

ADOPTED by Council at its meeting held April 16, 2012 [M197-2012]

AA/

Windsor, Ontario, April 16, 2012

**REPORT NO. 66 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

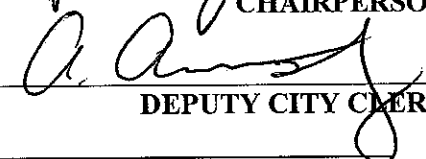
Regrets: Councillor Ron Jones

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 November 2, 2011 Cultural Summit Summary compiled from roundtable discussions **BE RECEIVED** for information.
Carried.

Clerk's Note: The "November 2, 2011 Cultural Summit Summary" is attached as background information.



CHAIRPERSON


DEPUTY CITY CLERK

NOTIFICATION:		
Name	Address	Email

November 2nd, 2011 Cultural Summit Summary

Compiled from roundtable discussions

Recommendation	Summary	Topics to be considered	Participant's Advice
#7 Establish Arts Length Cultural Funding Commission	<ul style="list-style-type: none"> *eligibility criteria and timeline details made explicit *grants available annually *"flagship" institutions permitted to apply for multi-year funding 	<ul style="list-style-type: none"> *should the commission link to WEA or ACWR? *should the WSO & AGW be included? *Should professionals & amateurs be eligible? 	<ul style="list-style-type: none"> *Commission should partner with existing organizations to increase number & value of grants awarded *Recipients should be across all disciplines, track record of success, demonstrated impact of work on city and report back on use of funds
#12 Establish Civic Cultural Awards Program	<ul style="list-style-type: none"> *recognize those working behind the scenes and volunteers in all disciplines *encourage new and younger volunteers to work with culture organizations *market volunteer opportunities for youth to complete community service hours *award could take form of grant monies to be applied for 	<ul style="list-style-type: none"> *artists should not be rewarded as "Volunteers" for the creation/production of art *awards should not duplicate existing awards offered by WEA or ACWR 	<ul style="list-style-type: none"> *want to see a "Jury" endorsed by Council to award 2-3 annual awards *awards should include Windsor and Region *each organization nominate one volunteer in the category of youth, adult/senior, and corporate *cultural investment fund to be transparent, accessible, sustainable & available on a multi-yr basis
#13 Provide Capacity Building Support for Culture Organizations	<ul style="list-style-type: none"> *help Windsor to be an artsVest city *host "culture fair" to provide FREE time with lawyers and accountants in culture selling *campaign for residents to attend 1 event / year *establish "Arts District" to unite culture groups in one space, restore the Capitol and establish it as a culture centre *ask WEA & ACWR to merge & form one organization for Windsor Essex Region 		<ul style="list-style-type: none"> *want training & opportunities to consult industry experts to gain knowledge *one-stop website with a FT webmaster *media coverage before an event *they do not want to be taken advantage of as artists & required to become "volunteer workers" for the City
#14 Develop Cultural Tourism Plan Focused on Visitors	<ul style="list-style-type: none"> *establish a website with a FT webmaster covering events before date *tell our stories, highlight our strengths *design a brand for culture *create a smart-phone app for self-guided tour 		<ul style="list-style-type: none"> *recuring themes-webmaster, arts district, commitment to culture *branded signage in recognized culture spots *make the most of 4th culturally diverse city
#15 Develop Cultural Marketing / Communications Plan Resident Focused	<ul style="list-style-type: none"> *hire a FT webmaster, host a conference with culture community to find out what they need from webmaster, update web daily *include Essex region in all discussions / Promotions for culture *produce culture ads for TV & Radio, produce a culture video that describes festivals / events, produce a FREE weekly or monthly culture publication *promote culture in other languages *keep funding separate from Recreation 	<ul style="list-style-type: none"> *acknowledge culture portal, want someone to post their information for them instead of them logging in and doing the updates. 	<ul style="list-style-type: none"> *again website for one-stop-shop for all things maintained by the city with an individual or team to oversee daily operations *need to advertise in print & radio/TV *need to reach more than English speaking communities
#16 Investigate Feasibility of Live Work Facilities for Artists	<ul style="list-style-type: none"> *sell the idea to investors, educate / give incentives to potential landlords *keep rent & taxes low *give funds to artists to transform / create in closed schools, sort of arts co-op *place artists in community centres for free in exchange for culture programming 	<ul style="list-style-type: none"> *\$300 for 150 sq ft is too costly 	<ul style="list-style-type: none"> *cost of hydro, gas, parking, fire regulations, health code, safety with chemical use *keep taxes low