



CULTURAL ROUNDTABLE AGENDA

JANUARY 19, 2017, 4:00PM – 6PM

MICHAEL WRIGHT ART GALLERY

Gathering Place, #200 – 2253 Leigh Square

Attendance: *Carrie Nimmo - Manager of Cultural Development and Community Services for City of Port Coquitlam, Sherry Carroll – Arts Connect, Susanna Walden - Executive Director of the Downtown Port Coquitlam Business Improvement Association (BIA), Meredith Seaton - BIA Liaison, Planning Department, Julie Schmidt - Vice President of the Port Coquitlam Heritage and Cultural Society, Rob Sullivan - Adult and Access Service Coordinator, and Arts and Culture Coordinator for City of Port Coquitlam, Deborah Solberg – Artistic Director Theatrix, George – Wilson Center 55+, Alexine Law – President of Art Focus, Brad Nickerson – Local Commercial Artist, Dana Ionson – Terry Fox Library, Sandy Battle – Events Coordinator for City of Port Coquitlam, Zach Lundrie – Arts and Culture Program Assistant for City of Port Coquitlam, Nikki Hillman – Arts and Culture Recreation Leader for City of Port Coquitlam, Michael Wright - Served on Council from 1978 to 2014, Thelka Wright - CDMF Performing Arts Festival, Christine Malone - Art Focus, Fritz Radandt –Arts Promoter*

Goal: The Cultural Roundtable is an opportunity for the community to share information and resources and work together to develop new cultural initiatives.

1. Welcome and sign in (5 min)
 - a. Please sign in – numbers indicate support for A&C
 - b. Agenda supports the goals of the Cultural Plan and also responds to input given in Cultural Roundtable meetings:
 - i. share information
 - ii. have action oriented work groups
 - iii. bring in staff from other areas of the City to ensure that information gets to the appropriate people and we work together to get best outcomes – IT, Planning
 - c. Change to Agenda:
 - i. Information Session: City Website, Community Event Calendar
 - ii. Presented by Ed Vasquez, Project Implementation Specialist, Information Services, City of Port Coquitlam (20 minutes)
 - iii. Possible information sessions for upcoming meetings:
 1. Update on Downtown Action Business Plan
 2. Marketing and Communication Opportunities
 3. Volunteer Development
 4. Training/Professional Development
 - d. Work Groups:

- i. Focus areas based on Cultural Plan initiatives and Cultural Roundtable participant interest
 - ii. Possible work group initiatives
 1. Wayfinding and Signage
 2. Community Art Inventory
 3. Cultural Mapping
 4. Branding of Leigh Square
 5. Defining vision, objectives and purpose
2. Review of previous meeting notes (5 min)
 - a. Themes from previous meeting:
 - i. Arts advocacy
 - ii. Collaboration between different sectors
 - iii. Cultural programming and festivals, especially for young audiences
 - iv. Marketing and Promotion
 - v. City Planning: wayfinding, signage and venues
 - vi. Access to venues and pop up spaces
 - vii. Information exchange
 - viii. Want to get things done - purpose
 - ix. Need in the community for additional resources
 - x. Fundraising
 - xi. Something to bring the cultural community together
 - xii. Clear vision, goals and purpose important
3. Information Session: Online Promotion with City Website's Community Event Calendar (20 minutes)

Guest Speaker: Ed Vasquez
Project Implementation Specialist
Information Services, City of Port Coquitlam
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- We are currently in the process of redesigning the Poco City Website
- Plan is to interconnect systems across city and create a simple, user friendly calendar to let people know what is happening in the City and what there is to do
- *"Is there any way you can create a group profile so you don't have to enter information very time?"* Yes, the Community Events Calendar will allow you to create events for your different community groups. Community groups can post information on date/time/link for upcoming events/contact information/google maps location. It will be much easier for you to tell us what is going on.
- New form for submitting events – it will auto create the event in our calendar
- Very much in a development stage – if you have any feedback please let us know

- “Can you edit an event even if you have implemented it for the whole year?”
The functionalities are there, we are working on it.
- “When are you hoping to launch this?” March 2017
- “A tool like this is very useful, but a lot of people wouldn’t know that it exists unless it is really advertised.”
- Current guidelines state that calendar is for events
 - Taking place in Port Coquitlam
 - Not for Profit
 - Open to all Members of the Public
 “What about events that are for profit?” We are open to changing the guidelines so that artists who are selling their work for profit can be included.
- Refer to City of Surrey website – they are doing something similar to this
- Please sign up as one of our user groups!

4. Roundtable (40 minutes): 2 minutes/person to share information
 - a. Wilson Centre Ceramic classes will move to Leigh Square
 - b. Parking at Leigh Square is not adequate for programming. This is being addressed by the City.
 - c. Carrie has written a draft for Festival Strategy. The goal is to develop current festivals and attract high quality cultural festivals to the City.
 - d. City is developing a more effective Marketing Strategy with a focus on Arts and Culture.
 - e. Local Theatre venues are very expensive and not accessible.
 - f. **Summer in the City** festival planning has begun – looking for additional **Summer in the City** Committee members.
 - g. Events is working towards May Day, Canada Day, and Canada 150
 - h. The community is very excited about the possibility of the Community Calendar although managing a calendar can be challenging.
 - i. Community needs more information on grants
 - j. Poco Heritage – Would like to collect as many people’s stories as possible, about their journey to Poco, British Columbia, or Canada. There is a Questionnaire on the Poco Heritage Website.
 - k. Big concern is wayfinding, “Where’s Leigh Square? Where’s the Museum?”
 - l. Parking is an issue at Leigh Square
 - m. Important that art organizations, artists, advocates, find out about the Cultural Roundtable, become a part of it, *and see the benefit*. If they don’t see a benefit, it won’t develop into anything.
 - n. Questionnaire? What do you want to get out of the Cultural Roundtable? What can you contribute to the Cultural Roundtable?
 - o. Poco Today www.poco.today
5. Break: refresh and network (5 minutes)

6. Cultural Plan Update (5 minutes)

7. Work Groups (20 minutes)

a. Marketing & Communication (Lesley)

- Pay for Facebook promotion (to promote new City Website)
- On New Website: “Are You An Artist? Register with us!” Display information on art groups and community art projects.
- Google Group for Cultural Roundtable communication, for people not on Facebook
- <http://poco.today/poco-directory/poco-arts/>
- Utilize underpass banner more
- Utilize bus stop shelters – are these available for community groups?

b. Training & Professional Development (Zach)

- Vision + Mission Training
- Financial + Grant Training (pertinent to non-profit)
- Non-profit Operations Training (running meetings, basic business ops.)
- Individual Artist: Documentation of work, shows, displays, photos + info
- Art technique (personal craft)

c. Festival Strategy and Action Plan (Carrie)

i. Why a Festival Strategy Action Plan?

- Festivals support the City of Port Coquitlam’s vision of a “happy, vibrant, safe community of healthy engaged residents and thriving businesses”
- Align with the City’s Strategic Plan, The Cultural Plan and Council’s goals of strengthening our sense of community, increasing economic strength and creating a Livable City. The Festival Strategy Action Plan also supports our community’s strong interest in festivals and events and will help us realize the four Cultural Plan goals:
 - ▶ integrate culture into community life
 - ▶ animate community spaces and optimize facilities
 - ▶ build capacity and clarify roles
 - ▶ enhance communications and marketing.
- Action Plan outlines initiatives and opportunities to implement over the next five years
- Build upon Port Coquitlam’s current festivals, attract new festivals and maximize return on investment for the community — culturally, economically and socially.

ii. Review of Current Festivals

- A festival is a celebration, with a theme, and has an organized series of events held annually in the same place (based on the definition in the Oxford Dictionary).
- The following festivals are produced by the City of Port Coquitlam:
 - ▶ May Day
 - ▶ Canada Day
 - ▶ Rivers and Trails Festival
- The City also supports the following festivals produced by community groups:
 - ▶ Hyde Creek Salmon Festival
 - ▶ CDMF Performing Arts Festival
 - ▶ The Polish Cultural and Heritage Day
 - ▶ The Annual Downtown Car Show
 - ▶ Port Coquitlam Winter Blues Festival (new Rotary event for 2017)
 - ▶ PoCo Heritage Christmas Tree Festival
- A review of existing festivals, conducted through interviews with the community groups and staff involved, the following was revealed:
 - ▶ Limited capacity: Existing festival organizing committees are not able to develop their festivals at the current volunteer and staff levels due to limited skills and resources for strategic planning, operations, fundraising, marketing and volunteer development;
 - ▶ The City provides support to sport organizations (Sport Alliance) and sport events (Grand Prix) but support for cultural organizations and festivals is limited to the Polish and Cultural and Heritage Day;
- Festivals require expertise and skill development in the following areas:
 - ▶ Fundraising and sponsorship
 - ▶ Marketing and promotion– especially in terms of developing social and digital media strategies
 - ▶ Production and technical support (this could be contracted out if funding is available)
 - ▶ Organizational and strategic planning
 - ▶ Formalizing committee roles
 - ▶ Volunteer development
 - ▶ Succession planning
 - ▶ Measuring and articulating the value and impact of cultural festivals
- Other support needed

- ▶ Funding (cash and in-kind) with at least one year lead time to leverage other funding sources. In some examples, this amount is only \$2,500, but allows the organization to leverage other funding.
- ▶ Information regarding funding possibilities
- ▶ Access to production supplies (rented or provided in-kind) such as sound system, tenting
- ▶ Marketing and advertising partners
- Venues
 - ▶ Indoor Venues with a capacity for 100- 200 people, preferably near Leigh Square are needed in order to offer food services (Polish Festival needs a kitchen), film, music, theatre, dance and exhibitions. Elks Hall used to provide this.
 - ▶ It has also been noted that the multi-step, multi department, City event application process is confusing, frustrating and time consuming

iii. **Conclusion based on Festival Interviews:** Three key themes emerged from the interviews. Festivals require:

- A stream lined process to apply for event permits;
- Funding and in-kind resources;
- Education and professional development, especially in the areas of fundraising, strategic planning, organizational development, volunteer development and marketing and promotion.

iv. **Recommended Actions and Outcomes are to follow.**

d. **Canada 150 – Sandy**

- i. 1st Nation Art School, Community Piece

e. **Organizational Planning – Rob**

i. **Way Finding Information:**

1. Kiosk at Library with information
2. Update and keep current kiosk on Shaughnessy Street
3. Way finding to find City Hall, Leigh Square and Heritage
4. Street maps such as in Kitsilano; showing major attractions/animated community map
5. Electric light up signage

ii. Museum/Gallery Designation/Signage

1. On Loughheed Highway
2. Near the Red Bridge
3. Museum blue sign
4. Electronic signage

iii. Digital Reader Board:

1. Attached to CP overpass
2. Replace banner
3. Sponsors/paid ads

8. Reporting Back (10 minutes) – ran out of time to report back
9. Discussion/Feedback (10 minutes) – ran out of time to have further discussion.
10. Next Meeting: February 16, 4:30 - 6:30pm, Michael Wright Art Gallery