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| <b>Topic</b>          | <b>How can we make Greater Sudbury an arts and culture hub for Northeastern Ontario?</b>   |                 |                                    |
| <b>Date</b>           | Wednesday, January 30, 2019<br>5:30 to 8:00 p.m.   | <b>Location</b> | Alibi Room 113 Durham St., Sudbury |
| <b>Host(s)</b>        | Reading Town Sudbury Ville Lecture   |                 |                                    |
| <b>Participants</b>   | Katherine Smith (STC), Nancy Daoust (Wordstock), Chloe LaDuchesse (Poet Laureate), Bill Sanders (Laurentian University), Derek Young (Theatre Cambrian, RTVL), Kim Fahner (author/poet), Tony Jurgilas (50 Carleton), Cody Cacciotti (Capreol Railroad Museum), Judi Straughan (Sudbury Arts Council), Linda Cartier (Sudbury Arts Council), John Lindsay (Sudbury Arts Council), Jamie Arrowsmith (Cambrian College/Sudbury Symphony Orchestra), Emily Trottier (City), Danielle Valcheff (Sudbury Pride), Brad Robinson (Friendship Centre/Sudbury Indie Cinema)   |                 |                                    |
| <b>Notetaker(s)</b>   | Megan Karchie (note taker), Clay Campbell (audio recording)  |                 |                                    |
| <b>Facilitator(s)</b> | Kim Fahner   |                 |                                    |
| <b>Invitation</b>     | <p>Mass Culture is a collaborative initiative that strives to support artists, arts organizations and academic institutions across the country. The intent is to form a network of stakeholders, which, through research, will address cultural policy issues at organizational, sectoral, and governmental levels. Mass culture will address an information gap in the sector</p> <p>We're having a gathering on <b>Wednesday, January 30 from 5:30-7:30pm at The Alibi Room</b> on Durham Street and we'd love you to come and share your thoughts about our focus question, which is:</p> <p><b>How can we make Sudbury an arts and culture hub for Northeastern Ontario?</b></p> <p>We'll have a half hour of mingling—conversation, a bit of food and drink—and then we'll have a 'kitchen table' discussion. We'll figure out what's already here, and why it's all something to celebrate, but then we'll also talk a bit about what we need to know to move forward so we have some next steps for growth.</p> <p>This small group will only be limited to 15-17 people from a cross-section of the arts and cultural sector in Greater Sudbury. We hope you'll say yes and join us on the evening of the 30<sup>th</sup>!</p> <p>(You can learn more about Mass Culture, by checking out the website at <a href="http://www.massculture.ca">www.massculture.ca</a>)</p> |                 |                                    |

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| <p><b>Perspectives and thoughts</b></p> | <p>The conversation was mostly in the format of a SWOT analysis, where representatives shared what they believed the strengths, weakness and opportunities/next steps would be to see our city’s arts and culture sector get to the next level.</p> <p><u>STRENGTHS:</u></p> <ul style="list-style-type: none"> <li>• City has no lack of talent and has a unique arts and culture scene which is positively influenced by our northern geography, as well as by the rapport and sense of artistic community that has been fashioned over the years. Tight sense of community.</li> <li>• Artists and arts organizations are tenacious, resilient, and are always able to make the best of what they have. There is also so much going on that events are constantly overlapping, and there is never a shortage of things to do.</li> <li>• There are many foundational organizations that shape our community and are surpassing milestones (Sudbury Theatre Centre, Northern Lights Festival Boreal, Sudbury Symphony, Art Gallery of Sudbury), but there is still room for new developments (Place des Arts, the Junction), and newer events (such as Up Here festival, NLFB’s “Bloom” festival).</li> <li>• Youth are incredibly talented and are the future of our arts and culture sector (links to Theatre Cambrian, YES Theatre, high schools and three post-secondary institutions)</li> <li>• Place des Art is a project that the anglophone arts and culture sector can learn from, in terms of how it’s been so carefully and efficiently organized. (What lessons can be learned here?)</li> <li>• A diverse, multicultural city with a variety of arts and culture organizations, as well as other businesses that are influenced by the cultures of the many different people that make up our population. We are also a proudly tri-cultural community with arts and culture organizations which represent the region’s Anglophone, Francophone, and Indigenous roots.</li> </ul> <p><u>WEAKNESSES:</u></p> <ul style="list-style-type: none"> <li>• Marked lack of physical infrastructure in the professional arts and issues with financial/economic sustainability. (Venue size was stated as an issue. Larger touring acts do not come to Sudbury, but will go to the Capitol Centre in North Bay, just because there isn’t a suitable venue size here. The option of the arena or Glad Tidings Church as venues isn’t enough.)</li> <li>• Needs to be greater clarity of communication about what career options are open to Sudbury youth. The tendency is for young people to think that they can only work in the arts if they move down south. (Retention of young people in arts and culture sectors through mentorships, partnerships with school boards).</li> <li>• Confusion (within public) about what the arts and culture scene is about here in Sudbury. The assumption is that it is at odds with projected economic development, which can lead to an antagonistic situation. Education of general public re: benefits of having a healthy arts and culture sector needs to be increased to clearly communicated.</li> </ul> |
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|  | <ul style="list-style-type: none"><li>• Many arts and cultural organizations (but not all) are based in the downtown core, so there needs to be outreach to outlying areas (e.g. Capreol, Skead, Valley East). This means that people who live in those areas may have difficulty accessing these resources, or may not even be aware of what's happening in town. Need to reach out to outlying areas ("pop up" theatre and visits to schools).</li><li>• The City is focused more on tourism than on arts and culture sector. (Discrepancy between funding for Art Gallery of Sudbury and other institutions in town. The example of large, one or two night musical theatre spectacles being brought into the arena, which further confuses public about what 'theatre' and the arts are all about.)</li><li>• A disconnect between the City (GSDC), the Sudbury Arts Council, and the other arts organizations in the city. Clearer communication and unification is needed.</li><li>• Funding: Cuts are being made to the arts, which pits organizations against one another. The granting/funding process at the municipal level is not clear or transparent. It needs to be more transparent.</li></ul> |
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| <p><b>What research would be useful?</b></p>   | <ul style="list-style-type: none"> <li>• How do other local arts councils in the province operate and receive funding?</li> <li>• What is the municipal grant process is like in other cities in the province?</li> <li>• What techniques are being used to educate the public in different cities about the importance of arts and culture?</li> <li>• What is the best platform to create &amp; share a calendar between organizations, and what is the best platform to use to promote our events?</li> <li>• Analysis of the current arts audience, and analysis of each organization, as well as the overall impact of the arts and culture sector on the city (in progress – Sudbury Arts Council)</li> </ul>  |
| <p><b>Whose voices are missing around the table?</b></p>                                   | <p>-representatives from the Sudbury Multicultural Association;<br/>                 -more Francophone involvement (we had asked more people from this sector, but they weren't able to attend due to scheduling conflicts);<br/>                 -students/youth.<br/>                 -could have used both a Francophone and an Anglophone session.</p>   |
| <p><b>Resources &amp; links (mentioned during the discussion or shared afterwards)</b></p> | <ul style="list-style-type: none"> <li>• SHO multi-purpose artistic performance space (Windsor) – cross-disciplinary arts involvement; inexpensive rental space for studios of working artists</li> <li>• Windsor Region Arts Council (<a href="https://acwr.net/">https://acwr.net/</a>)</li> <li>• Sault Ste. Marie Arts Council (<a href="http://ssmarts.org/">http://ssmarts.org/</a>)</li> <li>• Spacefinder Sudbury (<a href="https://sudbury.spacefinder.org/">https://sudbury.spacefinder.org/</a>)</li> <li>• Sudbury Arts Council (<a href="https://sudburyartscouncil.ca/">https://sudburyartscouncil.ca/</a>)</li> <li>• Sudbury.com (<a href="https://www.sudbury.com/events-calendar#!/">https://www.sudbury.com/events-calendar#!/</a>)</li> <li>• Sudbury Events Calendar (<a href="https://sudburyeventscalendar.com/community/">https://sudburyeventscalendar.com/community/</a>)</li> <li>• Entertainment Sudbury (<a href="http://entertainmentsudbury.com/">http://entertainmentsudbury.com/</a>)</li> <li>• Downtown Sudbury (<a href="http://www.downtownsudbury.com/calendar">http://www.downtownsudbury.com/calendar</a>)</li> <li>• Greater Sudbury Cultural Plan</li> </ul> |

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| <p><b>What next steps were mentioned as a result of the Gathering?</b></p> | <ul style="list-style-type: none"> <li>• Engaging youth in arts and culture events, by connecting students with their communities through volunteer work on arts and culture projects, and providing education on artistic career pathways and proof that the city is a viable option to pursue and arts career in. (Retention of young people interested in arts-based careers.)</li> <li>• Answer the question “Who makes up the arts audience in Greater Sudbury?” → define the target audience and the product.</li> <li>• Greater collaboration between disciplines, showcasing each other’s work at our events and creating events that focus on more than one discipline at a time to engage more people and expand our reach and audiences.</li> <li>• Establish a communal online calendar for planning events. Decide on a platform where all arts and culture events and information will be more formally communicated. (This would be to plan events, so that organizations don’t overlap board meetings or events.)</li> <li>• Review of the current GSDC process re: arts and culture grants (criteria of grants; process by which committee members are recruited; transparency of information re: committee members; need for peer review of grant applications).</li> <li>• Timelines of the GSDC arts and culture grants should be more efficient in terms of distribution to arts and culture organizations.</li> <li>• Place Sudbury Arts Council update as a standing item on the agenda on every City Council meeting, so that the arts sector has a consistent and continual presence.</li> <li>• Focus on outreach to outlying areas of Greater Sudbury (“pop up” events to bring arts and culture awareness to more rural areas)</li> <li>• Make the Sudbury Arts Council more present, through a physical space. Potential to have an Executive Director (part-time). Empower the Arts Council to play a more active role in connecting all arts organizations and working artists. Allow Arts Council to take an active role in decision making and resource allocations for funding/granting. Search out options for funding of staff.</li> </ul> |
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