



Cultural Round Table

County Culture: It's more than you think!

Work Plan – Quarterly Report - Sept 2007

The work of the Cultural Roundtable (CRT) is focused on the following goals:

1. **Communications** – increasing awareness and changing mindsets about County culture
2. **Community engagement** – broadening participation in the work of the CRT and cultural development in the County
3. **Marketing and audience development** – increasing participation in cultural programs and activity by residents and visitors
4. **Funding and investment** – increasing resources available to support cultural development from all sources
5. **Leadership development** – strengthening skills and knowledge to support cultural development
6. **Capacity building** – building the capacity of the CRT to work effectively and achieve results.

Goals and activities are drawn either from issues raised during the community consultation for the Cultural Strategic Plan, or initiatives identified as priorities since that time by the CRG.

Greyed sections of the chart represents work that has been completed.

Goal	Priority (A,B,C)	Activity	Tasks	2006	2007	2008
1. Communications Lead: Dan/JAC	n/a	CRT Communications Tools	<ul style="list-style-type: none"> • Draft vision and key messages 	Completed		
			<ul style="list-style-type: none"> • Prepare and maintain master contact list • Establish process and responsibility of maintaining contact list 	Completed		
			<ul style="list-style-type: none"> • Develop communications template ('sandwich') to support consistent messaging around ongoing announcements and events 	Completed		
			<ul style="list-style-type: none"> • Develop and deliver regular media releases and articles 	Ongoing		
			<ul style="list-style-type: none"> • Gather, finalise, format and archive all CRT documents in a consistent format using the approved creative identity • Develop CRT dedicated website to support internal communication (repository for CRT documents, powerpoint materials, etc.) and external communication through a WIKI model • Summer Experience Grant Hire will start July 16th on this work. • Work is 90% complete 	Planning	Quality Assurance in progress	
			<ul style="list-style-type: none"> • Complete – held March 31st • Need to Archive 	Execution	March 31 2007	
2. Community Engagement	n/a	Plan and Deliver First of Cultural				

		Rally	<ul style="list-style-type: none"> Need to close out finances 				
B		Second Cultural Rally	<ul style="list-style-type: none"> Determine next Steps for Rally Letter of Intent to Stark Family Foundation for funding was not approved Explore relationship of Rally to Art and Culture Trail Event 		Initiation	March/April 2008	
A		Plan and Deliver Community Open Forums/Socials	<ul style="list-style-type: none"> Move meetings of the CRT around the County on a quarterly basis to broaden awareness and engagement July 11th – Community Foundation –WG – Carlyn, JAC November - Cultural Capital Designation for 2011– Lead: Wendy 		Ongoing		
C	WG: Paul and Theresa	Ongoing Community Presentations - School	<ul style="list-style-type: none"> Youth Identified as a target audience for CRT message. Current Powerpoint can be adapted for presentation at school level. 				
n/a	3. Marketing and Audience Development	Establish First Doors Open Event in the County.	<ul style="list-style-type: none"> First event delivered (June 3 and 4) Need to Archive Materials and Project Details Event will not continue in 2007 	Complete			
C	WG: Jennifer Lyons	Second Doors Open Event in the County.	<ul style="list-style-type: none"> Jennifer Lyons from Rec, Parks and Culture is developing for 08 				
A+	WG: Coordinated by Rebecca LeHeup Bucknell	Develop “Arts” Trail	<ul style="list-style-type: none"> 23 participants signed up. Project ready for execution 	Initiation	Planning and Development	Launch Spring 2008	
A	WG: NEED LEAD	Develop “Cultural” Trail	<ul style="list-style-type: none"> Links between Cultural Trail, Heritage Atlas and Mapping being explored 				
C	Lead: Dan	Creative Economy Conference	<ul style="list-style-type: none"> Economic Development Office is exploring hosting a Conference on the Creative Rural Economy in PEC 		Planning	Planning	
n/a	WG: Coordinated by JAC	Complete Initial Mapping Work	<ul style="list-style-type: none"> Convene Working Group Phase 1: agree on Cultural Resource Framework transfer existing GIS data from Cultural Plan to County GIS Phase 2: Define priorities for next categories of cultural resource; identify existing sources of data; import data Phase 3: Undertake new mapping activity to collect new data or deepen information on existing resources Summer Experience Grant Hire will start July 16th on completion of Phase 1. Next Step is to Launch the Map 	Phase 1 is 75% complete	Phase 1 90% complete		
B	Not yet assigned	Develop and Implement Long-Term Mapping Strategy	<ul style="list-style-type: none"> Guiding vision developed Application for funding has not been granted by Metcalf Foundation Explore links to mapping of tourism and agriculture 	Planning	Planning/Secure funding		

				<ul style="list-style-type: none"> Explore links to possible County Atlas and County Quest Explore funding opportunity with Toronto Artsclapes Creative Cluster Program Determine relationship to Heritage Atlas Implement ArtsVe\$t program and distribute funds Develop vision and overall purposes to be served by a new dedicated Cultural Fund to be established based on consolidation of existing County project grants, with contributions from government and the business community Explore potential for County Community Foundation to hold and manage funds Define the role of CRT in the promotion and adjudication of the fund Examine possible connection to proposed Tourism Strategy Fund (scope of this needs definition) Examine connection to need for consolidated strategy for approach to business community to support cultural activity/development in the County Community Forum held with speaker from Community Foundation of Greater Kingston Contact has been made with Provincial Rep – Cindy Lindsay re addressing a group of community leaders on the topic. CRT has expressed support for a Municipal Application for PEC as a Cultural Capital. Timing of application submit in 2008 for 2011 Form a working group in the Fall. 	Complete	Planning	Establish Fund
4. Funding and Investment Lead: Carlyn Moulton	Fully Develop ArtsVe\$t Program	A	Establish County Cultural Fund – Possibly Through New Community Foundation	<ul style="list-style-type: none"> First Forum – training and orientation for first Doors Open Define priority topics other forums on issues such as <ul style="list-style-type: none"> Volunteer management Board development Fundraising and development Marketing and audience development Recreation Parks and Culture (Wendy Lane) is developing a Seminar through the Skills Development Program through CFDC/EODP. Discuss if there is a way to build onto Wendy Lane's Initiative Determine topic for next Forum 	Door Open Forum Completed	Keep and eye open for funding opportunities	
Lead: Wendy Lane	Cultural Capitals Program	B				Explore opportunity	
5. Leadership Development Not yet assigned	Training and Professional Development Forums	C					

6. Capacity Building	B	Community Capacity Building - Project With Orillia and Owen Sound	<ul style="list-style-type: none"> • Begin work on assessing need and establishing 'learning cluster' linking the County and Orillia and Owen Sound • Initial work funded by Ontario Trillium Foundation (OTF) through the Municipal Cultural Planning Partnership (MCPP) • Initial work – assess current needs and opportunities in all three communities; establish 'learning cluster' (to function largely on-line) • Assess potential for follow-up application to OTF for dedicated funding for continue the work • Follow up required with Greg. 	Secure funding from Ontario Trillium Foundation through MCPP	Launch initial work	
	C	Shared Administrative Space and Services	<ul style="list-style-type: none"> • Establish shared administrative space and shared administrative/ management services for arts and heritage organizations in the County • PELA/CFDC's plans to establish new community development office in Picton - Determine Status of PELA/CFDC Community Development Office 	Planning	Planning	
6. Housekeeping	B	Rotation of CRT Award	Next location – At Mt. Tabor for run of Ann of Green Gables			
	B	Secretary and Workplan Maintenance.	Ongoing			