

Topic	The Arts and Tourism		
Date	December 6, 2018	Location	Gathering Place by the Grand (MacKenzie Room) – Six Nations, ON
Host(s)	Janis Monture, Director of Tourism & Cultural Initiatives		
Participants	Naomi Johnson, Summer Hill, Janis Monture, Gary Joseph, Constance Jamieson, Barbara Helen Hill, Heather George, Alysha Longboat, Kerdo Deer		
Notetaker(s)	Rebecca Rizzo		
Facilitator(s)	Rheanne Chartrand		
Invitation	Invitations sent out via email Nov 19, 2018 to 25 individuals/artists		
Perspectives and thoughts	<p>What does Tourism Look like at Six Nations:</p> <ul style="list-style-type: none"> - Breaking down the barriers & stereotypes> informing outside community that the Six Nations is welcoming - Indigenous tourism provide visitors with knowledge and perspectives that they never had before - Baseline objectives: how to bring the visitors in? How does the community benefit? - How to teach people about who the Six nations are - Economic development and reciprocating that money into the community - Not just for individual benefit but also community benefit - Are the entry points welcoming?> welcome signs instead of the blunt ones - Six Nations networking agency: organizations on Six nations sit at this table (Polytechnic, SNGRDC etc.) - Tourism Marketing Committee: Partnerships, New Initiatives, Promoting sites and services <ul style="list-style-type: none"> ➤ However there is not one person facilitating it> there are meetings but not one person responsible for promoting these events - What tourism layers to add to main events that will keep people coming back <ul style="list-style-type: none"> ➤ All access bracelets ➤ Six Nations Tourism Map <p>Long Term and Opportunities:</p> <ul style="list-style-type: none"> - Thinking long term: how to build sustainability in tourism: showcasing new commercial> new video for Six Nations - Get people to come back after the Pow Wow> Chiefswood Park will open a lot of opportunities - Businesses need to promote their services so outside visitors can partake Outside community knows about Woodland Cultural Centre and musicians 		

	<ul style="list-style-type: none"> - Deficit comes from capacity to maintain partnerships within community> need someone for outreach to maintain partnerships - Proximity to Brantford: Could be a major entry point - What other ways can woodland be used to help bring the arts and tourism together?: - Tourism Triangle: Kanata, Chapel and Woodland> all very short staffed and they get the most visitors because they are in the City of Brantford> more territorial signage - Six nations Community App> notifying visitors when you come near Six Nations with historical information - Having Tourism staff do outreach> data collection on how visitors hear about the event - How artists in the community can help with outreach: closed community with music and art> no one knows who they are outside of the community> this becomes a barrier - What draws people into entertainment on Six Nations i.e. music & art: difficult to get a crowd on Six Nations> best crowds is when there is a partnership between other communities and they do a combined event - When you engage children and youth and free food it will draw more visitors and more attendance <p>Building Audiences and Increased Visitorship:</p> <ul style="list-style-type: none"> - Getting community out to events and build consistency with that audience (one body of visitors) - Reaching out to outside organizations, partnerships, festivals> who can help to bring people in? external partnerships are key* (must keep control with external partnerships letting them know what we offer) - Break down stereotypes is the first step and building external partnerships - Belief in common goal and shared objective> get the community on the same page through meetings and promotion - Take ownership for Six Nations history <p>Mechanisms that Exist that Support Arts, Culture & Tourism:</p> <ul style="list-style-type: none"> - Websites - Promotion Signage <p>Mechanisms that are Needed that support Arts, Culture & Tourism:</p> <ul style="list-style-type: none"> - Ownership on ideas, history, culture - Framework that displays what is offered by each organization - Framework that shows what each organization is capable of and the return expectations - Guidelines on the give and take relationship> what is expected by each party and the services each party is willing to provide - Framework for partnerships between community organizations - Framework for partnerships between outside organizations - Social cohesion
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	<p>Communication Tools that Work:</p> <ul style="list-style-type: none"> - Memorandum of Understanding with community organizations and partners (between Tourism and Woodland, Kayanse, Historic Site, Pow Wow); Revisited every year; Sets out roles and guidelines of each party - Tourism Maps - Social Media Based - Paid Advertisements Online - Paid Advertisements Print - Geo-Caching <p>Artists and Musicians and how Tourism can promote them</p> <ul style="list-style-type: none"> - Tourist hot spots (videos> highlight reel) with iPads - Feature different local artists on social media (docu-series)
<p>What research would be useful?</p>	<ul style="list-style-type: none"> - Research on Baby Boomers: Retirement age with good income with lots of time on their hands> how to target them to come here? - Research on Millennials: They want to do and they want to do it for cheap - Needs to be interactive> touch feel taste> captivate> experiences they want to be involved in that are exclusive - PROMOTE EXCLUSIVE EXPERIENCES > brainstorm this initiative> community needs to be involved
<p>Whose voices are missing around the table?</p>	<ul style="list-style-type: none"> - Cultural Entrepreneurs - Local Government - Local Businesses (restaurants, giftshops, accommodation) - More local artists (performing artists)
<p>Resources & Links (mentioned during discussion or shared afterwards)</p>	<ul style="list-style-type: none"> - Creating partnerships with upcoming Indigenous-based conferences in Toronto (keep an eye out) - Reaching out to Urban Indigenous organizations <p>http://www.hric.ca/</p> <p>https://www.fenfc.org/</p>
<p>What next steps were mentioned as a result of the Gathering?</p>	<p>Hopes for the Future:</p> <ul style="list-style-type: none"> - Arts and Heritage organizations be in a stable and consistent working capacity - Artist Education> turning talent into careers of business and opportunity> presentation, network> turn the talented into business people > they will be able to promote themselves and in turn promote tourism and Six Nations (entrepreneurial development) - Work, live, mentor and give back (cyclical movement) - Shifting the focus to the heart of the community and not on the outskirts - Museums need to be self sustaining> what is the baseline to maintain the organizations without grants (staff, maintenance etc.)> concrete municipal funding - Sites should be seen as an asset in regards to Tourism and Dev. Corp

	<ul style="list-style-type: none">- Healing the community and generate pride within community through culture for an overall well being- Prepare community to receive visitors> target the sites that get a lot of traffic and provide educational access to community members- All arts & heritage organizations need yearly funding>> consistency- Target Specific small Groups and Invite them to Six Nations and show them what Six has to offer to get the word out (Confederacy, Council, Board)
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