDSOR

Memo

To: Social Development Health & Culture Standing Committee
From: Cultural Affairs Team
Date: Tuesday, March 06, 2012
Subject: Update #1 Municipal Cultural Master Plan

The City commissioned a Municipal Cultural Master Plan (MCMP) late in 2008. The Plan is to provide guidance to the municipality regarding its investment of human and financial resources in support of the community's arts, culture and heritage sectors. It was adopted by Council in May 2010.

There are 16 Recommendations in the report of which four have been completed. A further four recommendations have been identified to be achieved this year, three recommendations will begin this year and be completed next year, and a further two will be ongoing for several years into the future.

The attached summary provides updates for each of the recommendations the plan identified. Additional information is provided below.

Recommendation #1 Adopt a Vision for Culture in Windsor, #2 Adopt a Mission for the Cultural Affairs Office, and #4 Reposition Cultural Affairs Office within Recreation Department have all been completed and approved by Council within the past 18 months.

Recommendation #3 Ensure adequate resource for the Cultural Affairs Office has been partially completed with the hiring of the Cultural Development Coordinator, one of the two positions suggested.

A Cultural Summit (Recommendation #10) took place November 2nd, 2011 at Willistead Manor. The original registration was capped at 80 and was expanded to 120 because of overwhelming community interest. The day was filled with discussion and opportunities for everyone to share their ideas.

During the Summit participants had the opportunity to work in groups and share their ideas and concerns regarding a variety of recommendations. The groups rotated frequently to ensure an engaged and honest discussion and group ideas were presented at the end of each session. Staff deciphered all the handwriting and compiled lists of comments which have been summarized and are attached.

Many of the recommendations have substantial costs associated to the result. Staff have determined the most fiscally responsible way to tackle the MCMP is to balance work on the Recommendations to align with Council's priorities and within identified budget allocations.

As a result of the Summit, staff has determined that Recommendation #7, Establish Arm's Length Cultural Funding Commission and Recommendation #14 & 15 relating to marketing and communications plans for tourists and residents are targeted for completion in 2012. The workplan on how this is to be achieved is attached.

During the Summit, participants signed up to participate on a variety of Task Forces. Staff will contact those who expressed an interest to meet and begin to work on the Recommendations being targeted in 2012.

Additionally, Cultural Affairs staff is working with the Executive Director of Parks & Facilities to develop a comprehensive plan to ensure adequate maintenance for the Odette Sculpture Park. This plan will include a process to ensure yearly inspections are completed, a maintenance manual is developed and will assist staff in maintaining this unique and valued asset.

Partnering with the Arts Council of Windsor Essex, Broken City Lab and the Art Gallery of Windsor, staff is exploring options around Recommendation #16 "Investigate feasibility of live-work facilities for artists". Working with the Coordinator Administration & Development, Housing & Children's Services and three staff from the Planning Department research has begun on the possibility of funding of live / work spaces through provincial funding dependent on the parameters of the grant for Housing and through Brownfield redevelopment.

Recommendation #15, "Undertake feasibility assessment for the City of Windsor Museum" is well underway. In early February the Consultants met for a second time with the Working Committee and 132 members of the community at a Public Meeting held at Mackenzie Hall. The final report is expected back within 4 to 6 weeks.

Throughout all of these actions in response to the recommendations, there is the opportunity for the Cultural Affairs team to work into the plan of action Recommendation #13 which is to provide capacity building support for cultural organizations. For example, once the e-newsletter has been developed, staff would host a training workshop for those interested in submitting articles or events to the e-newsletter to successfully promote their events. In addition, broader media relations such as PSA releases, photo ops, how to use Facebook and Twitter are topics to be discussed. The City has also applied for and been awarded artsVest funding which will support this recommendation without utilizing corporate funding.

The last recommendation staff would be targeting in 2012 would be #10—Host Cultural Summits. The next summit will take place Thursday May 9, 2012 5:30 pm until 8:00 pm at the Capitol Theatre. This will be a less formal Summit than in November of 2011. It is meant to be a chance for the cultural community to join staff to discuss where we are in working through this year's plan of implementation, receive feedback and build on connections and relationships.

The Cultural Affairs team is working to promote an approach to community building and economic development that will attract residents, visitors and investment by assisting our community to create a positive image and identity. We look forward to using the guidance of the Municipal Cultural Master Plan to become an integral part of how the City re-invents itself making Windsor an affordable and attractive place to live.