

**REPORT NO. 151 of the  
SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held April 10, 2013

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**Present:** Councillor Ed Sleiman, Chair  
Councillor Jo-Anne Gignac  
Councillor Percy Hatfield  
Councillor Alan Halberstadt  
Councillor Fulvio Valentinis

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

Moved by Councillor Valentinis, seconded by Councillor Halberstadt,  
**THAT** the report from the Manager of Cultural Affairs regarding the Update of the Municipal Cultural Plan and 2012 Section Activities **BE RECEIVED**.  
Carried.

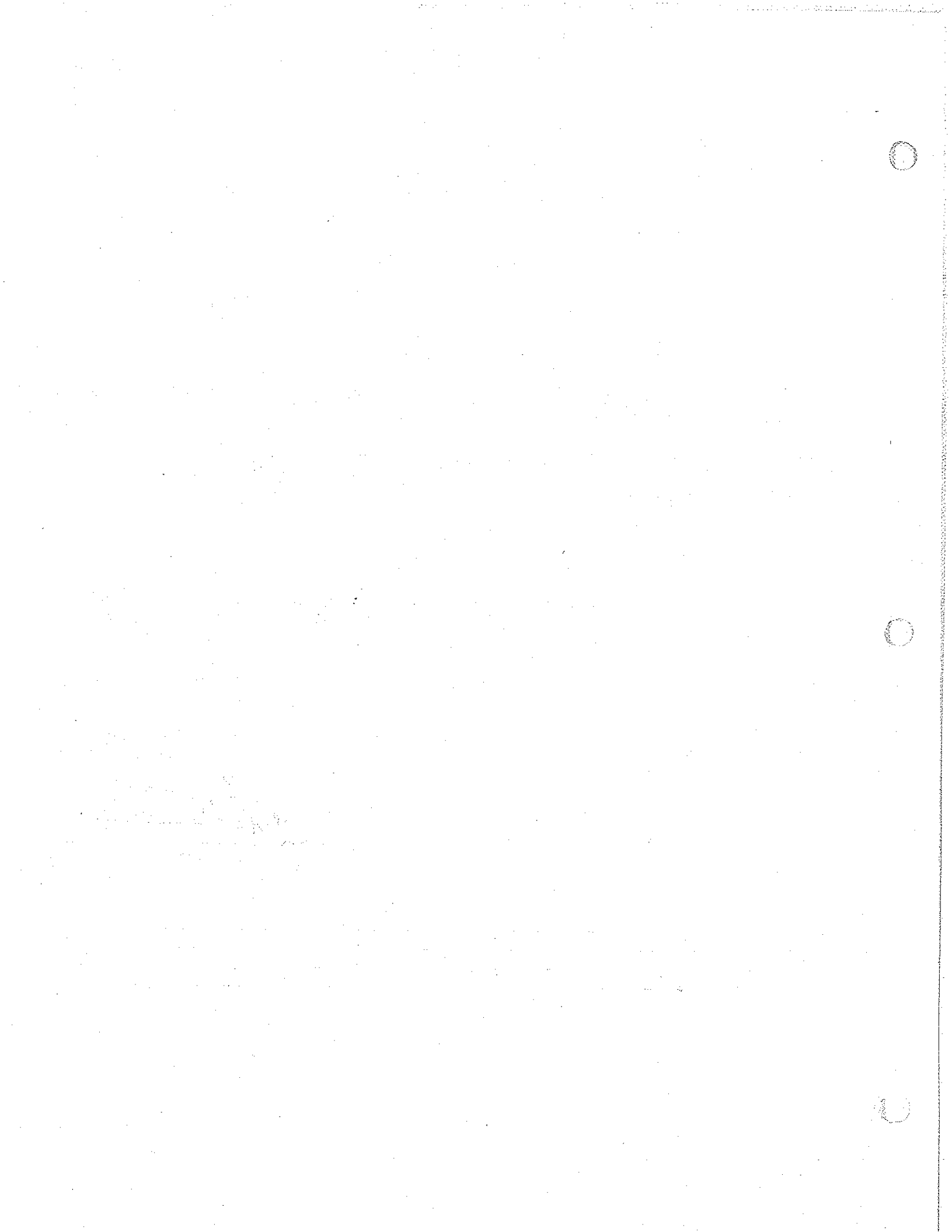
Clerk's Note: The administrative report authored by the Manager of Cultural Affairs dated January 18, 2013 entitled "*Update #2 on the Municipal Cultural Master Plan and 2012 Sectional Activities*" is attached as background information.

LIVELINK 16342 APR/10206

  
CHAIRPERSON

  
COUNCIL SECRETARIAT

<b>NOTIFICATION:</b>		



**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"*

<b>LiveLink REPORT #: 16342 APR/10206</b>	<b>Report Date</b> January 18, 2013
<b>Author's Name: Cathy Masterson</b>	<b>Date to Standing Committee: April 10, 2013</b>
<b>Author's Phone: 519 253-2300 ext. 2724</b>	<b>Classification #:</b>
<b>Author's E-mail: cmasterson@city.windsor.on.ca</b>	

**To: Social Development, Health and Culture Standing Committee**

**Subject: Update #2 on the Municipal Cultural Master Plan and 2012 Sectional Activities**

P & R 13-07

**1. RECOMMENDATION: City Wide:  Ward(s): \_\_\_\_\_**

THAT the report from the Manager of Cultural Affairs regarding the Update of the Municipal Cultural Plan and 2012 Section Activities **BE RECEIVED.**

**EXECUTIVE SUMMARY:**

N/A

**2. BACKGROUND:**

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.

**3. DISCUSSION:**

The Cultural Affairs team utilizes the Municipal Cultural Master Plan regularly as a guiding tool when engaging in the cultural activities of our community. One of the guiding principles of the team is that little is done that involves just art, it must involve heritage, little is done with just heritage, it must involve art, and nothing is done without a partner—either an internal or external one. As a result, the team has had a very successful year raising the profile and understanding of culture. The cultural community of Windsor is alive and vibrant and ensuring the quality of life experienced is exceptional.

Five of the 16 recommendations were identified to be addressed in 2012. In addition, projects were identified throughout the year and capitalized on as the opportunity presented itself.

A second Cultural Summit (Recommendation #10) took place May 9, 2012 at the Capitol Theatre. Approximately 200 attended the session over the course of the evening. This was a unique opportunity for a variety of cultural organizations to come together, make comment on the recommendations being targeted during 2012 and make links and connections with other cultural organizations. This meeting became the starting point for co-operation and collaboration between a number of organizations.

Staff began work on Recommendation #7, Establish Arm's Length Cultural Funding Commission and Recommendation #14 & 15 relating to marketing and communications plans for tourists and residents. During the November 2012 Summit, participants signed up to participate on Task Forces to provide input on both Recommendations.

The Task Force on Recommendation #7 met four times to assist staff in determining a grant funding model appropriate for Windsor. The information thoroughly debated and during frank and honest discussion the Task Force came to a consensus on what would work in our community. The proposal that emerged from the Task Force centers on the principle of making culture happen now. It has been submitted into the 2013 budget process for consideration during the budget approval process.

The Task Force working on Recommendation #14 & 15 relating to marketing and communications plans for tourists and residents met twice. One of the considerations raised was a lack of awareness around what the City of Windsor, through the Cultural Affairs Office was responsible for. To this end, an E-newsletter was developed to be sent out monthly (second Tuesday of the month) to subscribers. At this time, the E-newsletter promotes awareness around activities the city is delivering or partnering with others on.

It also became clear early in the conversation that what is needed is a one-stop place where the community could post their upcoming activities and ideally be able to sell tickets online and training on how to best utilize some of the new technologies successfully as a tool to promote activities. Working with Tourism Windsor Essex Pelee Island, Windsor Essex Economic Development Corporation and Essex Futures Development Corporation a website is being developed that will accommodate these needs. Additionally, within the broader community, organizations such as the Accelerator have developed workshops for non-profits to learn how to capitalize on Social Media. These two recommendations will need support for a number of years however a strong move forward is occurring.

Cultural Affairs staff with the Manager of Parks Design and Development and the Manager of Parks Operations has obtained the information required to develop a comprehensive plan to ensure adequate maintenance for the Windsor Sculpture Park. This plan includes a process to ensure yearly inspections are completed, a maintenance manual and tools to provide proper documentation to assist staff in maintaining this unique and valued asset. As part of the process, the first 41 pieces have also had new appraisals completed. An additional 14 pieces (some indoor and a few outdoor pieces) will be completed by spring.

Recommendation #15, "Undertake feasibility assessment for the City of Windsor Museum" also was completed in 2012. 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 has been received and presented to the Social Development, Health and Culture Standing Committee.

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: the Cultural Affairs team has worked with organizations such as Ford City Re-Development to assist them with program development, with South Western Ontario Heritage Committee to assist them to develop a brochure promoting the region's heritage sites, with Downtown Business owners to develop a culture crawl, and with ten organizations participating in artsVest funding to ensure they receive the largest amount of grant funding available.

The relationships and partnerships developed in 2012 have laid a foundation which will continue to see growth and forward movement in the cultural environment over the next several years. Two significant projects are outlined below as examples of the positive energy and collaboration that is now occurring in the cultural environment of Windsor.

Partnering with the Arts Council of Windsor Essex and Broken City Lab, staff is pleased to share that a Trillium Grant was applied for and awarded. The program will engage artists in public spaces to share their creative practice with the residents who regularly use the space and to encourage the public to consider and understand the role that art plays in everyday life. It is loosely an Artist in Residence program with a different "Residence" being chosen for each artist. This program is just starting now and in approximately seven months, the first artist will be in place working in an unusual space. This is the first time that a program of this nature has occurred in Canada and it will raise some attention in the cultural community of Ontario and across the country.

In September the municipality applied for grant funding through the Creative Communities Prosperity Fund to complete a comprehensive cultural mapping project. The application was supported by local organizations such as the Multi-Cultural Council of Windsor and Essex, WE-tech Alliance, Raindance Theatre, Tourism Windsor Essex Pelee Island, Workforce Windsor Essex, Essex Futures Development Corporation, and the City of Windsor's Planning, IT and GIS departments are also partners. Mid-January notification was received that the grant has been approved and shortly consultants will begin the process of gathering information to layer onto our map information such as settlement patterns historically and current, languages spoken, locations where cultural activities take place, public gathering places, and many more layers. This project will become a very valuable tool for the corporation and our other community partners.

**4. RISK ANALYSIS:**

N/A

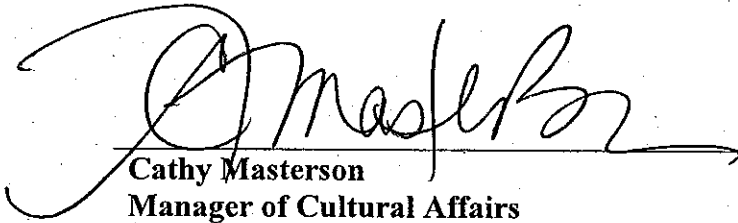
**5. FINANCIAL MATTERS:**

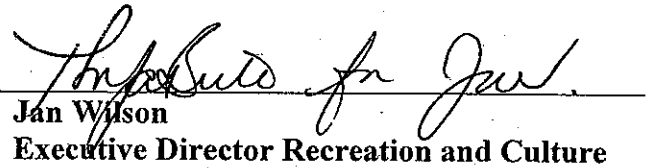
The above noted results obtained through approved operating budget and strengthening relationships and opportunities with local cultural organizations.

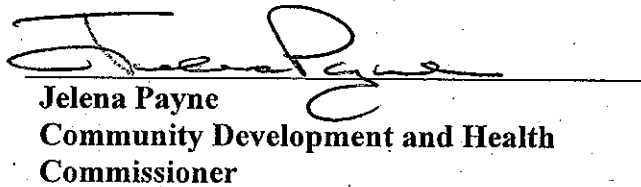
6. CONSULTATIONS:

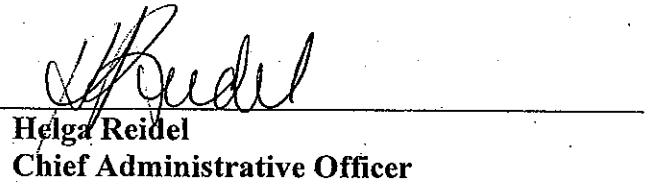
7. CONCLUSION:

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. The Cultural Affairs team looks 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.

  
Cathy Masterson  
Manager of Cultural Affairs

  
Jan Wilson  
Executive Director Recreation and Culture

  
Jelena Payne  
Community Development and Health  
Commissioner

  
Helga Reidel  
Chief Administrative Officer

cfm

**APPENDICES:**

Appendix A Update Windsor's Poet Laureate

Appendix B Successes in 2012 at Windsor's Community Museum

**DEPARTMENTS/OTHERS CONSULTED:**

Name:

Phone #: 519            ext.

**NOTIFICATION :**

Name	Address	Email Address	Telephone	FAX



APPENDIX A  
THE CORPORATION OF THE CITY OF WINDSOR

## Memo

**To:** Social Development Health & Culture Standing Committee  
**From:** Christopher Lawrence Menard, Cultural Development Coordinator, Cultural Affairs  
**Date:** Tuesday, February 19, 2013  
**Subject:** Update #1 Windsor's Poet Laureate

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In 2012, the City launched a Poet Laureate program, appointing well-known author, Marty Gervais to the post for a two-year term. He began with a promise to create and read poetry in public places, promote poetry to a wide, appreciative audience, strengthen the public's relationship to literature, contribute to the City's cultural life, and impact how Windsorites tell and share their stories.

Marty accomplished his goal and surpassed all expectations in year one. Through creating and sharing new works of poetry, an aggressive online social media and marketing campaign, educational opportunities, public readings, workshops, projects, collaborations, publications, media interviews and public appearances, Marty is setting exciting standards for future poet's laureate. He has engaged other poet's laureate across Canada, raising the profile of Windsor nationally.

The City's website includes a page listing all events/opportunities for public engagement with the program, with links to Marty's blog. In 2012, his blog had over 32,000 views, with 3 new weekly posts, over 160 photos, an amusing video on poetry reading featuring members of Windsor's literary community, and a tribute to The Windsor Star's original printing presses.

Marty attended City Council on two occasions to present new works. He was featured on TVCogeco's *Council Warm-Up*, and several times on CBC's *The Bridge Arts and Culture* show with Bob Steele. The Windsor Star published five stories about Marty and the Poet Laureate program.

### Highlights of Marty's first year include:

- *March:* Poetry Reading with Canadian Parliamentary Poet Laureate Fred Wah, in partnership with the University of Windsor, at The Capitol Theatre for 100 people.
- *August:* Public debut of 3 new pieces at the City's 1812 celebration, "The Capture of Detroit", with musical accompaniment by the Windsor Symphony Orchestra for 1,000 people.
- *August:* 3-day writing contest, in partnership with Black Moss Press and the University of Windsor, asking local writers to reflect on life in Windsor through prose. Students enrolled in the Editing & Publishing Practicum Class, at the University of Windsor will compile, edit, and publish 65 pieces by 52 local authors in a volume entitled "3 Days in August" this year.
- *September:* "Poetry at the Manor" inaugural, first-of-its-kind in Canada poetry reading brought 200 people to Willistead Manor to hear works read by poet's laureate from across Canada, including: Marty Gervais, Owen Sound's Elizabeth Zetlin, Brantford's John B. Lee, Barrie's Bruce Meyer, Prince Edward Island's Hugh MacDonald and Sudbury's Roger Nash joined Marty to share stories and works. Marty obtained government grants to cover the travel and accommodation fees for this event. The event inspired several other Canadian communities to begin planning their own poetry events.

- *October:* "Poet Laureate & Friends" BookFest Windsor event with record numbers attending.
- *November:* Readings at Arts Council Windsor Region and ShO Performance for 100 people.
- *December:* Rode in a float in WinterFest's Santa Claus Parade with the DWBIA.

In 2013, Marty will bring poetry into unconventional spaces, like a boxing ring in Ford City and the deck of a visiting Tall Ship, explore education opportunities for young writers (at Walkerville Collegiate, Essex High, Herman Secondary, St. Clair College, and the University of Windsor), host the second-annual "Poetry at the Manor" event at Willistead, and participate in "Poetry on the Water" as a featured event of our region's Tall Ships 2013 Festival.

The Cultural Affairs team looks forward to continuing to assist Marty in achieving the guiding principles he set for himself when he became Windsor's first poet laureate, and to utilizing this unique program and exceptional poet to help the City re-invent itself and share its stories





APPENDIX B  
THE CORPORATION OF THE CITY OF WINDSOR

**Memo**

**To:** Social Development Health & Culture Standing Committee  
**From:** Madelyn Della Valle, Curator, Windsor's Community Museum, Cultural Affairs  
**Date:** Tuesday, February 19, 2013  
**Subject:** Successes in 2012 at Windsor's Community Museum

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2012 was a year of significance for Windsor's Community Museum. The François Baby House celebrated its 200<sup>th</sup> anniversary with the launch of the François Baby House Peace Garden, and embarked on the commemoration of the 200<sup>th</sup> anniversary of the War of 1812 which included many activities, including The Capture of Detroit, and a signature exhibition, *Living in 1812: Life on the Sandwich Frontier*. Total visitation to the museum in 2012 was 9453. (Attendance for the past five years includes: 2007 was 5193, 2008 was 4723, 2009 was 3556, 2010 was 6743, and in 2012 attendance was 6126).

The Museum Feasibility Study undertaken by Lord Cultural Resources was completed. The second public meeting was held in February with 150 people in attendance and much lively discussion. The Study has been to the Standing Committee.

The Museum Volunteer Group with 59 members spent 3504 hours of volunteer time, and met nine times during the year. During the Capture of Detroit, 41 volunteers put in 344 hours of volunteer time.

The Museum coordinated the Windsor Sculpture Park Art Cart tours and 594 people took art cart tours over the course of season.

Numerous public programs including exhibit tours, March Break programming, lectures, antique evaluation, Italian film night, Culture Days/Doors Open programming were featured. Many education programs related to War of 1812, the fur trade, Windsor Winter, and other heritage themes were provided. Total number of children and adults participating in education programs onsite equalled 779. This also marked third year of the Junior Curator program at John Campbell School.

The Museum staff assisted 104 distance researchers and 2363 onsite researchers in 2012. There were 188 incoming artifacts to be added to the museum's collection. There was an addition of 334 images catalogued and 49 items into the ephemera collection. (Of note, the Museum acquired a collection of letters written by Nel Martin, mother of former Prime Minister Paul Martin Jr. Working with Parks and Facilities staff, photographs, documents, and equipment from the Capitol Theatre, were identified for inclusion into the museum collection. The Museum undertook an analysis of the artefact collection to determine the most valuable pieces for risk management purposes.

The museum, with support from IT, purchased and installed Mimsy XG, a new collections management software program. This program now holds nearly 7000 records that are either newly entered or have been transferred from an earlier obsolete database. Records from the Windsor Sculpture Park are now housed here.

The Museum had significant media coverage in 2012 including seven Windsor Star articles, one Toronto Star article, one Le Rempart article, four English radio interviews, 11 French radio interviews, three English TV interviews and four French TV interviews. The curator was interviewed about the Tecumseh flag on display in the museum's 1812 exhibition for CBC's Doc Zone episode on the War of 1812 "Been There, Won That" which premiered on October 4, 2012.

Three editions of the newsletter "Windsor's Community Museum News" were produced. The museum and Cultural Affairs with communications support, have produced 6 PSAs on various dates of importance during the War of 1812 locally, and actively participated in the new City of Windsor twitter and Facebook. The museum has also received strong recommendations on Trip Advisor. In the spirit of outreach with other heritage organizations in the city and the county, the Museum and Cultural Affairs are assisting with development of South Western Ontario Heritage Council (SWOHC) brochure.

Seven exhibitions were produced during 2012:

- *Living in 1812: Life on the Sandwich Frontier* (about the daily life of the inhabitants of this area in 1812);
- *Woof! Woof! Hot Diggity Doggie* (produced in cooperation with Windsor/Essex County Humane Society, and much local participation from interested individuals);
- *Windsor's Catholic Heritage: Highlights from the Diocese of London's Archives* (produced in conjunction with the Diocese of London Archives to showcase the earliest history of the Catholic churches in Windsor);
- *The Pare Medals* (a Remembrance Day exhibit of newly acquired WWI and WWII military medals);
- *Windsor Parks and Gardens* (installed in outdoor cases at the launch of Peace Garden and 200<sup>th</sup> anniversary of François Baby House);
- *City hall case exhibits*;
- *Pop-up banner exhibit on War of 1812* (Developed by museum and displayed at the Windsor Public Library, the Ontario Archaeological Association Conference, the Mayor's Art Walk, and at the official bestowing of Battle of Detroit Honours at the Tilston Armouries);
- *Francois Baby House and the War of 1812* (a special exhibit for display at the Ontario Legislative Assembly).

The Museum loaned 1812-era artifacts to Museum London; Catherine Reynolds art works to the Art Gallery of Windsor; and an early Matchlock Musket to the Frazier History Museum in Kentucky. The Museum also brought the "Tecumseh Flag" to the Town of Tecumseh ceremony honouring Tecumseh on a stamp.