CCNC In Your Community

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2012

This document summarizes the results of a 60 minute facilitated session by Inga Petri, President, Strategic Moves (ipetri@strategicmoves.ca), of close to 170 participants at the 2012 Creative City Summit in Greater Victoria at the Fairmont Empress Hotel.

The session asked participants to consider five key questions:
1. How do you use CCNC resources in your work locally today?
2. What are gaps in knowledge you see in your community?
3. What is the value CCNC brings to your local community?
4. What can CCNC do more or better to help you in building a vibrant, creative community?
5. Anything else… issues, unrealized opportunities?

Findings are presented by specific topics the discussion brought forward.

Summary prepared in collaboration by Inga Petri and Elena Bird.

Creative City Summit 2012

Session Summary

strategic moves
THINKING : BUSINESS

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1. CURRENT VALUE OF THE NETWORK

Participants most strongly identified these core values the CCNC holds for them:
- Networking – brainstorm ideas, problem solving – peer-to-peer connection
- Knowledge sharing on advocacy/leadership/public service
- Knowledge gained about working/connecting with other municipal colleagues
- Resources for community groups to use
- Sharing best practices, new ideas, bringing new ideas to the community

Other benefits were "softer" but recurred many times in the discussions:
- A place of celebration
- Break through isolation, especially in smaller offices "We are not alone"
- Creates a sense of belonging to something greater than the individual communities
- Provides a place for dialogue as a civic cultural worker
- Credibility to what we do in culture
- Celebrating success/best practices
- Connectivity with other rural communities
- As a newcomer to the sector, it is helping me get up to speed and join the conversation

Tools

Tools matter a great deal:
- Research and resources
- Networking, directory
- Toolkits
- Newsletter is useful
- More documentation of best practices
- Find examples of policy – ability to connect to the right person
- Create templates that take size of community and capacity into account, e.g. small (under 50,000), mid-size (50,000-120,000)and large (over 120,000)

Best practices

- Case studies/testimonials (video, stories) – can be used promotionally
- Need to focus more on people's stories
- Resources used as a "benchmark" or test. e.g., are others doing this too?
- Need to have method for updating info from members (i.e. what we have posted in past)
- When do you need cultural mapping
- Sharing vocabulary to get on the same page
- The mechanics/success stories of how to integrate MCP (Municipal Cultural Planning) into other municipal official plan, strategic plans, ICSP

Website

The website appears to be a key access point for many. They encourage furthering use in numerous ways in terms of creating a virtual network hub.
- Important portal to information, examples, research for many participants, but not all

- Website resources invaluable for templates examples of other municipalities
- Webinars (on key issues, monthly) and professional development (like Americans for the Arts but Canadian content
- Important to have section that highlights culture as the 4th pillar of sustainability (economic reasons for arts and culture and heritage)

To consider
- Organizational memberships may make it difficult re: who on staff gets access to resources

Ideas
- Offer webinars/e-based learning
- Provide more inspiring stories and learning through the digital realm – videos on the website, MP3s of keynotes
- Live streams of conference sessions so that more people (virtual participants) benefit
- Put conference/summit on Youtube; presentations on website
- Video conferencing on various topics (Skype-like) regionally-nationally
- Ways of supporting online collaboration (yammer?)
- Using Facebook as network
- Question and answer blog/tool/online forum – send email to identify topic, dialogue
- Review discussion platform online
- Career section
- Use website for Public Art, Calls professional development opportunities

List serve

The feedback was clear: the culture L list serve is a very important way to connect via the culture L List Serve – bring it back!

Newsletter

Was considered a useful tool, read by many and shared by some
- Creative City Newsletter with hyper-links provides a regular snap shot of current issues in Canada and around the world
- I forward newsletters to those in the community to share the news
- News is quick and easy way to get info
- Newsletter is good (local, national, and global)
- Monthly bulletin and links/tips as forget since it does not show up regularly

Annual National Summits

Attendance along with this feedback affirms the crucial importance of face-to-face meetings for the CCNC and participants; many talk about opportunities it creates based on information shared for deepening contacts and exchange. The Summit is a key component of the Network experience and value
- National Annual Conference is great
- Connecting with each other
- To follow-up with conference speakers after if I'm doing similar projects
- Contact colleagues with like issues
- Access to a rolodex for advice and support

Participants want access to the Presentations
- Need a re-cap of issues from peer-2-peer sessions at the Summit, since they are concurrent sessions in particular
- Need actual presentations from Summit online, such as Power Points
- Can we have printed booklet of Summit Presentations

Ideas for Summit programming
- There's a desire for more education/workshops on different subject areas
  - E.g.: presenting theatre, partnerships, museum management, community engagement
- More sessions: facilitated dialogue about a specific issue, e.g. youth engagement, sharing resources
- At conference working group/sessions by city size e.g. 150-200 pop, 500+ pop
- A pre-conference day on Public Art
- Create "Summits" for smaller communities – can connect and attend the annual conference

2. FACILITATING THE NETWORK

Networking
- Allow those who pay for membership renewals to see the power of this network through full member/subscriber lists
- Provide Members list and profiles online

Sharing of information
- Encourage members regularly to share their knowledge and experiences through best practice, case studies, webinars
- Encourage providing tools that are not only aimed at other municipal practitioners but our communities, councils to build awareness and understanding over time.
- Connect further with other online resources that municipal staff utilize – raise awareness of resources available

Specialized groups
- Help sub-groups to come together in various ways: provincial, regional, size of communities, or by topic like leadership
- Cross-seminate knowledge and know-how from cities to smaller rural communities with few skills and little buy in to culture.

3. COMMUNICATIONS
- Quality of publications from CCNC is very good, professional and has credibility
- What is cultural planning as a field of practice and study and its importance?
- Develop resources for an art and culture advocacy strategy
- Business plans: how to translate info about culture into language other departments/sectors can understand

Suggestions for marketing/promoting

- Revive the big colour handouts
- Snap shots / Executive Summaries
- Materials for local press releases and provincial info – get to the taxi drivers
- Fact sheets: Cultural planning, public art, basic and simple to give to Council etc.
- Increased promotion of CCNC and the opportunities, toolkits and resources available
- Staff of local government should disseminate info to local non-profits/community groups

For Council Advocacy

- Positioning culture administration in a municipality
- Use "Making the Case" resources with elected officials
- Articles, pamphlets with research stats, very helpful as handouts to council members
- Printed special edition newsletters – promotion, reinforce
- Five CCNC Newsletters – Make into packages for each new Council and partners
- Concrete evidence – economic, social of the impact of investment in cultural planning

Funding information / capacity building

- Links to grants/funding
- Pull together all the opportunities and deadlines – potentially for artists too
- Capacity building to support and sustain non-profit structure
- Doing more to bring the artists/arts community into the conversation, providing tools and resources for artists

4. RESEARCH

The tenor of sentiments was clear: Rob and duplicate. Don't need to invent the wheel. Get connected and use what already exists, especially templates, toolkits
- Searchable database
- Conduct, sponsor data-driven research, impact, evaluation
- Just in time research/toolkit resource
- More gathering of relevant info e.g. Hill Studies, research work from museum community on audiences, as it relates to community building
- Find research data
- Develop research that highlights local communities and issues they face

Develop funding for research

- Need a consortium to fund and resource – see Quebec
- Pooling resources to answer "What makes for cultural vibrancy" across Canada

Measurements and economic impact

- Benchmarking – asset development; per population/invest/value
- Nationwide comparative data and statistics - no longer have this from Statistics Canada – need municipal standards and metrics in lieu

- Intrinsic value of arts (*Counting New Beans* by Wolfe Brown)
- Articulating the intangible values of culture; impact and quality of life
- Understanding of what is the creative sector (history and practice)
- Need outcomes-based measurements
- Articulating the ROI (Return on Investment) and economic impact of culture
- Provide measurement/metric tools/resources for members
- Compensation for artists and arts administrators

How Cities Deliver Cultural Services and Programs

- Best practices model for municipality's offices and regions
- Where is the "home" for culture - Regional planning? Events office? Heritage? Parks and Rec? Tourism? Community Development? Social Planning?
- Do a survey of municipalities that compares civic staff structure to show who employs cultural staff and what "programs' they run and what they ask community to believer
- Tourism and Economic Development and Culture = Model
- Policy database online – organizational and municipal (e.g. lifestyle information network, communication to members if this is available)
- Demonstrate how having culture staff benefits cultural growth and other benefits
- Updated inter-municipal comparative framework – drill down by Province, organized by population, sortable

5. OPPORTUNITIES FOR EXPANDED OR NEW PROGRAMS

Mentorship program

Mentorship was seen as a worthwhile opportunity beyond providing networking opportunities:
- Mentorship for young cultural planners or young people involved in cultural planning
- Emerging administrators linked with established staff
- Create similar program to Canada Culture "Flying Squad" to provide consultations, evaluations and recommendations
- Learning exchange – shadowing other people, experts, in other communities, or guide to how it could be – things to cover or learn
- Short term (e.g. 1-2 week) mentoring to get ideas off the ground (contracts, volunteer basis)
- Help communities connect with leaders/groups, from other areas as speakers, consultants, mentors, resources
- List of members mentors in specific practice areas i.e.: events, public art, facilities, their name, bio and how to connect
- Access to information/list of people who can speak about their success and reflect on value

Regional workshops

- Consider have regional meetings as part of annual conference
- Is there an opportunity for more 'regional' meetings or workshops?
- Regional CCNC meetings and workshops (together)
- Promote regional face-to-face meetings
- Address resource gaps in smaller communities

Awards Program

- Awards Program – best practices, innovative programs, success stories
- Awards Program – as a re-jig of the Cultural Capital of Canada Program
- Having an effective Awards Program – need to remember communities under 200,000

Public Art

- Public Art Toolkit and Planning and Mapping Toolkit
- Public Art – organized/generated by the community (not Public Art Committee)
- Your Public Art Policy is in place but it takes a while to get off the ground. Your policy does not have anything about Developers Involvement. How do you bring that about – might be a good future conference session?

Facility Development

- Need more information on facility development, planning and management
- Create and maintain a facilities directory – i.e. cultural centers with ceramics facilities
- Look at integrating culture and recreation centres to address deficits of community infrastructure

6. OPPORTUNITIES FOR PARTNERSHIPS AND CHAMPIONSHIP

In addition to expanding membership options and with it access to resources, participants were interested in expanding partnerships and amplifying the voice of municipal culture.

International networks

- Connect with international network of creative cities, creative issues, and bigger picture
- International stories to help align with local demographics and politics

National linkages

- How do we align with other national culture-specific organizations? Joint conferences? Shared resources?
- Links to other organizations that have synergies and common interests/ goals
- Info sharing at the national and provincial level, i.e. link CCNC to National Gallery/Museum Association
- FCM or UBCM – help build their agenda and move beyond the infrastructure deficit – to see that culture has an infrastructure deficit?
- Culture Days – is this movement an opportunity
- Connect with CAPACOA around their mentorship (priority) and professional development programs
- Create a Canadian Creative Cities specific TEDX that could summit + TED program

strategic moves
THINKING : BUSINESS

Federal / Provincial linkages

- Community Cultural development resources – provincial programs
- Position CCNC for government to connect with cultural community
- CCNC adding its voice to advocacy efforts about big current issues – developing positions and supporting those of affiliated organizations
- Advocacy – how can federal, municipal and provincial leaders advocate?
- Canadian Heritage has a great awards program

Advocacy with elected Municipal officials

- Educating Mayor's and Councillors about arts and culture
- Ensure Culture is part of Canadian Federal, Provincial, Municipal Conferences
- to speak to Councillors and Mayors
- Educate Cities/Municipalities about CCNC
- Network producing a video of Councillors speaking on why culture is important to their city Culture 101/ Boot camp / Toolkit for other Departments and or elected officials
- How do we raise the profile of culture with politicians?

Local linkages: Economic development, education, community

- How creative economy fits into sustainability planning
- Partner opportunities e.g. with Economic Development Corporations
- Work with economic development association, meetings, to increase the relationship with culture
- New partners, outside of cities who share similar goals to improve culture and civic level
- Help to develop community partners
- Partnerships and collaborations – universities, arts councils, corporations, media
- Link with expertise in the academic and consulting community
- Encourage public art courses/education/programs (university level)
- The opportunity for MCP to progress even where there is no municipal funding available by apply for ICSP (gas tax) funding to undertake an ICSP – then making certain that cultures is included as the 4th pillar of sustainability (see Kingston on ICSP online)

Lively arts and culture scene

- Re-capture what a lively arts and culture scene is – not just focus on facilities
- Think about programs that animate public spaces
- Practical info on integrating artists into architecture/engineering teams (e.g. design/public art teams)

Rationale

- Afraid of the re-marginalization of culture
- Need ongoing work to integrate culture and work with other areas
- Need to get better all the time about making allies – champions for the arts
- Getting message out about the value of the network
- Decision makers do not see the arts community as legit

7. OPPORTUNITIES TO EXPAND CCNC MEMBERSHIP

Ideas proposed

Especially in the White space area of the workshop discussions relating to membership of CCNC was vigorous – likely influenced by Burke Taylor's keynote address - and several key ideas emerged:

- Find ways to make CCNC resources and tools available to more people including those outside of city or municipal administrations
- There was no sense that a restructuring of CCNC was called for, rather the focus was on opening up the organization to build a larger umbrella for cultural planning and enable greater collaboration in communities, especially smaller ones.
- Find ways to expand membership for instance by creating new membership category/ies, e.g. Arts council, Community organizations, Students, Friends of …, Consultants, Artists, Business Improvement Areas, other affiliated organizations
- Expansion of membership is not about a voice in the organization but use of CCNC information, networking, expertise, tools
- Affiliated organization events – reciprocal conference attendance

Rationale

- CCNC is a collaborative network and expanding its reach would serve to advance its stated goals.
- CCNC information and expertise is difficult to access for non-members and enabling access to these unique resources could further goals
- Broadening membership categories could generate more operating revenue, even if new member categories pay less but gain access to certain services
- Opening it up beyond municipalities would enhance partnerships and might create greater leverage in municipalities
- Allows communities without designated cultural planners to become participants in CCNC