

Parkland County - Visual Arts Advisory Committee

Planning Session

June 8, 2013



Community Development Unit

Parkland County Visual Arts Advisory Committee Planning Session

June 8, 2013

Background:

The Parkland County Visual Arts Advisory Committee scheduled a planning session for June 8, 2013, to allow the members to explore issues related to the operation of the committee, review the past year's activities, develop a vision, mission and 3 year goals, and complete a work plan for the next year.

Who attended – Parkland County staff and committee members.

Rick Moyse of Alberta Culture facilitated the session.

Delivery

The planning session took place as scheduled on June 8, 2013, at the Parkland County Centre.

Results

During the session, participants reviewed the past year, created new vision and mission statements, developed three year goals, and fleshed out a one year action plan for the committee, which will provide direction over the next year.

Reflecting on our Past, and Current Work of the Parkland County Visual Arts Advisory Committee

What does the Parkland County Art Advisory Committee exist to do?

- Support local art / artists
- Create a collection
- Bring a sense of community, culture and heritage
- Advise council
- Bring awareness through shows etc. (showcase and promote artists)
- Get art out in the community
- The committee is a watchdog for the acquisition and collection process (create accountability)
- Identify protocols – sense of integrity
- Reach a broader community, especially youth
- Support emerging artists
- Use of social media
- Letting artist know about the collection process
- Oversee the just process
- Oversee the acquisition process
- Developing corporate sponsorships
- Circulate collection art

What have been the key events of the past year?

- The Aboriginal collection
- The entire collection being photographed
- Getting youth rep
- Having the wine and cheese to bring people together
- We have gained credibility
- Developing a catalogue of the collection

What have been the most difficult or frustrating parts of the past year for you?

- Cuts to funding
- Having only one corporate sponsor
- Members not coming to meetings
- We haven't defined our goals
- We don't meet often enough
- Staff role is minimized in the job description
- Much of the acquired art is in private areas
- Problems with name placards – size of fonts, not enough information provided

What do you personally feel the most proud of?

- The art community sees us as valuable, and takes ownership
- New Aboriginal submissions
- Having youth participation
- The broadening awareness of County artists, and awareness of the proactivity of the County
- The presence of municipal leaders at events
- Our processes have been celebrations

• What are the major issues facing the committee?

- Refining our corporate sponsorship processes
- Getting youth participation
- Getting wider participation from artists
- The need for administration support
- Bringing culture back into park and recreation, and allocating resources
- Being able to have documentation as part of our funding requests
- Figuring out how we house, display, and circulate our acquisitions

What is the time not right for?

- Going to council and sponsors without foundational documents
- Doing nothing

Vision

A vision is stirring and inspiring, representing our best hopes and brightest dreams, and should compel us to act upon them.

The Visual Arts Advisory Committee's new Vision is:

Enlightenment and enrichment through the visual arts.

Vision Development

Our Vision:

Enlightenment and enrichment through the visual arts

| <u>Vision Element</u> | | | | |
|--|---|---|---|--|
| <u>Ideas generating the Vision Element</u> | <p>Hub for art and culture</p> <p>Vibrant cultural hub</p> <p>Sustainable membership in art community</p> <p>Vibrant diverse arts community</p> <p>Vibrant cultural community</p> | <p>Parkland as a visual landscape</p> <p>A visual feast</p> <p>County with heart and art</p> <p>County with art and soul</p> <p>Creative / vision / community</p> <p>Celebration of life and art</p> <p>Parkland ; arts alive</p> | <p>Bridging culture and community</p> <p>Enrichment</p> | <p>Creative expression exposed</p> <p>Happy artists</p> <p>An enriched community</p> |

Mission Statement

A mission statement is a brief statement that expresses the purpose of the organization. The mission articulates:

- Who are we?
- What do we do?
- Who do we do it for?
- How do we do it?

The Visual Arts Advisory Committee's new Mission is:

The Visual Arts Advisory Committee cultivates local art and artists through advocacy, awareness, and the acquisition of an art collection for the enrichment of Parkland County.

Parkland County Visual Arts Advisory Committee Planning, May 2013

Focus Question – What do we need to do in the next 3 years to fulfill our mission and work toward our vision?

| Goal 1 | Ideas generating the goal | Measurable Accomplishment | | | |
|---|--|---------------------------|--|---|------------------|
| | | | Action | By Whom | By When |
| Acquire a dedicated support staff to implement the goals and strategies of the Visual Arts Advisory Committee (6) Note: red # under each goal represents result of goal prioritization – higher number = higher priority | Recommend to council the establishment of a Culture Coordinator | To be developed later | Ratify the vision, mission and goals | Sara coordinates getting committee ratification | By June 20, 2013 |
| | Acquire administrative support, especially for the fund raising strategy Increase human resources to facilitate the program | | Write a proposal for review by council recommending the creation of a dedicated support staff position | Sara | By July 10, 2013 |

| Goal 2 | Ideas generating the goal | Measurable Accomplishment | | | |
|--|---|--|---|---|--|
| | | | Action | By Whom | By When |
| Develop a vibrant comprehensive online presence (3) | Attract a greater diversity of artists Senior high school class presentations on art collections (social media) Broaden the juried process (think outside the box – i.e. themed shows) Increase public exposure through events, exhibitions, etc. Build a dynamic website, with social networking, to: <ul style="list-style-type: none"> • profile art and artist • public awareness of the committee and juried art competitions Create an online presence for the art collection | Committee activities are showcased Profile artists and demonstrate the diversity of the art collection The public is aware of events A broader range of artists are attracted which will enable themed competitions with specific topics or media | Explore the use of communication department resources to assist with the online catalogue Create an online catalogue of collection works and artists | Sara coordinates Sara coordinates completion | By June 15, 2013 By Sept 30, 2013 |
| | | | | | |

| Goal 3 | Ideas generating the goal | Measurable Accomplishment | | | |
|---|--|------------------------------|--|----------------------------|-----------------------------|
| | | | Action | By Whom | By When |
| Secure stable funding through corporate, public, and individual sponsorships to ensure long term sustainability of the program (3) | Develop a fundraising strategy / campaign to increase corporate and individual sponsorship, and have adequate resources to manage the campaign | To be developed later | Research how other municipalities fund visual arts acquisitions | Sara coordinates | By Aug 31, 2013 |
| | Develop a corporate sponsorship package | | Refine the corporate sponsorship package | Sara circulates | By June 14, 2013 |
| | Recommend to council a set tax dedication for purchase and maintenance of the collection | | | Committee discusses | At Sept 2013 meeting |
| | Youth scholarship program – PSD partnership Secure corporate sponsorship for long term financial support | | | | |

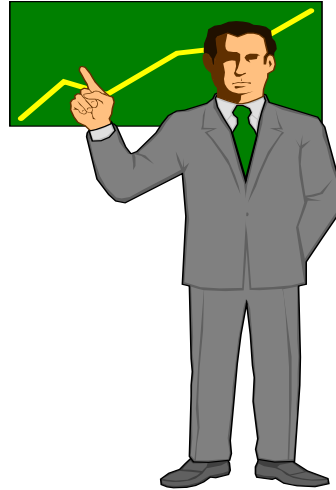
| Goal 4 | Ideas generating the goal | Measurable Accomplishment | | | |
|--|--|------------------------------|---|-------------|---|
| | | | Action | By Whom | By When |
| Foster a professional and active committee to implement the mission | Expand committee membership to include specific expertise (i.e. photography, web design, etc.) | To be developed later | Include an annual strategic planning and yearly calendar creation on Sept meeting agenda | Sara | Agenda to be created by Sept 1, 2013 |
| | Recommend training and conferences for Visual Arts Advisory Council upgrading and education | | | | |
| | Create a foundation to cultivate an expansion from art to art and culture | | | | |
| | Set annual strategic planning session, and set an annual calendar | | | | |
| | Revise committee name to Visual Arts Advisory Committee | | | | |

| Goal 5 | Ideas generating the goal | Measurable Accomplishment | Actions | | |
|---|---|------------------------------|------------------------------|---------|---------|
| | | | Task | By Whom | By When |
| Advocate the creation of a Parkland County Feature Gallery | Build a regional art gallery Facility to house, display and circulate collection Dedicate art gallery space (entrance admission) | To be developed later | To be developed later | | |

Keeping Your Strategic Plan Alive

Implementation

- Adopt The Plan Formally
- Assign A Plan Coordinator
- Establish A Plan Calendar



Monitoring

- have your monthly report linked to your goals
- review the plan every 2- 3 months, status report of where things are
- assign tasks to people
- have the board review the plan each year, and identify priorities for the year

Evaluation

Evaluation Is Done To Improve a System, Process To Make It Better In The Future



or Plan and

Evaluation has two purposes:

- to determine our progress towards the goals
- to make any changes necessary for the upcoming period

We Evaluate:

- THE PAST - compares what we did with what we said we were going to do
- THE PRESENT - reassess the plan in light of today's situation
- THE FUTURE - are we still headed the same way?