



# **ARTS ADVISORY COMMITTEE**

**Thursday, September 11, 2014  
5:30 PM**

**Darlene Hincks Committee Room,  
Main Floor, City Hall**



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Office of the City Clerk

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**Public Agenda  
Arts Advisory Committee  
Thursday, September 11, 2014**

**Approval of Public Agenda**

**Minutes of the meeting held on March 13, 2014**

**Administration Reports**

AAC14-6      Cultural Plan Update

**Recommendation**

That this communication be received and filed.

AAC14-7      City Square Vision Information

**Recommendation**

That this communication be received and filed.

**Adjournment**

AT REGINA, SASKATCHEWAN, THURSDAY, MARCH 13, 2014

AT A MEETING OF THE ARTS ADVISORY COMMITTEE  
HELD IN PUBLIC SESSION

AT 5:30 PM

**These are considered a draft rendering of the official minutes. Official minutes can be obtained through the Office of the City Clerk once approved.**

Present:       Ranjan Thakre, in the Chair  
                  Donald Johnson  
                  Phillip Mack  
                  Terry Madole  
                  Andrea Mulholland  
                  Kerri Senkow  
                  Kathryn Wild

Also in         Committee Assistant, Ashley Thompson  
Attendance:   Coordinator, Art Culture and Film, Jeff Erbach

APPOINTMENT OF CHAIRPERSON

The Secretary called the meeting to order and following nomination procedures for the position of Chairperson, Ranjan Thakre was declared Chairperson of the Arts Advisory Committee for 2014.

(Ranjan Thakre took over the Chair)

APPOINTMENT OF VICE-CHAIRPERSON

Following nomination procedures for the position of Vice-Chairperson, Kathryn Wild was declared Vice-Chairperson of the Arts Advisory Committee for 2014.

Approval of Public Agenda

**Kathryn Wild moved, AND IT WAS RESOLVED, that the agenda for this meeting be approved, as submitted.**

Adoption of Minutes

**Andrea Mulholland moved, AND IT WAS RESOLVED, that the minutes for the meeting held on January 16, 2014 be adopted, as circulated.**

Communications

AAC14-4      AAC14-4 Cultural Plan

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**Recommendation**

That this communication be received and filed.

**Donald Johnson moved, AND IT WAS RESOLVED, that this be received and filed.**

AAC14-5      AAC14-5 Committee Structure Review Update

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**Recommendation**

That this communication be received and filed.

**Kathryn moved, AND IT WAS RESOLVED, that this be received and filed.**

Adjournment

**Terry Madole moved, AND IT WAS RESOLVED, that the meeting adjourn.**

**The meeting adjourned at 6:20 p.m.**

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Chairperson

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Secretary



# Memo

August 27, 2014

To: Arts Advisory Committee

Re: Cultural Plan update

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## RECOMMENDATION

That this communication be received and filed.

## BACKGROUND

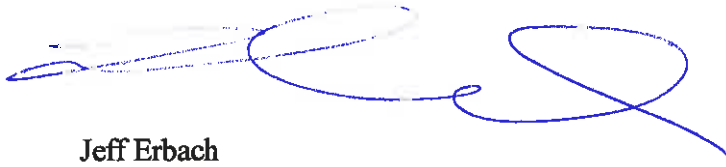
Through 2014, Regina has formed the city's first Cultural Plan, a 10 year strategy guiding the city's role and objectives in the arts, cultural heritage, inter-culturalism and the cultural industries. The inclusion of a Cultural Heritage Management Strategy (CHMS) serves to identify detailed tasks for steering policy and planning associated with built heritage, cultural landscapes and intangible cultural heritage. The Cultural Plan and Cultural Heritage Management Strategy (CHMS) have been on the books since 2009;

2009: The Cultural Plan and CHMS were first identified as an action item in the Council adopted 2009 Regina Downtown Neighbourhood Plan (RDNP). In this plan, the Cultural Plan would have social, cultural and economic outcomes city-wide, but would also secure the Downtown's place as the cultural hub of the city.

2012 – 2013: Through the development of the 25 year Official Community Plan, the Cultural Plan and CHMS were aligned to 'operationalize' Council's cultural and heritage policies.



Administration will deliver an update on the content of the plans, their status, and the potential for further input from the committee into the monitoring and implementation of the plans.



Jeff Erbach  
Acting Manager Community Development and Coordinator, Cultural Development

je

cc: Cultural Spaces and Cultural Events Specialist

Cultural Plan powerpoint

# Regina's Cultural Plan: A Path to Inclusion and Prosperity



# Cultural Plan

Cultural planning is less about planning culture to about planning culturally

Key Outcomes of the Plan:

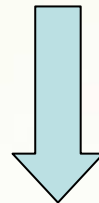
- Leverage and nurture cultural resources to advance economy and broader community development;
- Build the capacity of cultural community;
- Set out the City's role in cultural development practices;
- More fully integrate cultural development into all facets of municipal planning and decision-making; and

Ultimately contribute to realizing the City's vision.

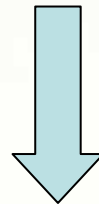


## Plan Integration

OCP policy direction: Culture, Land Use and Built Environment, Economic Development



Cultural Plan: Goals, Objectives, Actions



Cultural Heritage Management Strategy:  
Culture Heritage Actions and Tasks



## Engagement

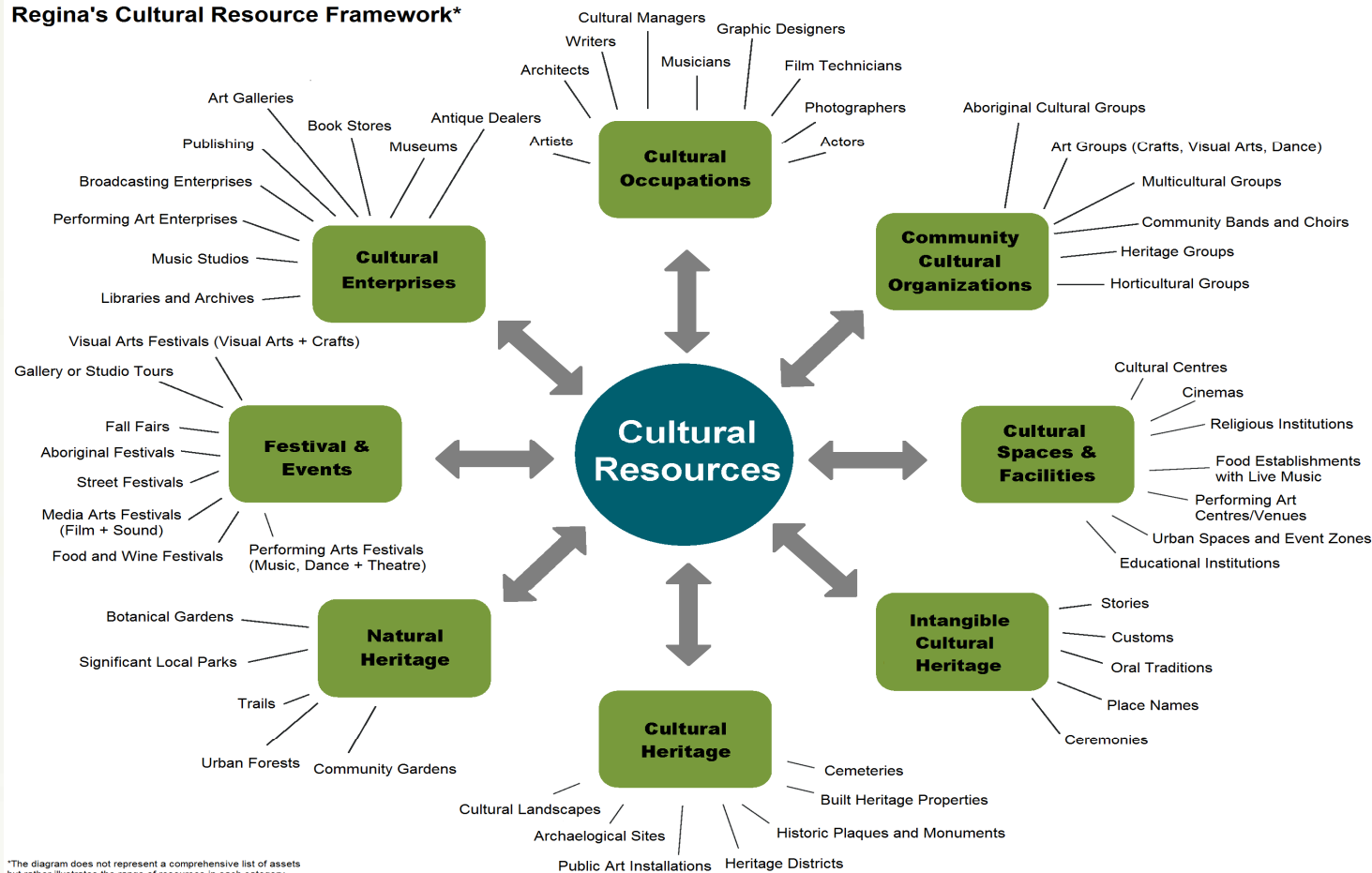
Broad engagement formed the plans;

- 50+ one on one interviews with members of C+PS, business and cultural community
- 5 Aboriginal roundtable conversations
- Stakeholder and public engagement sessions
- Ongoing Cultural Plan Advisory Group meetings
- Presentations to Advisory Committees of Council
- Draft feedback from 28 colleagues across 5 Dept's



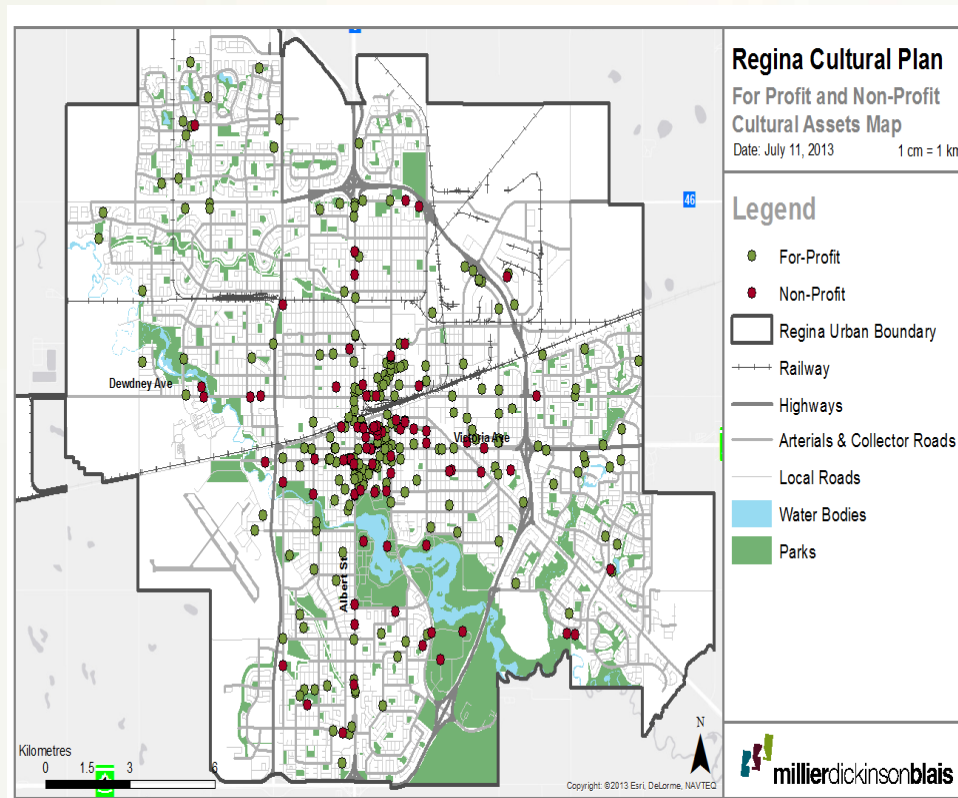
# Cultural mapping

**Regina's Cultural Resource Framework\***



Cultural Resource Framework developed by AuthenticCity

# Cultural mapping



- over 1,000 assets and counting

## Uses:

- overlay to other GIS systems and planning tools
- input for neighbourhood profiles and plans
- leverage for enhanced tourism
- enhance community engagement, awareness
- input to effective planning, policy and investment



## Cultural Plan: Goals



**Culturally inclusive City**

**Strong, collaborative  
cultural community**

**Strong cultural economy**

**Rich and Diverse cultural  
heritage**

**Vibrant Cultural Spaces  
and places**

# Cultural Plan: Strategic Objectives

## Goal #1 - Culturally inclusive City

- Engage with Regina's First Nations, Métis and Inuit Communities to Address Cultural Needs and Aspirations.
- Ensure Culturally Relevant Cultural Programs

## Goal #2 - Strong, collaborative cultural community

- Build Community Capacity through Partnerships and Collaboration
- Improve Awareness and Access to Cultural Resources, Learning Opportunities, and Activities



# Cultural Plan: Strategic Objectives



## Goal #3 - Strong cultural economy

- Grow Regina's Creative Cultural Industries
- Strengthen Tourism Marketing and Promotion

## Goal #4 - Rich and Diverse cultural heritage

- Lead by Example to Promote Cultural Heritage Resource Conservation
- Emphasize Proactive and Strategic Planning for Diverse Types of Cultural Heritage Resources
- Ensure New Development Contributes to the Sense of Place in Neighbourhoods
- Increase Awareness and Diversify Presentation of Heritage Conservation Programming



# Cultural Plan: Strategic Objectives

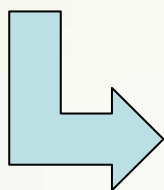
## Goal #5 - Vibrant Cultural Spaces and places

- Build a Beautiful and Culturally Vibrant City Centre That Attracts People and Investment
- Use Cultural Resources to Help Build Complete Neighbourhoods
- Use Cultural Resources to Enhance the Public Realm City-Wide



# Implementation

Official Community Plan: Building the Foundation



Cultural Plan & CHMS: Building Capacity

# Implementation

Building Capacity key Actions:

- Establish an ongoing cross-departmental Culture Team to support implementation of the Cultural Plan and CHMS
- Establish a Terms of Reference for a new broad-based Cultural Working Group, ensuring representation from Regina's diverse communities



## Next step plans and policy

The Cultural Plan indicates positive outcomes for developing the following:

In the Near Term (2014-2017)

- Cultural Collections Master Plan – policies around public art, murals, Civic Art Collection and salvage material
- Festivals and Events Strategy – with range of community partners in order to remain competitive

In the Medium Term (2017+)

- Contribute to Neighbourhood Plan implementation





# Monitoring

Utilize the Canadian Urban Institute's guidebook on cultural planning indicators and performance measures

Select from 5 categories of indicators:

- fostering creativity
- creating wealth
- creating quality places
- strengthening social cohesion
- organizational change





## Final steps

Presentations for endorsement of Goals (tentative dates);

Community and Protective Services (Oct. 15)

Council (November 3)

Share with public

Full plans and smaller pamphlet (with use of up to 7 languages for key statements)



## Coming for the Arts Advisory Committee

After any Council endorsement of Cultural Plan goals;

- Input to the terms and members of the Cultural Plan Working Group
- Input to the near term Actions in the Plans; policy and planning
- Input to the Monitoring methods of the Plans



# Memo

August 27, 2014

To: Arts Advisory Committee

Re: City Square vision information

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## RECOMMENDATION

That this communication be received and filed.

## BACKGROUND

Through 2014, Administration developed a strategic vision for City Square, inclusive of Victoria Park, the Plaza and FW Hill Mall. The process scoped existing plans and policies regarding public spaces, community values, patterns of physical, economic and social development for the downtown area and the needs of current event organizers and future community needs.

Administration will deliver a presentation on the City Square vision and seek input from the committee to further inform the strategy.



Jeff Erbach

Acting Manager Community Development and Coordinator, Cultural Development

je

cc: Cultural Spaces and Cultural Events Specialist

City Square powerpoint



# Visioning the Future

## City Square and the Next Five Years

## Looking to the Future *City Square Vision*

***Maintain and enhance the City Centre as the primary civic and cultural hub by supporting historic places, cultural and civic resources and events*** -Design Regina

- Embraces new ideas to realize the full potential of City Square plaza
- Intensifies City of Regina's role as a steward of civic spaces in the downtown area
- Strengthens collaboration and foster creativity by supporting the conditions and infrastructure that allows for a diversity of cultural and artistic practices

## City Square Vision Process Overview

The vision process was a year-long effort conducted in 2013-14 to develop a long term vision and implementation plan for City Square plaza.

The process looked at:

- existing plans and policies regarding public spaces, community values.
- patterns of physical, economic and social development for the downtown area.
- needs of current event organizers and future community needs.



## City Square Vision Process Outcomes

There were two key outputs of this process:

- The Vision and Implementation Strategy document which includes a series of recommendations and suggestions to meet the identified vision.
- The New Governance Model provides details about the organizational structure that will be used to guide the development of *Visioning the Future: City Square Plaza and the Next Five Years*



## City Square Near Term Recommendations

### Immediate First Year

**To achieve this vision, the City of Regina must claim leadership in:**

**Recommendation 1:** Undertake a rapid top-to-bottom-assessment of the status of RDBID's role and responsibilities.

**Recommendation 4:** The City's management planning should enforce inter-departmental roles and responsibilities and other operational procedures entrusted to us by the citizens of Regina.

**Recommendation 5:** Examination of municipal policies, procedures and fees and charges.

**Recommendation 6:** Communicate City Square plaza goals to event organizers to ensure a clear understanding.





## City Square Mid-Term Recommendations Years 1-3

**Recommendation 2:** Develop a mechanism that allows for broader stakeholder engagement in suggesting projects, partnering in project implementation and experiencing the effects of projects.

**Recommendation 7:** Create comprehensive and accessible event guidelines with graphic appeal.

**Recommendation 8:** Create a strategic communications plan that educates the public about the City of Regina's priorities and creates a professional and positive brand for the City Square plaza.

**Recommendation 9:** Create a connected Festivals and Events Strategy that defines excellence in our existing culture, establishing a framework for creating partnerships.



## City Square Long Term Recommendations Years 4-5

**Recommendation 3:** The City of Regina should advocate for change, and serve as a broker and facilitator for innovation on City Square plaza.

## **Building Stronger Collaboration and Partnerships Internal Working Group**

The Internal Working group will ensure that the governance of City Square plaza will promote participation, improve social conditions and create effective partnerships amongst local communities.

The Internal Working Group will oversee communications, organization, resource development and events for City, including reviewing event plans, ongoing evaluation of procedures and policies and ensure safety requirements are in place for the events on City Square plaza.



## **Building Stronger Collaboration and Partnerships External Stakeholders Group**

The external stakeholders group comprised of representation from several organizations, with a mixture of public and private sector representation.

The purpose of the External Stakeholders Group is to ensure clear communication regarding upcoming City square events and provide information to support their operational planning.

Additionally, this group will play a key role in fostering positive partnerships within the downtown area by providing a structure to receive advisory input on City Square programming.



## Opportunities and Assets

- A major city-wide space with a strategic presence and impact in downtown Regina
- A primary access point for high quality recreational and cultural events for Regina Citizens
- A major and growing festival venue that promotes economic development.







**What do you see as City Square's major strengths?**

**What do you see as City Square's major issues?**