Agenda



Arts, Culture & Heritage Ad Hoc Committee

Date

2017/09/11

Time

10:00 AM

Location

Civic Centre, Committee Room A - Second Floor, 300 Civic Centre Drive, Mississauga, Ontario, L5B 3C1 Ontario

Members

John Kovac – Councillor Ward 4 (Chair)
Jim Tovey - Councillor Ward 1 (Vice-Chair)
Bonnie Crombie – Mayor
Chris Fonseca – Councillor Ward 3
Ron Starr – Councillor Ward 6
Pat Saito – Councillor Ward 9
Annis Karpenko – Third Monday Collective/ Visual Arts Mississauga
Mike Douglas – Mississauga Arts Council
Douglas Hancock – Heritage Mississauga
Eileen Keown – Mississauga Symphony Orchestra
Natalie Lue – Living Arts Centre
Kat Runnalls – Third Monday Collective/ Small Arms Society
Mandy Salter – Art Gallery of Mississauga
Jasmine Sawant – Third Monday Collective/ Sampradaya Dance Creations Contact

Trish Sarnicki, Legislative Coordinator, Legislative Services (905) 615-3200 ext. 5426 trish.sarnicki@mississauga.ca

Find it Online

- 1. CALL TO ORDER
- 2. APPROVAL OF AGENDA
- 3. **DECLARATION OF CONFLICT OF INTEREST**
- 4. MINUTES OF PREVIOUS MEETING
- 4.1. Arts, Culture & Heritage Ad Hoc Committee Minutes June 20, 2017
- 5. **DEPUTATIONS**
- 5.1. Mike Douglas, Executive Director of the Mississauga Arts Council (MAC) to provide a brief verbal update with respect to the workshop hosted by MAC over the summer.
- 6. **PUBLIC QUESTION PERIOD**

(In accordance with Section 43 of the City of Mississauga Procedure By-law 0139-2013) Arts, Culture and Heritage Ad Hoc Committee may grant permission to a person who is present at Arts, Culture and Heritage Ad Hoc Committee and wishes to address the Committee on a matter on the Agenda. Persons addressing the Committee will ask their question; the time limit is 5 minutes for each question, as public question period total limit is 15 minutes.

- 7. MATTERS TO BE CONSIDERED
- 7.1. Arts, Culture & Heritage Ad Hoc Committee Culture Master Plan DRAFT
- 8. OTHER BUSINESS
- 9. **DATE OF NEXT MEETING** To Be Determined
- 10. **ADJOURNMENT**

City of Mississauga

Minutes



Arts, Culture & Heritage Ad Hoc Committee

Date

2017/06/20

Time

2:06 PM

Location

Civic Centre, C Banquet Facility - 12th Floor, 300 City Centre Drive, Mississauga, Ontario, L5B 3C1 Ontario

Members Present

John Kovac, Councillor - Ward 4 (Chair)
Jim Tovey, Councillor - Ward 1 (Vice-Chair)
Chris Fonseca, Councillor - Ward 3
Pat Saito, Councillor - Ward 9
Annis Campione, Third Monday Collective/Visual Arts Mississuaga
Mike Douglas, Mississauga Arts Council
Douglas Hancock, Heritage Mississauga
Denis Mastromonaco, Mississauga Symphony Orchestra
Natalie Lue, Living Arts Centre
Kat Runnalls, Third Monday Collective/Small Arms Society
Kendra Ainsworth, Art Gallery of Mississauga
Claudia DiPietro, Third Monday Collective/Sampradaya Dance Creations

Members Absent

Bonnie Crombie, Mayor Ron Starr, Councillor - Ward 6 Mandy Salter – Art Gallery of Mississauga

Staff Present

Paul Mitcham, Commissioner of Community Services
Paul Damaso, Director, Culture Division
Mark Warrack, Manager, Culture Planning
Sonja Banic, Manager, Culture Operations
Mojan Jianfar, Assistant Planner & Project Lead
Stephanie Smith, Legislative Coordinator, Legislative Services

Find it online

http://www.mississauga.ca/portal/cityhall/councilcommittees

- 1. CALL TO ORDER 2:06PM
- 2. APPROVAL OF AGENDA

Approved (Councillor Tovey)

- 3. DECLARATION OF CONFLICT OF INTEREST Nil
- 4. MINUTES OF PREVIOUS MEETING
- 4.1. Arts, Culture & Heritage Ad Hoc Committee Minutes April 25, 2017

The minutes were discussed and approved as amended to included changes to the members present, as well as the third paragraph in item 7.1.

Approved (Councillor Saito)

- 5. DEPUTATIONS
- 5.1. Mojan Jianfar, Assistant Planner to present an overview of the review of public feedback

Mojan Jianfar, Assistant Planner spoke to the summary feedback gathered and enquired what was missing and what the City could be doing to support organizations.

Members of the Committee engaged in discussion and the following comments were received:

- The need to do more to attract, support and provide spaces to members of the arts community
- The need to market space availability
- That feedback from the heritage community is missing from the public feedback document and that all documents should be cohesive with all information gathered
- Conduct an inventory of City owned heritage properties that could be used by the arts community
- The need to engage the private sector and review each other's approach
- The need to support each other and create a collective approach between the City and the arts community
- Create a culture node in the City of Mississauga
- Streamline and review legislation within the Planning Departments zoning policy to ensure that it is not impeding to artists
- Continuing engagement with youth to ensure they want to stay in the City of Mississauga

In response to comments from the committee, Paul Mitcham, Commissioner, Community Services and Paul Damaso, Director, Culture spoke to the inventory of existing infrastructure and including the heritage strategy in future correspondence.

RECOMMENDATION

ACHC-0011-2017

That the deputation by Mojan Jianfar, Assistant Planner regarding the review of public feedback be received.

Received (Councillor Saito)

5.2. <u>Sonja Banic Manager, Culture Operations and Andrew Douglas, Grants Office to present an overview of the grant program Overview</u>

Ms. Banic and Mr. Douglas provided and overview of the grants program and outlined the grants budget per capita spending and the performance measurement and outcomes.

Members of the Committee engaged in discussion and the following comments were received:

- Due to the size of the City would a hierarchy alignment be considered?
- The levels of program growth rates
- Working towards adding a hotel sales tax and reviewing regulations to see if the funds received could go towards cultural programs
- Showing the value of the grants program to Council and their return of investment
- Gathering data to show the growth in City events and the areas that are currently not being delivered to
- That the City of Mississauga is now programing programs that are impacting the operations of private companies
- The lack of consistency when comparing the per capita grant funding allocation to groups. The capacity of an organizations building, number of facilities and number of groups need to be part of a gap analysis
- The measurement of attendance for each organization
- The terminology of the Purchase of Service Agreement

In response to comments from the committee, Paul Mitcham, Commissioner, Community Services and Paul Damaso, Director, Culture spoke to the process of programming programs in geographic areas that are not already being serviced to and the development of the Culture Master Plan.

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RECOMMENDATION

ACHC-0012-2017

That the deputation by Sonja Banic Manager, Culture Operations and Andrew Douglas, Grants Officers regarding the overview of the grants program be received.

Received (Councillor Saito)

5.3. Overview of the Mississauga Arts Council (Mike Douglas, Executive Director, Mississauga Arts Council)

Mike Douglas, Executive Director, Mississauga Arts Council provided an update on the Mississauga Arts Council (MAC) and outlined their Terms of Reference, mandate, vision, values and their mission. He further spoke to growing the arts in Mississauga, advocating for artists in the City and bring the arts community together.

Annis Karpenko, Visual Arts Mississauga spoke to the email dated June 6, 2017 regarding agenda items for the upcoming June 20, 2017 ACH Ad Hoc Committee and outlined the following: that a conversation had taken place with the Mississauga Arts Council and that it is premature to conduct a 360 review on MAC; looking for comarketing opportunities to help all organizations; creating a cohesive plan between the City's Arts, Culture and Heritage organizations and the Tourism and Economic departments.

Members of the Committee engaged in discussion and the following comments were received:

- The need for a common language and better communication between all organizations
- Doing a deputation to the Tourism Advisory Board
- Defining the role of MAC and how MAC is supporting the arts community
- Defining the roles of each group, what do groups really need and what do you want to achieve
- The need to re-examine and define roles of MAC
- MAC to have conversations with organizations to be more effective with stakeholders
- Why culture organizations are driving the funding
- The need for groups to have the opportunity to be heard
- The need for culture groups to have discussions with MAC

RECOMMENDATION

ACHC-0013-2017

That the deputation by Mike Douglas, Executive Director, Mississauga Arts Council regarding the overview of the Mississauga Arts Council be received.

Received (D. Hancock)

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6. PUBLIC QUESTION PERIOD – Nil

(In accordance with Section 43 of the City of Mississauga Procedure By-law 0139-2013) Arts, Culture and Heritage Steering Committee may grant permission to a person who is present at Arts, Culture and Heritage Steering Committee and wishes to address the Committee on a matter on the Agenda. Persons addressing the Committee will ask their question; the time limit is 5 minutes for each question, as public question period total limit is 15 minutes.

7. MATTERS CONSIDERED

Please note that item 7.2 was discussed under item 5.3

7.1. <u>Arts Culture and Heritage Ad Hoc Committee – Review of Public Feedback - Presentation and Supporting Documents</u>

RECOMMENDATION

ACHC-0014-2017

That the Arts Culture and Heritage Ad Hoc Committee – Review of Public Feedback - supporting document be received.

Received (Councillor Saito)

7.2. <u>Email Dated June 6, 2017 from Annis Karpenko, Executive Director, Visual Arts</u>
<u>Mississauga Regarding Agenda Items for the Upcoming Arts, Culture & Heritage Ad Hoc Committee</u>

RECOMMENDATION

ACHC-0015-2017

That the email dated June 6, 2017 from Annis Karpenko, Excutive Director, Visual Arts Mississauga regarding agenda items for the upcoming Arts, Culture & Heritage Ad Hoc Committee be received.

Received (Councillor Saito)

- 8. OTHER BUSINESS
- 9. DATE OF NEXT MEETING -To be determined in early September
- 10. ADJOURNMENT 3:56PM (M. Douglas)

Culture Master Plan - DRAFT

Overview of Strategic Priorities, Objectives and Recommendations

ACH Ad Hoc Committee September 11 2017





Agenda

- 1. Process and Timeline
- 2. Draft Culture Master Plan
 - Vision and Mission
 - Strategic priorities
 - Recommendations

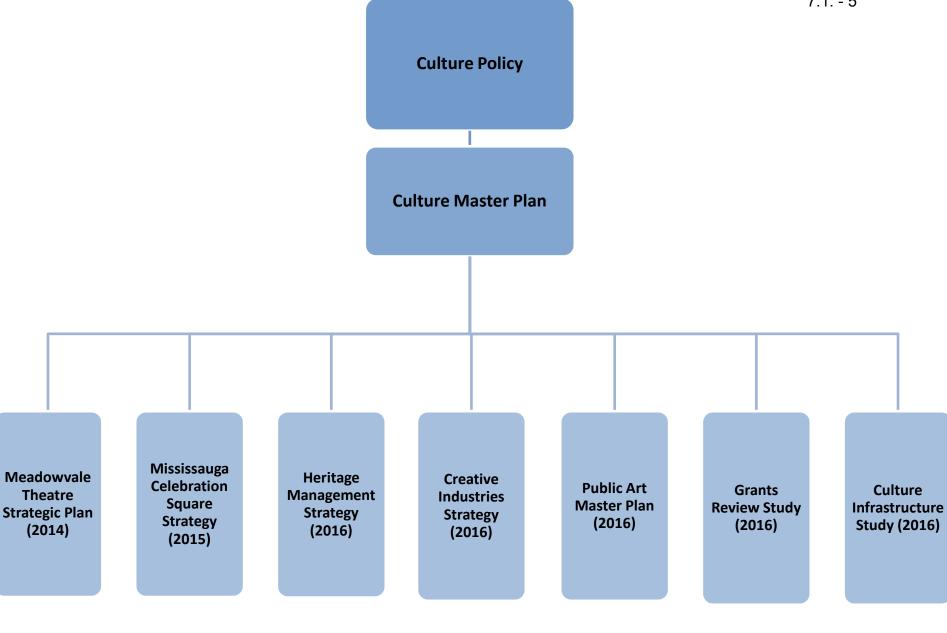
Process and Timeline





Process

- Culture Master Plan is an outcome of evidence and feedback gathered, research and benchmarking
- Culture Master Plan incorporates all previously approved studies, strategies and policy





Summary of Engagement

- Extensive community engagement conducted for each of the connected strategies and studies
- Further engagement conducted for the Culture Master Plan with public and focus groups (Jan – March 2017)
- 5 ACH Committee meetings (Jan Sept)
 - Reviewed and discussed feedback from public engagement



Summary of Engagement

We received feedback for improvement in the following areas:

- Lines of Service
- Processes and internal support
- Awareness and communication
- Funding and support
- Infrastructure and creative spaces
- Equity and accessibility



Initial Engagement and Data Gathering

- Total engagement: approx. 1,400
 - Including engagement from the connected strategies
 - 7 public meetings Jan March
 - Online surveys
 - Twitter Chat
 - Host Your Own Toolkit
- ACH Committee meetings

Phase 2 (April – July)

- Analysis , Research, and Further Engagement as Needed
- Reviewed and analyzed feedback received; Lined up priorities with connected Culture Strategies
- Benchmarked against external cultural strategies
- Internal engagement with Culture managers and team leads and First Nations engagement

7.1. - 9

- Draft Document and Review Process
- Internal review of drafted recommendations with departmental LTs
- ACH Committee meeting September 11th; November (TBC)
- Draft presentation to LT on October 12th and Committees of Council in November; public open house November 9th
- Internal circulation for feedback throughout November

Phase 3 (Aug – Nov)

Finalization and Approval Process

- Incorporate all feedback and finalize document
- Presentation of final draft to LT in February; ACH Committee in March; Council one-on-ones in May
- Final draft to GC in June

Phase 4 (Dec – June 2018)

Draft Culture Master Plan

Vision, Mission, Strategic Priorities, Objectives, Recommendations





Culture Master Plan Outline

Part 1: Introduction

Part 2: Context

Part 3: Recommendations



Part 1: Introduction

Value of arts, culture and heritage Overview of Culture Division



Part 2: Context

Planning context
Background studies
Process
Methodology



Part 3: Recommendations

Vision
Mission
Strategic Priorities
What we learned, why it's important, what will it accomplish
Objectives
Recommendations



Vision

Mississauga is known for its thriving culture scene, where culture is at the heart of the city, and embedded everywhere.



Mission

Culture Division and the City of Mississauga will grow and support the creative sector, deliver cultural services and enable high quality cultural experiences.



Five Strategic Priorities



ONE: Build an arts-friendly city



TWO: Enhance and improve cultural spaces and places



THREE:

Expand and grow leadership in the cultural sector



FOUR:

Support an authentic cultural identity that is welcoming, inspiring and enriching



FIVE: Share our story beyond our borders

	Strategic Priority	Objective	No.	Recommendation	Impact of recommendations and action items
1	Build an arts-friendly city				
	1.1	Increase and improve opportunities for creatives in Mississauga	1.1.1	Create more opportunities	Develop more opportunities to showcase and support creatives
			1.1.2	Retain creatives	Keep creatives in Mississauga and address challenges they face
	1.2	Remove barriers to support arts, culture and heritage	1.2.1	Improve internal processes, procedures and policies	Create and coordinate project teams; improve and streamline processes
			1.2.2	Improve understanding of City processes and procedures	Develop internal and external communications and marketing strategies; improve staff and public understanding of processes and cultural priorities

	Strategic Priority	Objective	No.	Recommendation	Impact of recommendations and action items
2	Enhance and improve cultural spaces and places				
	2.1	Improve and increase use of existing spaces	2.1.1	Enhance and improve existing spaces	Coordinate cultural development in Cultural Districts; ensure alignment of Culture's priorities with City-owned facilities; improve and upgrade existing spaces
	2.2	Enable the development of new spaces	2.2.1	Encourage private/entreprene- ur investments to create new spaces	Attract investments and develop partnerships for new cultural spaces to meet demand and population growth in specific areas
			2.2.2	Provide enabling legislation and policy to encourage private development of cultural spaces	Support development of private cultural spaces through legislative changes and incentives

	Strategic Priority	Objective	No.	Recommendation	Impact of recommendations and action items
3	Expand and grow leadership in the cultural sector				
	3.1	Strengthen and expand the creative sector	3.1.1	Support sector sustainability	Increase funding sources and opportunities sector-wide
			3.1.2	Support capacity and skill development	Increase leadership opportunities for organizations and skill training for creatives and collectives
	3.2	Support emerging and marginalized creatives	3.2.1	Remove barriers to access	Identify and address challenges for emerging and marginalized creatives
			3.2.2	Champion and promote opportunities for participation	Increase opportunities to support and enable diverse art forms and creatives



	Strategic Priority	Objective	No.	Recommendation	Impact of recommendations and action items
4	Support an authentic cultural identity that is welcoming, inspiring and enriching				
	4.1	Celebrate local history, lived heritage and the distinctive character of neighbourhoods	4.1.1	Discover and honour our history and lived heritage	Create welcoming and enriching cultural experiences that highlight heritage, history and cultural diversity
			4.1.2	Support activities that are aligned to our unique cultural identity	Support development of cultural experiences that promote and strengthen Mississauga's cultural identity



	Culture Master Plan - Draft							
	Strategic Priority	Objective	No.	Recommendation	Impact of recommendations and action items			
5	Share our story beyond our border							
	5.1	Establish a positive cultural identity	5.1.1	Proactively promote Mississauga's culture scene beyond our borders	Build new audiences and positively impact attitudes and perceptions about Mississauga's cultural scene			
			5.1.2	Create premium cultural experiences	Raise the quality and reputation of Mississauga's culture scene			