

CULTURE SERVICES ADVISORY COMMITTEE

Note: This meeting will be live-streamed online at coquitlam.ca/webcasts

DATE: Thursday, April 8, 2021

TIME: 7:00 p.m. to 9:00 p.m.

PLACE: **Council Chambers via Zoom – *Pre-registration Required***

CALL TO ORDER

ADOPTION OF MINUTES

1. **Minutes of the Culture Services Advisory Committee Meeting held on Thursday, February 11, 2021**

NEW BUSINESS

2. **Staff Update - CSRP Volunteer Initiative - Presentation**
Kathleen Reinheimer, Manager Parks; 7:05–7:20 p.m. (15 minutes)
3. **Cultural Tourism – Presentation/Committee Input**
Eric Kalnins, Tourism Manager; 7:20-7:50 p.m. (30 minutes)
4. **Sub-Committees' Updates**
Sub-committee Leads; 7:50–8:10 p.m. (10 minutes each/20 minutes total)
5. **Kaleidoscope Arts Festival Artist Engagement – Committee Input**
Maria Danysh, Cultural and Community Events Supervisor; 8:10–8:35 p.m. (25 minutes)
6. **Facility Updates (Standing Agenda Item)**
Karen Basi, Cultural Services Manager; 8:35–8:40 p.m. (5 minutes)
7. **CSAC Members' Roundtable / Emerging Cultural Issues (Standing Agenda Item)**
Committee; 8:40–8:55 p.m. (15 minutes)

OTHER BUSINESS

NEXT MEETING DATE – Thursday, June 10, 2021

ADJOURNMENT



Culture Services Advisory Committee Meeting

April 8, 2021 - Agenda Brief

Item #2 – Cultural Tourism Presentation / Discussion – Eric Kalnins, Tourism Manager

Background

The 2015 to 2020 Coquitlam Tourism Strategy is the framework of key areas of focus and goals to be implemented over the next five years to develop the tourism sector in Coquitlam. The Strategy will be updated in 2021 and will involve internal/external stakeholder engagement. See PDF here: <https://www.coquitlam.ca/DocumentCenter/View/1530/2015-to-2020-Coquitlam-Tourism-Strategy-PDF>.

The purpose of this presentation/discussion is to obtain some initial input from the Committee regarding developing and promoting the City's cultural tourism assets. In preparation for the discussion, Committee members are asked to review the Tourism Strategy (see hyperlink above) including page 20, Production Development, and consider the following questions.

Action / Discussion Questions:

1. What types of things would motivate you to travel to another destination for arts, culture and heritage experiences?
2. Do you know of other destinations that develop/promote cultural experiences well that Coquitlam can learn from?
3. What marketing/promotion tactics would encourage lower mainlanders to visit Coquitlam for cultural experiences?

Item #5 – Kaleidoscope Arts Festival – Artist Engagement Brainstorming

Background

The Kaleidoscope Arts Festival seeks to showcase and celebrate various art disciplines/mediums. In 2021, the event will again be structured as preregistered arts experiences offered throughout the community. This year we would like to include a local visual artist component and are seeking the Committee's input on the following questions.

Action / Discussion Questions:

1. What types of art experiences could be offered where the public can learn more about local visual artists and/or their artwork? The experiences could be offered either in-person or virtually and may have a community engagement component.
2. Are you aware of any local visual artists that we should consider reaching out to?

CULTURE SERVICES ADVISORY COMMITTEE
Thursday, February 11, 2021

A Regular Meeting of the Culture Services Advisory Committee convened on Thursday, February 11, 2021 at 7:00 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC with the following persons present:

COMMITTEE MEMBERS: Councillor Steve Trish Mandewo, Chair
Councillor Dennis Marsden, Vice Chair (arrived at 7:43 p.m.)
Candrina Bailey, Coquitlam Heritage Society
Marie Del Cid-Luque
Julie Eastman
Nora El Najjar
Todd Gnissios, Coquitlam Public Library Board
Philip Hartwick, Evergreen Cultural Centre
Kim Hockey
Elizabeth Hrynew
Janice Mazon
Joan McCauley, Place des Arts
Mandy Tulloch, Artistic Community Representative
Jackie Weinkam, Festival Planners Network

STAFF: Kathleen Vincent, Manager Corporate Communications
Jennifer Keefe, Manager Community Recreation and Culture Services
Karen Basi, Cultural Services Manager
Maria Danysh, Acting Cultural and Community Events Supervisor
Jeri Hohn, Committee Clerk

CALL TO ORDER

1. Welcome and Roundtable of Introductions

The Chair welcomed new and returning Committee members and those present participated in a roundtable of introductions.

ADOPTION OF MINUTES

2. Minutes of the Culture Services Advisory Committee Meeting held on Thursday, November 26, 2020

The Minutes of the Culture Services Advisory Committee Meeting held on Thursday, November 26, 2020, were approved.

NEW BUSINESS**3. Review and Approve the 2021 Work Plan**

The Cultural Services Manager referred the Committee to the draft 2021 Work Plan as attached to the agenda package and reviewed each of the proposed work plan items.

The Chair invited comments from the Committee and there were none.

The Committee approved the 2021 CSAC Work Plan, and a copy is attached hereto.

The Committee recommended:

**COMMITTEE
RECOMMENDATION**

That Council approve the 2021 Culture Services Advisory Committee Work Plan.

4. Opportunity to Establish Sub-Committees - Discussion

The Cultural Services Manager referred the Committee to the Agenda Brief attached to the agenda package and provided a presentation with on-screen slides titled as follows:

- Opportunity to Establish Sub-committees
- Annual Business Plan
- 2021 Business Plan
- Arts, Culture & Heritage Strategic Plan
- Top 10 Actions by Goal
- Goal: Community Heritage, Cultural Facilities, Economic Benefits
- Short Term Recommendations
- Action / Discussion

Discussion ensued relative to the following:

- Clarification regarding the role and purpose of the proposed sub-committees
- That the sub-committees would be expected to provide updates at future Committee meetings and, potentially, reports for the Committee's information and review during the final meeting of the year

In response to a question from a Committee member, the Chair and the Vice Chair spoke to the sorts of investigative work that could be delved into by the sub-committees.

A Committee member spoke to her past participation on a sub-committee and her belief in the meaningfulness of the work that could be undertaken by volunteers.

The Committee considered eight outstanding short-term recommendations extracted from the Arts, Culture and Heritage Strategic Plan and, through a roundtable exercise, identified a

short-list of three items that the sub-committees could address, as follows:

- Item 5 – Promote youth, cultural diversity and inter-culturalism in programming delivered by the City and its major service-delivery partners
- Item 6 – Foster cultural engagement and activity at the neighbourhood level
- Item 8 – Address the lack of visual arts display space by increasing display space in civic facilities such as community centres and other public or private spaces.

Discussion ensued regarding the clear intersections that members were envisioning between the items relative to youth, the arts, and visual and cultural displays.

The following Committee members volunteered to participate on the sub-committees: Candrina Bailey, Julie Eastman, Todd Gnissios, Philip Hartwick, Elizabeth Hrynew, and Mandy Tulloch.

Staff undertook to follow-up with the volunteers by email regarding permission to share their contact details with one another and staff, and to provide information about the work that could be undertaken by the sub-committees over the coming year.

The Chair noted that “Sub-committees Update” could be added to future Committee meeting agendas as a Standing Agenda Item.

5. Staff Updates: Riverview Hospital Artifacts – Historical Catalogue

The Cultural Services Manager provided a verbal update regarding the Riverview Hospital Artifacts Historical Catalogue. She shared that:

- A museum consultant has been hired to develop an Historical Catalogue of the City’s Riverview Hospital Artifact Collection
- The 40-page catalogue would be available on the City’s website and it would feature select artifacts from the collection
- Photographs would include images from the collection, archival photos and images of Riverview today
- The key theme for the catalogue, “How the City’s collection provides a lens into the unique story of Riverview Hospital and the treatment of mental illness in the 20th century”

6. Facility Updates (Standing Agenda Item)

The Cultural Services Manager noted that there was no new information to provide over that shared during the November 26, 2020 meeting.

7. Canada Day / Summer Concert Series – Committee input

The Acting Cultural and Community Events Supervisor provided a 2-part presentation. The first part focused on Canada Day. She referred to on-screen slides titled as follows:

- Celebrate – Coquitlam Celebrates Canada Day

- 2020 Viewer Feedback
- Canada
- Discussion and Input

The Committee considered the following focus question: “What are some ways in which the City can involve and engage the community to celebrate Canada Day virtually?”

The Committee members provided input relative to the following:

- Whether the City could offer prizes or rewards to encourage the public to get involved in Canada Day celebrations and, if so, whether the City could utilize fundraising or invite sponsors to donate rewards or prizes
- Whether an international celebrity or other local, well-known artist with Coquitlam or Tri-Cities roots could appear as surprise guest singer on Canada Day
- The understanding that the City’s governance did not allow the City to undertake fundraising
- The belief that Cultural Services staff were accomplished at reaching out to performers and booking acts to entertain residents on Canada Day
- Support for the idea of featuring a local artist or artists with Coquitlam roots

In response to a question from the Chair, the Cultural Services Manager noted that staff could investigate options relative to local entertainers available to perform on Canada Day.

- Whether local, small businesses could somehow be supported and promoted through the City’s Canada Day celebrations
- Utilizing social media strategies to virtually involve people in the Canada Day celebrations, including a virtual selfies photo booth with a special filter or sticker (photo frame) and a unique hashtag
- To offer a song parody opportunity to schools, so that students could be filmed singing the song and the videos virtually presented by the City on Canada Day
- To connect with schools to offer an entertaining Canada Day competition or activity for students to participate in, and if they participated, to give them a unique wearable to recognize their efforts

In response to a question from the Vice Chair, the Acting Cultural and Community Events Supervisor spoke to the City’s adaptability and efforts to provide the virtual 2020 Canada Day celebration, and the supportive involvement of the City’s cultural partners in those efforts.

- Support for the ongoing involvement of the City’s cultural partners in the City’s Canada Day celebrations
- The idea of spreading the celebrations throughout the City, including inviting people to visit restaurants or other businesses, rather than converging in one location
- Whether a passport system or calendar of special events could be created to encourage and challenge people to get outdoors and undertake activities on a specific day or throughout a day to celebrate
- Whether more personalized, virtual “custom events” or workshops could be considered to allow people to come together to learn something new such as an art project or a cooking class

- The popularity of the “creative kits” being offered by the Evergreen Cultural Centre and the Coquitlam Heritage Society
- The idea of creating and offering a 3D immersive experience, such as a map of the City with different mock (virtual) stations, including a library and a food station
- The idea of involving neighbourhood groups, investigating how they celebrate, and building out/promoting neighbourhood events city-wide
- The idea to offer creative ways to celebrate at home, including handing out non-toxic chalk and encouraging residents to decorate their driveways and private areas with celebratory drawings depicting what Canada means to them

The Acting Cultural and Community Events Supervisor provided the second part of her presentation, referring to on-screen slides titled as follows:

- Summer Concert Series
- Testimonials
- 2020 Virtual Series
- Discussion and Input

The Committee considered the following focus question: “What are some possible musical genres that can be featured during the Summer Concert Series musical performances?”

Discussion ensued relative to the following:

- The desire that the musical performances be an exciting and lively combination of music and dance to encourage people get up and get moving
- That the surface of the stage (concrete) could be a consideration for dance performances
- Some of the music acts that were offered during past Summer Concert Series
- The popularity of classic rock, folk, reggae, bhangra, and east coast/Maritime music

The Vice Chair noted his belief that it was important to offer a variety of upbeat music to reflect Coquitlam’s many cultures and people’s diverse tastes.

8. CSAC Members’ Roundtable / Emerging Cultural Issues (Standing Agenda Item)

The Chair invited Committee members to share details regarding upcoming events or emerging issues in their communities. A Committee member shared information regarding a photography exhibit to be held at the Evergreen Cultural Centre Gallery and noted the Gallery hours.

In response to a question from the Vice Chair, the Committee members identified some gaps and challenges, from a cultural services perspective, that they had noted or were still experiencing a year into the pandemic. The following information was shared:

- The ongoing demand for space within Coquitlam Public Library facilities
- The challenge of having to continually revisit COVID-19 protocols and the way that services are delivered in order to comply with the orders of the Provincial Public Health Office
- The challenges of managing space at the Evergreen Cultural Centre and expressions of thanks shown by parents for the flexible programming offered there

- That the usual way of marketing and communicating programming at the Coquitlam Heritage Society had become a challenge during the pandemic
- The belief that greater advocacy for arts participation as a form of emotional health and wellbeing, especially adult arts programming, needed to occur as it had fallen through the cracks of the Provincial Public Health Office’s orders

A Committee member shared that, over the next year, she would be working in Yellowknife, Northwest Territories, and asked that Committee members contact her with information regarding how to piggyback an elementary school class in Coquitlam with an elementary class in Yellowknife, should they have information on that topic.

The Vice Chair noted the importance of the Emerging Cultural Issues item and his appreciation for the dialogue that had occurred during the meeting. He encouraged members to utilize the Standing Agenda Item to bring information from their communities forward.

The Chair noted that the Committee members could also bring forward items from other arts organizations in the community, should they wish to do so.

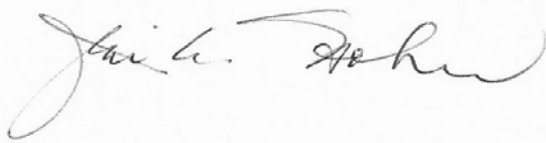
OTHER BUSINESS

NEXT MEETING DATE – Thursday, April 8, 2021

ADJOURNMENT

The meeting adjourned at 9:03 p.m.

MINUTES CERTIFIED CORRECT



Jeri Hohn
Committee Clerk

_____ CHAIR

2021 Work Plan

Culture Services Advisory Committee

Committee Mandate:

The mandate of the Culture Services Advisory Committee is to:

- Provide advice to Council on significant specific cultural related issues that may arise from the community, staff or from Council;
- Provide advice on how to advance implementation strategies and to work in collaboration with the City to move forward cultural services in Coquitlam;
- Support and connect cultural organizations with the exploration of opportunities and hosting of major events and festivals; and
- Advocate and promote the value and benefit of cultural activities for all ages and abilities.

WORK PLAN ITEMS:	DEPARTMENT AND/OR PRESENTER(S):	ITEM ORIGINATED FROM:
1) Review and Approve 2021 Work Plan	Chair / Staff Lead	Staff
2) Opportunity to Establish Sub-Committees: - Arts, Culture & Heritage Plan Implementation Committee Brainstorming - Sub-committees Updates (Standing Agenda Item)	Committee	Chair/VC
3) CSAC Members Roundtable / Emerging Cultural Issues (Standing Agenda Item)	Committee	Committee
4) Facilities Updates (Standing Agenda Item)	PRCF	Staff
5) Staff Updates, including: <ul style="list-style-type: none"> • Riverview Hospital Artifacts – Historical Catalogue • Public Art Policy & Program Review • Totem Pole Repatriation Project • North East Community Centre • Community Events Restart Plan 	PRCF	Staff
6) Cultural Tourism Presentation – Committee input	P&D (Tourism)	Staff
7) Major Recreation & Culture Facilities Road Map Presentation	PRCF	Staff
8) Heritage Management Strategy Presentation - Committee input	P&D (Community Planning)	Committee/Staff

**2021 Work Plan
Culture Services Advisory Committee**

WORK PLAN ITEMS:	DEPARTMENT AND/OR PRESENTER(S):	ITEM ORIGINATED FROM:
9) Blue Mountain Park Master Plan Presentation – Committee input	PRCF (Parks Planning & Design)	Staff
10) Events/Program Presentations – Committee input	PRCF (Culture Services)	Staff
11) 2021 Year-end Review / Identify potential items for the draft 2022 Work Plan – Committee feedback/ input	Staff Lead/Committee	Staff