

**REPORT NO. 270** of the  
**SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE**  
of its meeting held February 4, 2015

---

**Present:**  
**Councillor Ed Sleiman, Chair**  
**Councillor Paul Borrelli**  
**Councillor Rino Bortolin**  
**Councillor John Elliott**  
**Councillor Jo-Anne Gignac**

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

Moved by Councillor Gignac, seconded by Councillor Bortolin

**THAT** the report of the Manager of Cultural Affairs regarding the Update of the Municipal Cultural Plan and 2014 Cultural Affairs activities **BE RECEIVED**; and further

**THAT** the Update #3 on the Municipal Cultural master Plan during 2014 **BE FORWARDED** to both the WindsorEssex Economic Development Corporation as well as Tourism Windsor Essex Pelee Island (TWEPI) with a request **TO SCHEDULE** a meeting with the City of Windsor's manager of Cultural Affairs for the purpose of Exploring efficiencies in an effort to move the Municipal Cultural Master Plan forward.

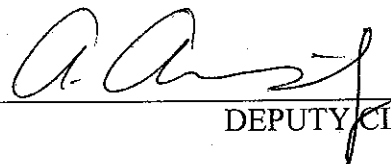
Carried.

**Livelihood #17528 APR/10206**

Clerk's Note: The report authored by the Manager of Cultural Affairs dated January 6, 2015 entitled "Update #3 on the Municipal Cultural Master Plan during 2014" is attached as background information.

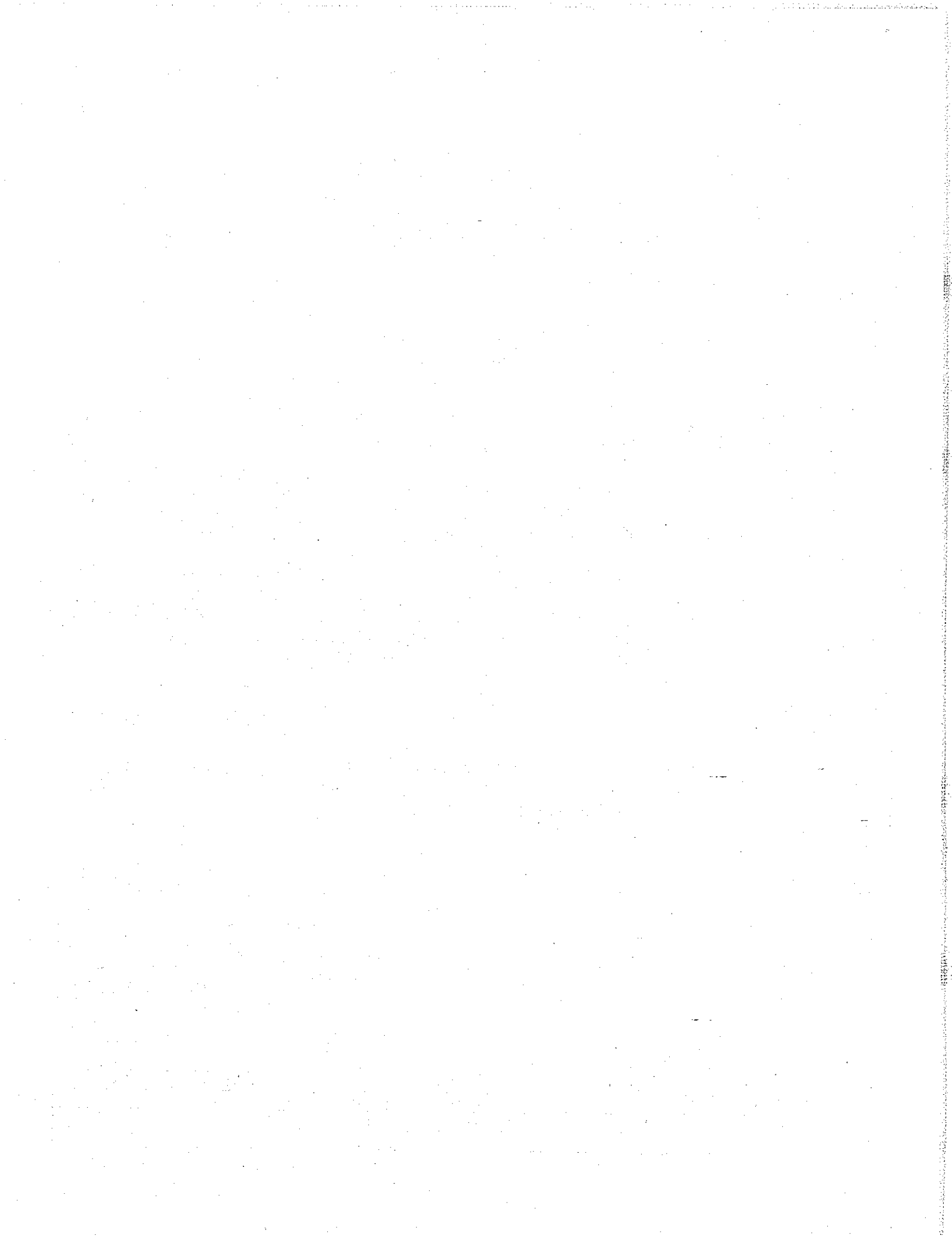


CHAIRPERSON



DEPUTY CLERK

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX
Gordon Orr		<a href="mailto:gorr@city.windsor.on.ca">gorr@city.windsor.on.ca</a>		
Rakesh Naidu		<a href="mailto:rnaidu@choosewindsoroessex.com">rnaidu@choosewindsoroessex.com</a>		



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

**MISSION STATEMENT:**

*"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together."*

<b>LiveLink REPORT #: 17528 APR/10206</b>	<b>Report Date: January 6, 2015</b>
<b>Author's Name: Cathy Masterson</b>	<b>Date to Standing Committee: February 4, 2015</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 #3 on the Municipal Cultural Master Plan during 2014**

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

THAT the report from the Manager of Cultural Affairs regarding the Update of the Municipal Cultural Plan and 2014 Cultural Affairs 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 as CR #163/2010.

**3. DISCUSSION:**

The Cultural Affairs team utilizes the Municipal Cultural Master Plan (MCMP) 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 contributing to an exceptional quality of life experience.

The following list provides a status update for each recommendation in the Plan.

**Recommendation #1—Adopt a Vision For Culture in Windsor.** This was achieved with the acceptance of the MCMP in 2010.

**Recommendation #2—Adopt a Mission for the Cultural Affairs Office.** This was achieved with the acceptance of the MCMP in 2010.

**Recommendation #3—Ensure adequate resources for the Cultural Affairs Office.** This recommendation included optimal staffing levels. One of the two recommended positions identified was the Cultural Development Coordinator which was filled in November 2011. The second position is vacant and will be filled when funding is identified.

**Recommendation #4—Reposition the Cultural Affairs Office within Recreation Department.** This was achieved in 2011.

**Recommendation #5—Undertake feasibility assessment for a new City of Windsor Museum.** This was achieved in 2013. The results of the assessment lead to Council expanding Windsor's Community Museum into the main floor of 401 Riverside Drive. It is expected the new expanded exhibitions will be open in late 2015.

**Recommendation #6—Ensure adequate maintenance of Odette Sculpture Park.** All of the sculptures were evaluated in 2013. In 2014, Council supported the request to utilize funds held in trust to hire summer students to clean all of the sculptures. Additionally a conservation specialist was also hired to determine an action plan for future repairs and maintenance of all of the sculptures. This process will continue in the summer of 2015.

**Recommendation #7—Establish arm's length Cultural Funding Commission.** Council supported a pilot project, the Arts Culture and Heritage Fund (ACHF) which provided \$87,200 in project funding to local organizations in 2014. This project was very well received within the community. On January 19, 2015 Council approved \$55,000 to the base budget for Cultural Affairs for ongoing support for the ACHF.

**Recommendation #8—Develop cultural organization investment strategy and fund.** With the approval of the MCMP in 2010, in place of grants, in 2013 and 2014 Council provided facilities for long term use to two anchor organizations in the cultural community. Two smaller cultural organizations continue to receive their established funding amounts.

**Recommendation #9—Increase awareness of the community, councillors, and municipal staff about culture.** This recommendation will be on-going. Some initiatives undertaken include: powerpoint presentations to Council, Administration and community groups.

**Recommendation #10—Host cultural summits.** The year's Cultural Summit took place on May 27, 2014 at 401 Riverside Drive. Approximately 100 members of the public came to the presentation. Additionally public meetings are held throughout the year as opportunities present themselves. In 2014 additional public meetings occurred regarding the museum expansion, the Arts Culture and Heritage Fund and the Our Space Program in the Sculpture Park.

**Recommendation #11—Extend Public Art Policy.** Administration has researched other Canadian municipalities to determine current standards. A report will be forthcoming for Council consideration shortly.

**Recommendation #12—Establish civic cultural awards program.** 2014 saw the re-establishment of the Mayor's Arts Awards. Three awards were distributed based on a juried nomination process. The awards were presented at a ceremony jointly hosted with Windsor Endowment for the Arts on May 8, 2014. The awards will be presented bi-annually.

**Recommendation #13—Provide capacity building support for cultural organizations.** The Cultural Affairs team provides support to local individuals and organizations during provincial and national campaigns such as: Culture Days, National Youth Arts Awareness Week and Doors Open. Additionally

staff provide assistance with grant writing, letters of support through the CAO's Office, conversations and suggestions on an as needed basis. The Cultural Affairs team meet with organizations and individuals at a time convenient to them between 7:30 am and 9:00 pm or on the weekend. This activity will be on-going.

**Recommendation #14—Develop cultural tourism plan (focused on visitors).** Working with Tourism Windsor Essex Pelee Island and the other local municipalities, staff strive to deliver unique opportunities to those visiting the region. In 2012 this meant producing the Capture Detroit 1812 event, in 2013 it was the Coastal Trails Sails to See Tall Ships Festival and in 2014 it was the w.a.v.e.s. Festival. Additionally working with local partners, the team developed the Cultural Mapping Project which continues to gather cultural data to be used by those visiting the city. This recommendation will be on-going. The development of a formal strategy has not been implemented.

**Recommendation #15—Develop cultural marketing and communications plan (focused on residents).** The Cultural Affairs team has developed an Eblast that is sent out to those registered on a monthly basis. Additionally staff work closely with the communications staff to ensure messages are sent out using traditional and social media methods. This recommendation will be on going. The development of a formal strategy has not been implemented.

**Recommendation #16—Investigate the feasibility of live-work spaces.** This is a recommendation that staff will be researching in 2015. Through early conversations with many in the cultural community, it appears that it isn't a lack of living space that is an issue in Windsor. Rather, a lack of studio and short term office space are in need. Staff will be hosting round tables and conversations to better determine the needs of the community. The Cultural Affairs team will bring forward information to Council for their consideration in early 2016.

The Cultural Affairs team recognizes that with the successful completion of a number of the recommendations and the ongoing commitment to others that it is time to refresh the MCMP. Through a series of Round Tables, public meetings and conversations with organizations the Cultural Affairs team will be seeking information from the cultural community as to what their vision of culture in Windsor is. This will be an interim measure with a fully updated MCMP occurring ten or more years into the future from the time it was originally accepted by Council.

#### **4. RISK ANALYSIS:**

**Resource Risks:** Priorities are determined at the start of the year that can be achieved based on the fiscal and staffing resources available.

**Community Impact Risks:** The cultural community of Windsor has become very supportive of the work the Cultural Affairs team completes. They view the team as further evidence of the support that Council is directing towards the grassroots cultural community.

#### **5. FINANCIAL MATTERS:**

The above noted results were obtained through approved operating budget and strengthening relationships and opportunities with local cultural organizations. This project was very well received within the community. On January 19, 2015 Council provided an additional \$55,000 to the Cultural Affairs base operating budget for ongoing support of the ACHF.

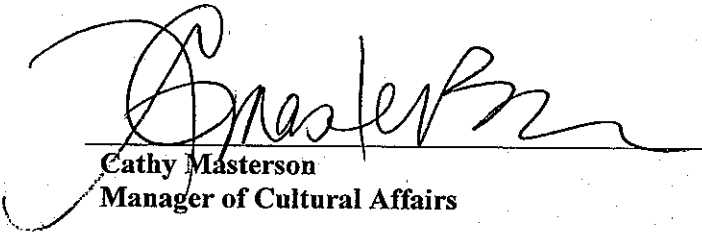
**6. CONSULTATIONS:**

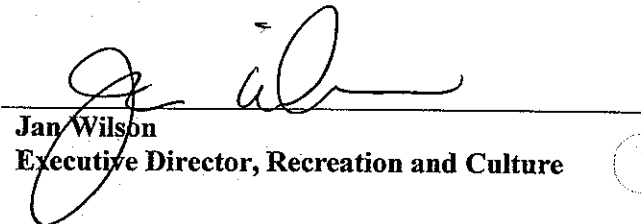
Conversations are held with cultural activists and artists within the Windsor community. Community input is crucial to the success of the Cultural Affairs section and is sought during Cultural Summits and other public roundtables and meetings.

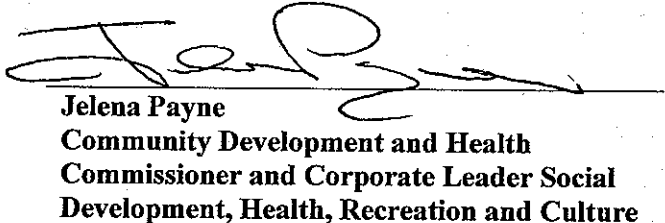
Internally Cultural Affairs staff discuss and develop opportunities to work collaboratively with other city partners such as Planning, Traffic, Parks and Facilities, GIS, Windsor Public Library and others on an ongoing basis. The Manager of Operating Budget Control and Financial Administration is also regularly consulted.

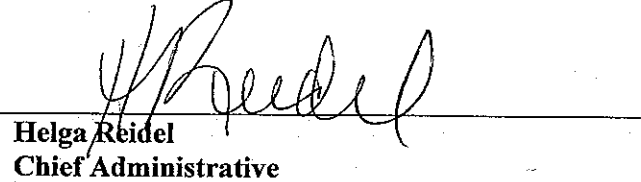
**7. CONCLUSION:**

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 and Corporate Leader Social  
Development, Health, Recreation and Culture

  
Helga Reidel  
Chief Administrative

cfm

**APPENDICES:**

**DEPARTMENTS/OTHERS CONSULTED:**  
Name:  
Phone #: 519 ext.

**NOTIFICATION :**

Name	Address	Email Address	Telephone	FAX