



CULTURAL ROUNDTABLE NOTES

NOVEMBER 24, 2016

MICHAEL WRIGHT ART GALLERY, 4:30PM

#200 – 2253 Leigh Square, Port Coquitlam, BC

Attendance: *Carrie Nimmo - Manager of Cultural Development and Community Services for City of Port Coquitlam, Brian Hubbard - Port Coquitlam Heritage, Aynsley Meldrum - Port Coquitlam Farmer's Market, Sherry Carroll – Arts Connect, Marilyn Theobald – Art Focus, Rob Sullivan - Adult and Access Service Coordinator, and Arts and Culture Coordinator for City of Port Coquitlam, George – Wilson Center 55+, Mary Ann Thompson – Art Focus, Alexine Law – President of Art Focus, Brad Nickerson – Local Commercial Artist, Dana Ionson – Terry Fox Library, Graham Myers – Founder of Second Storey Theatre, Geoff Scott – TriCity Community Television and Arts Connect, Roger Loubert – President of Arts Connect and Vice President of TriCity Community Television, Sandy Battle – Events Coordinator for City of Port Coquitlam, Zach Lundrie – Arts and Culture Program Assistant for City of Port Coquitlam, Lisa Nolan – 4Cats Art Studios, Jodi Proznick – Bassist, Composer, Educator Jazz Composer for VSO, Nikki Hillman – Arts and Culture Recreation Leader for City of Port Coquitlam, Claire Pinkett – Stage 43 Theatrical Society, Bob Lee – Chair for May Day Festival, Michael Wright - Served on Council from 1978 to 2014, Thelka Wright, CDMF Performing Arts Festival, Christine Malone - Art Focus, Fritz Radandt – Critic not Artist, promotes Arts and Culture, Lori Bowie – Director of Recreation.*

1. **Welcome:** Carrie Nimmo, Manager of Cultural Development and Community Services: The Cultural Roundtable is an opportunity for the community to share information and resources and work together to develop new cultural initiatives.
2. **Introductions** (40 minutes): Participants introduced themselves and their organizations. A full record of the introductions is available upon request. The following themes emerged:
 - a. Attendees would like to see more way finding and permanent signage to Leigh Square and PoCo Heritage
 - b. Local arts and culture is important and should be an essential service, not attached to something else or on the side
 - c. Interest in collaboration between heritage, arts and culture and the environment
 - d. Many attendees noted that they want to “get things done”
 - e. Advocacy and promotion for arts and culture is crucial
 - f. Some attendees are interested in learning about other artists and organizations, connecting and networking

- g. Some attendees such as TriCity Mosaic, offered assistance to get the word out about arts, culture and heritage
- h. Interest in a 100 seat black box theatre in the Downtown Core – Question: Is it possible for City to purchase Elks Hall so that it can become a venue for festivals, performances and exhibitions?
- i. Interest in having more access to arts for young children
- j. Huge potential for arts programming to draw more people into downtown core similar to Alberta Arts District in Portland, Oregon
- k. A couple of participants requested meetings to start later in the evening
- l. Some cultural organizations and committees would like to build their capacity
- m. It was noted that a clear vision and objectives for the Cultural Roundtable is needed.

3. Break to refresh and network (5 minutes)

4. Questions for Small Group Discussions (30 minutes)

*** Notes are synthesized to main ideas. ***

a. What would you like to gain from or contribute to the Cultural Roundtable?

i. Gain:

1. Cooperation, education, information, input, insight, inspiration, and networking during Cultural Roundtable and at other events (some contradiction, for example, it was also suggested that this meeting should not be about networking)
2. Contact list for PoCo arts groups, individuals, and organizations
3. Black Box Theatre (100-120 seats)
4. Explore what is working for other communities
5. Cultural priorities need to be heard by council
6. Cultural community need to know that the City is INVESTED in the arts - Sports cannot be the only thing that matters if we want to build arts and culture

ii. Contribute:

1. Experience
2. Define collective goals
3. A clearly defined vision, objectives and purpose, action plan
4. Cross promotion and connections with arts institutions and other groups (example: VSO, KPU)
5. Action plan – get things done
6. Online forum of Google Group to talk to each other

b. What information would you like to share and how would you like to share it?

i. Information to share:

1. Upcoming shows/events such as Farmer's Market
 2. Funding Information: City Subsidies/Grants
 3. Action Updates
 4. Contacts in Arts, Culture and Heritage
 5. Leigh Square Facilities
 6. Community Art Inventory
- ii. How to share it:
1. Communication work group
 2. Face to face connections such as Cultural Roundtable
 3. Include All Age Groups
 4. Permanent and temporary signage, for example, a big banner on Shaughnessy Street (like the Farmer's Market), illuminated signage at major intersections/meeting places, flags/banners located at the underpass at Shaughnessy and Lougheed and Leigh Square and Shaughnessy and on the building (GP and Outlet)- include user group names (i.e.: Art Focus)
 5. Community Bulletin Boards and Print Ads – are they still relevant?
 6. Digital Media
 - a. Facebook although only targets followers
 - b. Email – targets only those signed up
 - c. Twitter/Instagram
 - d. YouTube – short videos
 - e. Groups sharing other groups information – on their web page or provide links
 - f. Websites if info current – possibly consolidate websites?
 - g. Tri Cities Community TV
 - h. TV's at Hyde Creek and WC – better use of bulletin boards in facilities
 7. Branding and 3 x Marketing Rule
 8. Consistent place to find information
 9. Cross promotion with local business partners and promoters
- c. **What support and/or resources do you need to move your work or organization forward?**
- i. More of this (Cultural Roundtable)
 1. One voice representing the different organizations and disciplines with a shared vision, goals, objectives and actions.
 2. Communicate Arts and Culture benefits and priorities to City Council - *Arts and Culture needs to be positioned as a contributor to the economic and social well-being of the City*
 3. Needs to be relevant for all members

4. Needs a plan within the Cultural Plan to get where we want/need to go.
- ii. Funding to support
 1. Market research
 2. Marketing and promotion
- iii. Space once Wilson Centre construction begins - the Arts need to be part of City work plan
- iv. More feedback and expression of interest from the community. The Cultural Roundtable can be the voice of the community.
- v. Publicity, marketing, advertising, social media, banners and signage
- vi. Parking is currently an issue
- vii. Make it easier and cheaper to book space. Current challenges: insurance, complicated communication, price. *Online options? Storage and construction space?*
- viii. Open Communication between Art groups, heritage groups and the City, possibly an online connection between art groups, and a place to post videos of performances.
- ix. Volunteers for events and boards
- x. Opportunities to contribute to and create festivals. *Example: Kids fest*
- xi. City facilitation of Cultural Roundtable with mentorship available to mobilize ideas of artists.
- xii. A Black Box theatre in downtown PoCo – 100 seats or less (Terry Fox and Evergreen are too big for many community theatre and music groups)
- xiii. The need for a PoCo Arts Alliance drawing arts groups in PoCo together
 1. Something that brings everyone together
 2. Bigger than Friends of Leigh Square
 3. A Society with a Board of Directors
 4. A voice and advocate at City Hall

d. Do you have any ideas that you would like to discuss or agenda items for the next meeting?

- i. Sign in sheet, identify each member and which group they're from
- ii. Review first meeting to clarify objectives, initiatives, intent, and guiding principle(s) then and create a mandate/vision/mission statement
- iii. Bring your own wish list, and/or 'show or present' your art.
 1. Cultural Mapping
 2. Signage or way finding proposal
 3. Pop up art spaces (ex. Empty businesses)
 4. 'Speed Date' with each other or organizational
 5. Contact list of artists and cultural groups - what does each group offer and what do they need?

- iv. Recruiting support - Want more civic pride!
- v. Governance structure for roundtable (voting and decision making, collaborative?)
- vi. Economic model for the Cultural Roundtable – fundraising?
- vii. Availability of facilities for non-profits. How does a group get access?
- viii. Involvement and buy in from art organizations and individuals
- ix. Define what goals have been reached through our connections
- x. Minutes from each meeting sent to each group

5. Common themes emerging (10 minutes) – tabled for next meeting

6. Discussion – tabled for next meeting

7. Next Meeting: January 19th, 4-6pm