

Meeting Notes
Alberta Regional Culture Meeting

February 9, 2015
11:30am – 3:00pm
Morinville, AB

In attendance

Hon. Maureen Kubinec, Minister of Culture & Tourism (afternoon portion)

Deputy Mayor Stephen Dafoe, Town of Morinville (afternoon portion)

Sarah Isley, City of Calgary

Jane Cherry-Lemire, City of Camrose

Paul Moulton, Edmonton Arts Council

Josh Jennings for Richard Gagnon, City of Fort Saskatchewan

Jim Jones, City of Leduc

Laurie Stalker, Town of Morinville

Allen Jacobson, Town of Morinville

Brent Oliver, City of Spruce Grove

Kelly Jerrott, City of St. Albert

Chantelle Held, Town of Stony Plain

Chris Munn, Strathcona County

Barb Chapman, Strathcona County

Randy Follet, City of Medicine Hat

Don Engerdahl, Town of Hinton

Linda Huffman, Arts Habitat Edmonton

Purpose

Second regional (Alberta) meeting to network, share experiences, opportunities & challenges.

To build a positive and collaborative relationship with the Alberta Minister of Culture & Tourism, and an opportunity to share who we are and what is happening in our communities.

Meeting of Regional Delegates 11:30am – 1:00pm.

Attendees were welcomed to Morinville, AB and to the Morinville Community Cultural Centre. Introductions were made around the table and each attendee gave a brief overview of their department & services.

In preparation for the meeting with Minister Kubinec, a roundtable discussion was held to determine our goals, approach and questions.

Round Table Notes:

- Discuss funding the future
- Rebranded Ministry – the combination of Culture and Tourism; what does that translate to?
- Offer to assist her in any way we can as a group
- Ask if Alberta Culture Days will live on as a program
- Budget/Election considerations/impacts
- Destination Marketing – include Culture/Arts
- Suggestion: Keep the conversation with the Minister at a macro level (don't get mired in the specific details)
- 160 years since the Establishment of Canada, 2017 – will there be additional funding for Cultural Events? From Where?
- May 27-29 – Edmonton hosting a best-practice session regarding aboriginal artists

Meeting with Hon. M. Kubinec, Minister of Culture and Tourism 1:00pm – 3:00pm

Introduction and Welcome from Deputy Mayor S. Dafoe, Morinville

Following introductions and an overview from each attendee on what was happening in their communities, a presentation of the CCNC was provided, highlighting the services and benefits of membership.

Minister Kubinec gave a short presentation highlighting the difficult fiscal decisions ahead of the 2015 provincial budget, noting that all areas of government spending will be examined.

Minister Kubinec outlined some of the initiatives and goals for the Department of Culture & Tourism, including her priority to “Share the Alberta Story”, champion Culture in Alberta communities and to ensure Culture & Tourism is “at the table” at every opportunity. The Minister noted that Alberta Premier Jim Prentice is a strong advocate for & champion of Culture.

At the Minister's request, the meeting then primarily focused on roundtable discussions regarding issues of concern and areas where we as a sector can work together to help achieve the mandate of the Department of Culture & Tourism.

Key issues: sustainability, volunteerism, need for government(all levels) support of culture to be seen as an investment, opportunity to partner with tourism initiatives.

Agreed that our mandates as municipalities were similar to the provincial mandate and we will continue to work collaboratively to nurture & develop the cultural sector in Alberta.

Discussion Notes with Minister Kubinec:

- It is vital to build corporate partnerships to sustain Culture
- Tourism is one way to help alleviate the fiscal deficit (the Canadian dollar is currently low, which makes us attractive to American tourists and Canadian “Stay-cationers”)
- The goal is to ensure Culture and Tourism is on the table and in every speech given by Alberta Government personnel in and outside of the province. “Alberta is not just OIL”
- AFA Funded “New Pathways” to sustain Culture and the Arts.
- Cultural diplomacy – when Alberta artists perform outside of Alberta, it connects the audience with the Province.

Call for suggestions on how to make Culture more sustainable

- Government needs to remain in the sustainability mix
- View Culture/Arts as an investment (not a handout)
- Having government support often assists arts organizations to secure corporate funding (ie. the “Seal of Approval” effect)
- Training and retention of technical support tradesmen; many left Alberta to get work and now are starting to return
- Culture appreciated more through the education system
- Provincial strategy for volunteerism and not-for-profits; making volunteerism social; educational component of volunteerism
- The funding sources grant to not-for-profits, whereas often the municipal entities are doing the work of programming performing arts spaces. Is there a way to streamline the funding sources without jeopardizing the not-for-profits? Municipalities should not have to “create” not-for-profits where they don’t exist to be able to present cultural experiences in municipal facilities.
- Cultural Mapping is being undertaken in Edmonton
- Insist that artists be at the table at every part of the process
- Be mindful of the aboriginal Culture within our communities
- Call for names of individuals from Aboriginal community to participate on provincial arts/culture boards

The provincial Cultural Plan

- The plan is to go to Caucus and Cabinet before it can be released
- Recurring theme – “Telling the Story” of Alberta
- Important component – Facilities management for Culture

The meeting wrapped up with a tour of the Morinville Community Cultural Centre.

The next Regional meeting is anticipated to be scheduled in June.