

Ridge
Meadows
Arts
&
Culture
Policy
and
Plan

*All our art is water drawn
from the well of the people
Let us give it back to them
in a cup of gold
so that in drinking of it
they may recognize themselves*
Poet - Federico Garcia Lorca

1996

Ridge Meadows Arts & Culture Policy and Plan

Ridge Meadows Arts and Culture Policy and Plan Steering Committee

Co-Chairs: Don Cramb, *Ridge Meadows Parks & Leisure Services*
Brenda Finlayson, *Ridge Meadows Arts Council*

Consultant: Bernie Jones, Ph.D.
Associates in Community and Personal Development

Committee Members:

John Bale	<i>Maple Ridge Art Gallery</i>
Sarah Connor	<i>Pitt Meadows Student</i>
Roberta Combs	<i>Pitt Meadows Artist</i>
Jan Depocas	<i>Pitt Meadows Businesswoman/Artist</i>
Candace Gordon	<i>Maple Ridge Councillor</i>
Faye Isaac	<i>S.D. #42 Trustee</i>
Kerry McLaren	<i>Ridge Meadows Arts Council Past President</i>
Joy Haley-McMahon	<i>Pitt Meadows Councillor</i>
Carol Munro	<i>Munro & Associates</i>
Reg Nelligan	<i>Ridge Meadows Arts Council President, Ridge Meadows Parks & Leisure Services Citizens' Advisory Committee</i>
Sheila Nickols	<i>Maple Ridge Historical Society President</i>
Ruth Olde	<i>Economic Advisory Committee, Blasig Landscape Design</i>
Neville Owen	<i>Maple Ridge Players</i>
Cliff Prest	<i>Ridge Meadows Arts Council 1st Vice President, Ridge Meadows Festivals Society President</i>

1996 • Ridge Meadows Arts and Culture Policy & Plan
A Partnership Project for Maple Ridge and Pitt Meadows,
British Columbia, Canada



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Olwyn Geeling

Cover Artist: Olwyn Geeling • Maple Ridge

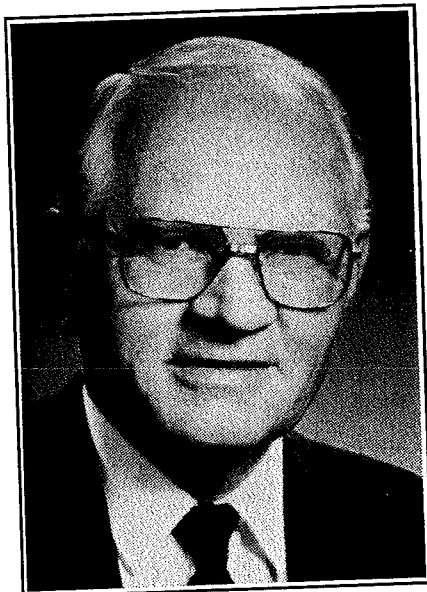
This Canadian Artist was born in Vancouver, BC then spent her childhood in England and Iceland. Geeling now lives and works from her studio in Maple Ridge, BC. Internationally known, Geeling's work can be found in collections as far flung as Holland, England and the United States. She is represented locally by numerous galleries.

Layout & Design: Maxine Gracey • Maple Ridge

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FROM THE MAYORS' OFFICES



Carl E. Durksen
Mayor, Maple Ridge

"As Mayor, it is my pleasure to see the Arts & Cultural Policy and Plan come to fruition. I commend the Arts Council for their vision in setting the stage for a future arts centre. I wish you continued success in meeting your goals."

District of Maple Ridge Mission Statement

To promote a safe and livable community for our present and future citizens.

Leadership

To encourage innovation, creativity, and initiative.

Service

To be fair, friendly, and helpful.

Reputation

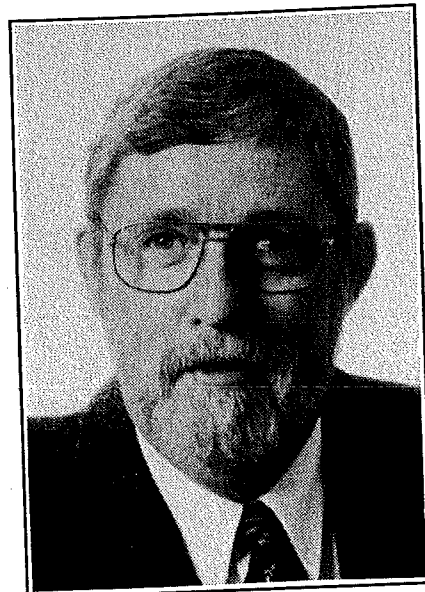
To stress excellence, integrity, accountability, and honesty.

Human Resources

To recognize that our people are our most valuable resource.

Community

To respect and promote our community.



D. R. (Dave) Duncan
Mayor, Pitt Meadows

"I wish to acknowledge and commend the 17-member Steering Committee for their dedication to the future of arts and culture in Pitt Meadows and Maple Ridge. Their strong commitment has been demonstrated by this Policy and Plan which gives an equally strong sense of direction and vision in our communities."

The Policy and Plan gives clear substance to the far reaching influences of the arts in the economy of the municipalities, in our unique artistic and cultural identities, in defining and capitalizing on the natural setting which is Pitt Meadows and Maple Ridge.

In conclusion, it is the significant accomplishment of the Arts Council, on its twenty-fifth anniversary, and enunciates the mission of the Council to bring the Arts to the Heart of Our Community."

ACKNOWLEDGEMENTS

The Ridge Meadows Arts & Culture Policy and Plan is the result of a collaborative effort and dialogue between municipalities, arts organizations, artists, and citizens. It is our hope that this Arts & Culture Policy and Plan will be a positive influence in the development of our artistic future.

A special thank you to our consultant Bernie Jones whose inspirational leadership enabled us to reach our goals. The dedication and commitment of our steering committee was also instrumental to our success. Special acknowledgement goes to Carol Munro, Kerry McLaren and Reg Nelligan whose extra efforts make them shining stars in our community.

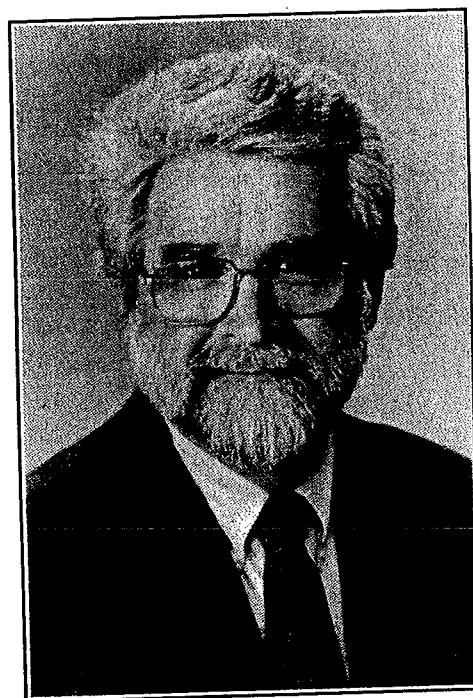
Thank you to everyone who took the time to invest in their community. These results are only a beginning. Let's use them to jump start our dreams.

Arts & Culture Policy & Plan Steering Committee

Brenda Finlayson, Co-Chair

Don Cramb, Co-Chair

Bernie Jones is a Victoria-based community development and planning consultant who has been working in the areas of community arts and cultural planning for more than a decade. His experience includes facilitating the preparation of a cultural plan for the city of Aurora, Colorado; preparing a guide for communities considering cultural planning; conducting an analysis of some 50 different cultural plans and working with a public arts agency devising and evaluating a community arts residency program. He has over 30 years experience in community development.



Bernie Jones, Ph.D.

"Community development is seen as a process by which people come together to address common concerns or problems in a systematic fashion, strengthening their sense of community and becoming empowered through the process. If the arts are seen as "a part of" the community as opposed to "apart from" the community, the chances for this kind of community building are greatly enhanced."

- Bernie Jones

Background and History of this Effort

Areas of Focus and Goals

I EXECUTIVE SUMMARY

This project was a joint undertaking of the Ridge Meadows Parks and Leisure Services and the Ridge Meadows Arts Council, responding to a directive originally issued by the Maple Ridge City Council in 1992. Over a short four month period, a 17-member Steering Committee, assisted by their consultant, Dr. Bernie Jones, prepared this document in order to give a sense of direction and vision for arts and culture in our community. In so doing, our communities join a growing number of municipalities engaged in arts and cultural policy-making and planning.

Eight focus areas were initially identified with a series of 27 separate goals forming the heart of the document. Each of the goals is accompanied by a few preliminary strategies; it is recognized that many goals still need to be spelled out in further detail.

Celebrating community through the arts (making greater use of fairs, festivals, civic events)

- 1.1 Involve artists and arts organizations more fully in special events as a way of celebrating community through the arts at the municipal, community, and neighbourhood levels.
- 1.2 Capitalize more fully on heritage or other significant structures or places in the community as focal points for special events.

Enriching our community's artistic and cultural experience (addressing the content of what artistic and cultural experiences are offered)

- 2.1 Work to recognize our community's unique artistic and cultural identities.
- 2.2 Preserve our community's threatened rural heritage as an important component of our local cultural identity.
- 2.3 Increase the amount of public art, ie., art that is publicly observable either outdoors or in buildings open to the general public.
- 2.4 Create more opportunities for residents to have active, hands-on experiences with the arts.
- 2.5 Provide adequate facilities for the arts in our community that would allow more of the arts events that residents often attend elsewhere to be held here as well.

Making our community more physically attractive (addressing urban design issues)

- 3.1 Develop an aesthetic focus for both our downtown cores.
- 3.2 Celebrate our built heritage, especially in redevelopment projects.
- 3.3 Add public art as an element of urban design.
- 3.4 Capitalize on, rather than obscure or hide our community's natural setting.

Boosting our economy (realizing art and culture's economic development potential)

- 4.1 Make the case for the economic importance of the arts more effectively.
- 4.2 Develop and convey to the public a greater understanding of the economic situation of artists so that artists are less amenable to exploitation.
- 4.3 Promote our arts and culture as a tourist attraction more extensively.

Moving into the next generation (involving youth in the arts)

- 5.1 Include and support youth more effectively in the arts and culture.
- 5.2 Offer more events that appeal to youth.
- 5.3 Offer more events that appeal to families.

Giving the arts a proper home (developing a multi-purpose arts centre)

- 6.1 Respond to community needs and desires by committing to a timetable for the construction of a multi-purpose arts centre.
- 6.2 Establish immediately a plan to address short term needs with long term objectives.

Strengthening arts organizations (helping existing organizations with internal issues)

- 7.1 Improve the ability of our community's arts organizations to do their job.
- 7.2 Create a local "culture" of philanthropy to boost private donations to arts organizations.
- 7.3 Provide opportunities for artists to become more self-sufficient

Telling our story to the community (increasing education and information)

- 8.1 Provide education to artists and arts organizations about promoting and marketing.
- 8.2 Bring the Ridge Meadows Arts Council's communications capacity up to date.
- 8.3 Utilize electronic and broadcast media more effectively.
- 8.4 Promote the arts and culture of our community to the broader region.
- 8.5 Take advantage of existing opportunities to advocate for the arts.

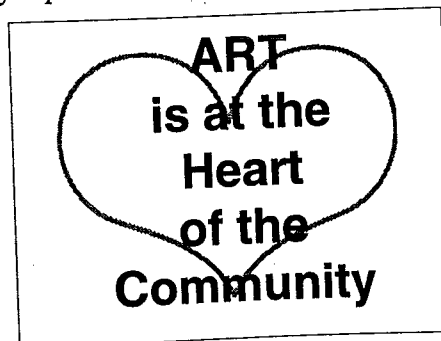
Policies

The following policy statements were adopted by both the Maple Ridge and Pitt Meadows City Councils in November, 1996.

- A. **THAT** Council demonstrate its belief in the importance of arts and culture to the community by formally adopting this Arts and Culture Policy and Plan and incorporating it into the Official Community Plan.
- B. **THAT** Council appoint an Arts and Culture Steering Committee to implement the Arts and Culture Policy and Plan.
- C. **THAT** Council encourage and support in whatever ways it can the planning and organization of festivals and special events involving the arts as a way of celebrating community.
- D. **THAT** Council develop a public arts policy based on the recommendations outlined in this Arts and Culture Policy and Plan.
- E. **THAT** Council adopt design guidelines for the future development and redevelopment of the downtown core to give the area an overall, coherent sense of design, including the preservation of heritage structures and spaces.
- F. **THAT** Council acknowledge the role of youth in planning the future of our community.
- G. **THAT** Council commit itself to a timetable for the construction of a multi-purpose arts centre that will be a joint undertaking of Maple Ridge and Pitt Meadows, with provisions for meaningful participation of artists and arts organization and general public in its planning and design.
- H. **THAT** Council in the intervening time, until a new arts centre is ready, assist artists and arts organizations in securing improved facilities.
- I. **THAT** Council maintain its present level of financial support for the arts and culture and regard it as a foundation on which to build additional resources as they are available, noting that such funding is subject to annual budget reviews.

Implementation

Two groups - the Arts and Culture Steering Committee proposed in Policy B, and the Ridge Meadows Arts Council - are seen as the main implementing bodies. The initial priority should be the construction of a multi-purpose arts centre, something on which the community expressed itself strongly through the Steering Committee.



A.

Background and History of this Effort

*...two partners
combining resources
to develop an arts &
culture policy and
plan*



"Better Together"



*"Bringing Arts to the
Heart of our
Community"*

II INTRODUCTION

"Better Together" is the motto for Ridge Meadows Parks & Leisure Services. "Bringing Arts to the Heart of Our Community" is the motto of the Ridge Meadows Arts Council. Working together, these two partners have combined resources to develop an arts and culture policy and plan in order to establish a direction and vision for arts and culture in our community.

Since Burnaby Municipal Council unanimously approved their Arts Policy in 1990, many communities have been striving to obtain the same goal. Vancouver's Arts Policy was adopted in 1993, Nanaimo's in 1994 and Kelowna's in 1995. Many others are in progress.

In 1989, the Canadian Parks and Recreation Association stated that, "Municipal authorities must begin to acquire detailed knowledge of the range, quality and the needs of the arts in the communities and define their own objectives and policies for artistic development". In 1992, Maple Ridge Council confirmed the need for a local municipal arts policy and instructed that a committee of community partners be formed (see Appendix). However, it wasn't until the spring of 1996 that the real work began.

For the past six months, under the competent and professional leadership of Dr. Bernie Jones, a comprehensive public process has been underway. A 17 member steering committee was set up to develop an arts and culture policy and plan that would accurately reflect our two communities' unique needs and outline strategies for the future. It is our hope that this document will serve as a reference point for an ongoing process of learning and provide a basis for continuing dialogue on the state of the arts in Pitt Meadows and Maple Ridge.

It is widely agreed that communities which develop an environment in which people are encouraged to explore, create, discover, celebrate and share through the arts, will enjoy a better quality of life for all their residents. There is also an important economic component succinctly stated best by John Kenneth Galbraith.

"Those communities that are richest in their artistic tradition are also those that are most progressive in their economic performance and most resilient and secure in their economic structure."

We need to strengthen and build on community partnerships in order to maximize resources and clarify the roles of the respective partners in the arts. Hopefully, this new direction will encourage innovation, creativity and new initiatives among all partners as municipal councils and staff, arts organizations, artists, businesses and volunteers work towards promoting arts and culture as an integral and valued asset in our community.

B.

Why Cultural Planning?

...desire for greater direction for culture and the arts.

The decision to plan: Communities engage in efforts to create cultural policies and plans for any number of reasons, and the preparation of such documents has become increasingly commonplace across the country. The most common impetus to plan is the desire for greater direction for culture and the arts within the community.

Just as we insist on planning other aspects of community life - our land use, our schools, our health care system, we are now realizing our culture and arts also require an element of planning. It has been said that you can't plan the arts, but you can plan for the arts ... in the sense of trying to create an environment where the arts can flourish, thus enriching the community's culture. Planning is absolutely essential to assure the wisest use of all available resources, whether they be financial, human, or facility resources. Then too, there's been a growing realization of the important role culture and the arts play in enriching community life. So, we need to think systematically about how best to realize that contribution. Research has shown that communities exhibit more support for the arts - both in terms of public allocations and box office receipts - where there is a culture and arts plan in place. Finally, as another reason to plan: the planning process can open the arts more to the community and that can only enrich the arts.

While communities in British Columbia have been doing cultural policies and plans for some time, recent amendments to our Municipal Act allow social planning issues to be included in Official Community Plans (OCP). Cultural planning is being regarded as an aspect of social planning. This development offers the possibility for arts and cultural policies to become integral components of OCPs.

C.

Overview of the Document

This document contains the policies, goals, and preliminary strategies of the Ridge Meadows Arts and Culture Policy and Plan, as drafted by the project's Steering Committee in September 1996. The document was submitted to the Ridge Meadows Parks and Leisure Services Citizens Advisory Committee, Ridge Meadows Parks & Leisure Services Commission, Municipal Committees of the Whole and ultimately the two City Councils. The document moves from the more general (policies) to the more specific (strategies). What it does not contain are dozens of pages of background, supporting data from focus groups, a survey, and an organizational inventory. This extensive volume of information and feedback is available on request.

In addition, the document contains a relatively detailed description of the methods used to collect the data, analyse it, and formulate a plan from it. This is included so that the reader can have some understanding of how the Steering Committee came to the conclusions it did.

Creation of the Steering Committee

III THE PLANNING PROCESS

Three methods of data gathering provided the basis for planning in the project: an inventory of existing arts groups and organizations, a survey, and focus group sessions. Twenty-five groups and organizations completed the inventory, giving a picture of what's available in the community in the way of arts and culture. A four-page questionnaire tapped the experiences and views of 225 respondents, and over 85 residents attended at least one of the four focus groups. Over the course of three workshops, the Steering Committee reviewed a 55-page packet of data, drew conclusions from it, and then drafted policies and goals. In order to provide the community the chance to review the draft and "validate" that indeed it reflected their needs and desires, the committee sponsored two open community meetings. The Steering Committee made minor revisions to the document on the basis of those sessions, then finalized it for presentation to the two municipal governments. A full description of the planning process and methods follows.

The Steering Committee is composed of a diverse cross section of citizens from both communities. We have representation from youth through to seniors, people with little experience to over 20 years of experience with the arts and included both Pitt Meadows and Maple Ridge Residents.

Ridge Meadows Arts and Culture Policy and Plan Steering Committee

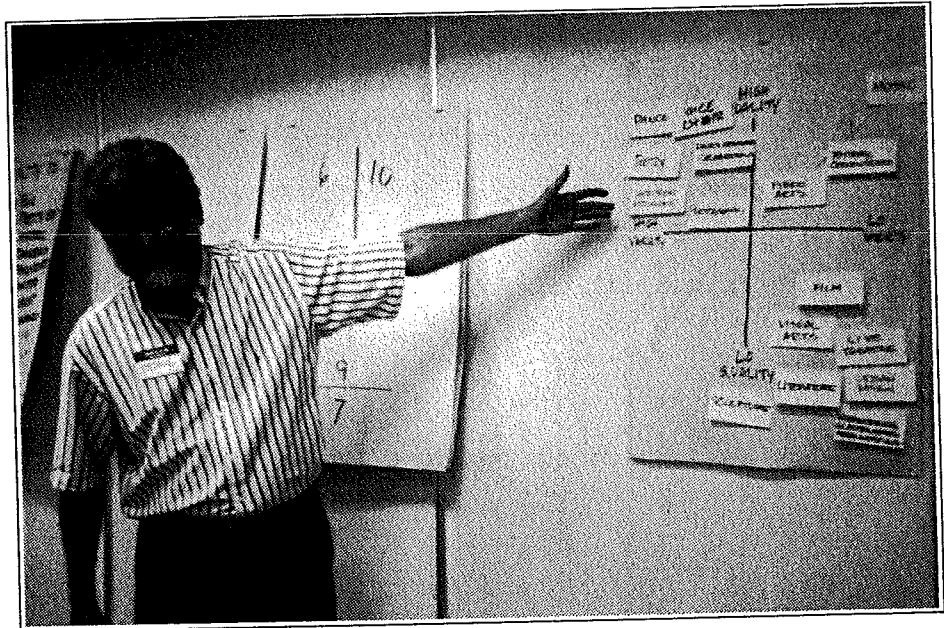
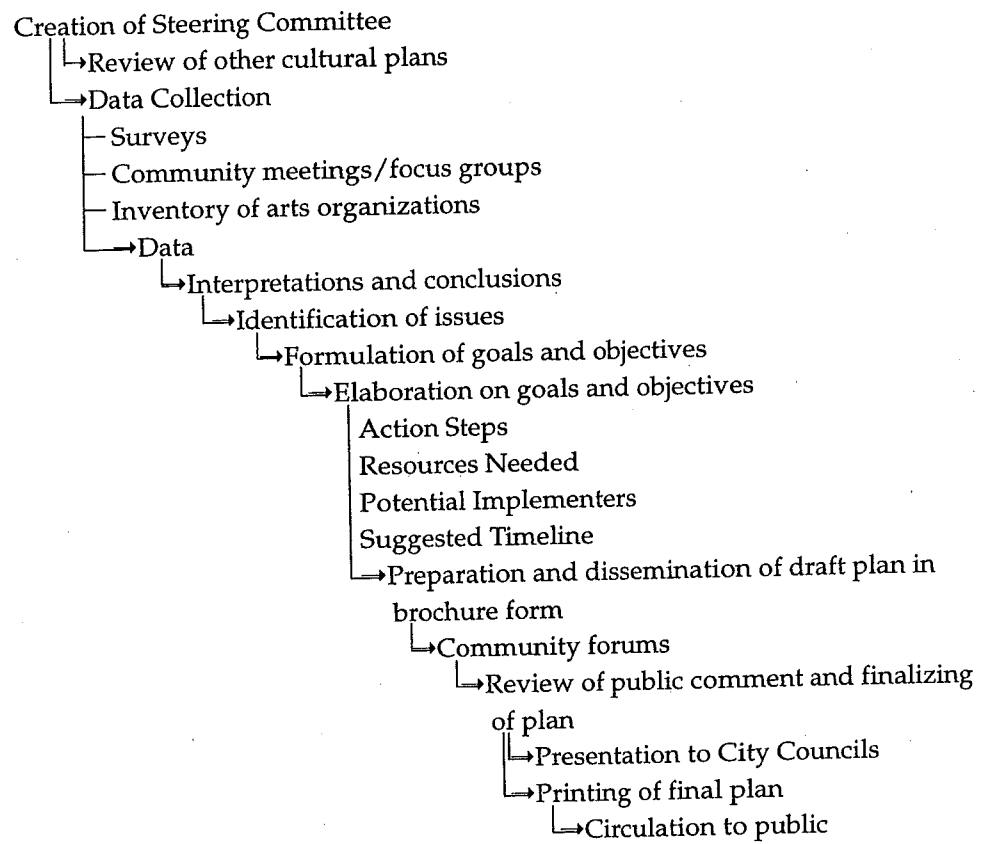
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PLANNING PROCESS



PROJECT MANAGEMENT TIMELINE

RIDGE MEADOWS ARTS COUNCIL
Arts & Cultural Policy Planning Project

	WEEKS	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	8/5	8/12	8/19	8/26	9/2	9/9	9/16	9/23	9/30
ACTIVITIES																		
Scoping		X	X															
Review background documents																		
Interview key persons																		
Data Gathering				X	X	X	X	X	X									
Hold four focus groups																		
Inventory existing programs, organizations																		
Distribute questionnaire through newspapers																		
Synthesis										X	X	X	X					
Synthesize information																		
Conduct Steering Committee workshops																		
Prepare draft document																		
Community Validation														X	X			
Hold community forums																		
Document Preparation																X	X	
Write up revised document																		
Plan Presentation																		X
Present plan to municipal bodies																		
Bernie Jones, Project Consultant																		
June 18, 1996																		

A.

Data Gathering Approaches

Focus Group Methodology

diverse, misunderstood, traditional, transient, old, boring, nothing special, dynamite, alienated, paradise, fun, pretty good, historic, dangerous, family-oriented, committed, convenient, very neighbourly, ugly

Introduction: Every planning process requires data gathering as a first step. The data provides grist, if you will, for the planning mill. For community-level cultural planning, the data needed consists of information such as what's currently available in the community, how do residents make use of what's available, how satisfied are they with it, what else do they want, what resources are available, how are they used, and so forth. The specific data gathering methods selected are a function of such factors as time available, financial resources available, quality desired, the nature of the population, the kinds of information already available, and other factors.

Methods Used: In the present case, a tight timeline weighed heavily in making the decision to employ three primary forms of data gathering. First, in order to ascertain what's available, an inventory was done of existing arts groups and organizations. Second, to get an extensive or wide reading of the population, a survey was conducted. Third, to get a more intensive or in-depth and interactive discussion of the issues, four focus groups were held. Each approach is described in more detail below.

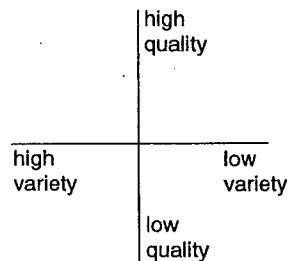
Time and Place: A primary component of the data gathering consisted of a series of four focus groups, conducted on two successive Thursday evenings and Friday daytimes (July 11, 12, 18 and 19). The sessions were designed to last two hours. The venues were public buildings, generally well-known to local residents: two libraries (one in Pitt Meadows, one in Maple Ridge), a seniors' centre in Maple Ridge, and a public art gallery in Maple Ridge.

Attendees: Certain parties identified by the staff and Steering Committee as actively interested in the arts were specifically invited by phone calls. The meetings were also advertised in a press release, which was run at least by the two local bi-weekly papers, in hopes that a broader public would be attracted. Not counting staff and a few Steering Committee members who attended more than one group session, a total of 85 different persons attended.

Describing the Community: The first exercise was intended to provide participants a couple of different ways to describe their community as the context for the cultural plan being prepared. The facilitator asked that each person give an original answer to the question of "Who lives here?".

He then offered participants a second way to describe their community. He displayed a list of 19 adjectives which people might find useful to describe their community, and told the group they could each vote for five of the terms. The facilitator closed this section by noting how many (or how few) had voted for the term "nothing special," and inquired as to what, if anything, was special about the community. This would draw out yet other observations about the community.

Assessing the State of the Arts: As a first way of assessing the state of the arts in the community, the facilitator displayed and explained a flip chart with a two-dimensional rating scale: from high quality to low quality on the vertical dimension and from high variety to low variety on the horizontal dimension. He asked that group members volunteer to rate 16 different forms of artistic expression by taking a 3" x 5" sticky-back he provided, each of which had one art form written on it. The instruction was to come up to the front and place the yellow tag where the person thought it belonged in terms of the two rating dimensions. Post-rating discussion would focus on agreements or disagreements about the ratings, general assessments of how many high vs. low quality, how many high vs. low variety, and, usually most protracted, how come the various (low) ratings were given.

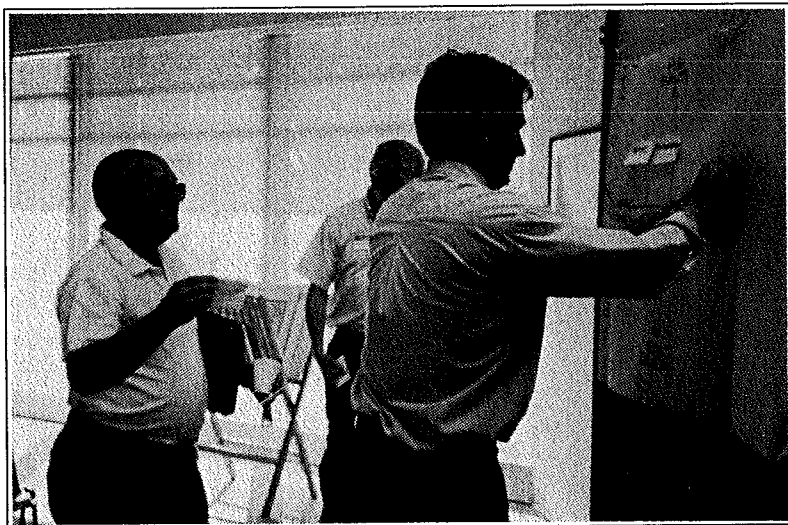


A second approach to assessing the state of the arts was to do a traditional SWOT analysis - strengths, weaknesses, opportunities, and threats - which flowed nicely from the previous discussion about why some ratings had been given. The facilitator went around the circle, inviting each person to suggest a statement for any of the four categories, which he and an assistant scribe then recorded on four separate flip charts. Several rounds usually occurred and would blend into a discussion.

"The most important thing the Steering Committee drafting the cultural policy and plan should keep in mind is..."

Advice to the Steering Committee: The final exercise was intended to allow participants to register any other comment they wanted. Sheets of note paper and pens were distributed and participants were asked to complete a sentence, drawn from the questionnaire. After five minutes or so, the facilitator asked who would like to share their statement. About half of them would be read aloud; all sheets were then collected.

Wrap-Up: In closing the workshop the facilitator thanked participants, reviewed the next steps of the planning process, urged people to keep involved with it and to complete a questionnaire if they wished, and to view the cultural plans on display.



Survey Methodology

Instrument: With the direct involvement of the Steering Committee in critiquing two drafts, a two-page questionnaire was developed to be widely circulated as an additional data gathering effort in the planning process. The questionnaire consisted of 15 questions, including six demographic ones. Included were multi-part questions about forms of cultural activities participated in, barriers to attending or participating in local cultural activities, channels of communications by which respondents learn of local cultural activities, assessments of the local arts scene on a half-dozen dimensions, attendance at various local venues, the need for an arts centre, and two open-ended questions about what's missing in the community and advice for the Steering Committee. A four-paragraph explanation of and "pitch" for participation in the planning project was at the top of the first page.

Distribution: The questionnaire was circulated in a number of ways. First, the Maple Ridge-Pitt Meadows Times printed it as a full-page form in its July 14 edition. Second, stacks of questionnaires and boxes for returning them were placed at about 20 locations throughout Pitt Meadows and Maple Ridge, including public buildings and businesses. Third, Steering Committee members personally distributed them wherever they went. Completed questionnaires therefore came back to the Arts Council office by mail, by fax, by personal delivery, as well by being collected in the boxes.

Analysis: Data from the questionnaires were entered into a database by a Steering Committee volunteer and analysed by the consultant using a software program called Winks.

Inventory Methodology

Instrument: With the direct involvement of the Steering Committee in suggesting questions and critiquing drafts, a two-page inventory form was prepared to be circulated to all parties (public entities, non-profit organizations, informal groups, businesses) in the community which conduct regular artistic and cultural programs. The purpose was to find out what is going on at the present time in the way of artistic and cultural programs. The form consisted of 19 questions designed to find out the nature of the organization (contact person, when formed, organizations-legal status, size, etc.), what it does (purpose, activities, targeted audience, self-assessment), resources (staffing, budget, funding sources), adequacy of physical facilities, current needs, and short and long term goals.

Circulation: Steering Committee members and Arts Council staff generated the list of over 40 entities which should receive the form. Forms were mailed, along with a cover letter explaining the project and the need for the information. Committee members volunteered to make follow-up phone calls if forms were not returned by a certain date.

Analysis: The data from the returned forms were entered into a Quattro Pro spreadsheet and subjected to basic numerical analyses.

B. Synthesis and Planning

Synthesis of Information: Once all the data gathering was completed, data was analysed by the consultant and presented to the Steering Committee as a 55-page packet of information. Data was initially organized around three topics: a picture of the community; state of the arts; and enhancing the community and its arts. Two pages of tentative conclusions were drawn as part of the material presented to the committee, along with broad areas of possible goal setting thought to be consistent with the tentative conclusions. The general plan for this stage of the work was to draw conclusions from the data, and then generate goals and action plans for pursuing the goals.

Data →→→ Conclusions →→→ Goals →→→ Action →→→ Plan

Planning Process: Two three-hour workshops were scheduled a week apart and a third was also needed to work through the process above. Ten to twelve committee members attended each workshop. At Workshop 1 (August 22, 1996), the consultant reviewed for the Steering Committee the work done (ie., the data gathering), presented the data and answered questions about it. The committee then brainstormed a starting list of goal statements and in some cases, objectives or elements of an action plan for the goal.

In preparation for Workshop II (August 29, 1996), the consultant organized the brainstormed list of 24 goals into a set of eight areas for goal setting, with some introductory comments, goals thus far stated, and action plans thus far stated. At the workshop, the committee went through the 24 goals, clarifying and elaborating on them, as well as stating more action plan elements in some cases.

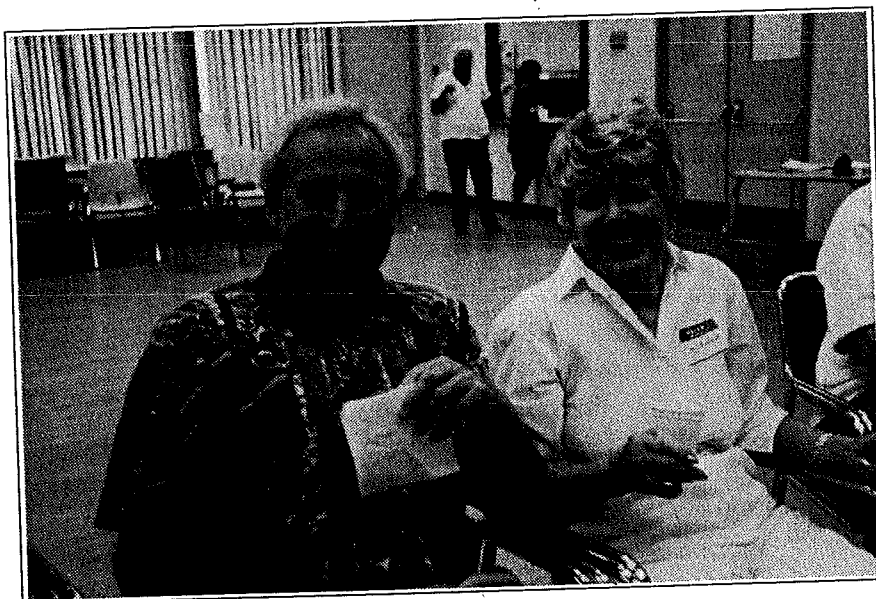
At Workshop III (September 5, 1996), the work of the previous session was reviewed and agreed on, and then, working in small groups, committee members, "fleshed out" all the goal statements. Small group reports were given, with some additions or revisions made orally. Attention then turned to discussing and agreeing on a process for obtaining community validation of the committee's work. Prior to entering the community validation process, a sub-group of the committee drafted the policy statements.



© . Community Validation

From the very start of the planning project, a process for the community validation was built into the work. This affords the community a chance to let the Steering Committee know how well they (the Committee) had heard the concerns, issues, dreams, and aspirations of the community. Owing to the overall short time frame for the project, the validation process was compact in terms of time. It consisted of the following steps. The Steering Committee ran a half-page ad listing the 26 goals, with an accompanying news story, in one of the two local papers twice (on the Wednesday and the Sunday on which the paper is published) and issued a press release to other local media. The ad mentioned two ways in which community members could comment on the draft goals. First was a pair of community forums set for the following week - one in Maple Ridge, one in Pitt Meadows, one in the afternoon, one in the evening. The second avenue of comment was a telephone "hot line" that was available 24 hours a day for one week.

Lasting an hour and half each, the two community forums featured a presentation of the planning process and the recommended policies, goals, and preliminary strategies, and an opportunity for participants to comment on those. A handout of the material was available at the forums. Comments were recorded on a flip chart, incorporated into the draft document, and reviewed by the Steering Committee for final decision-making. A dozen and a half people attended the afternoon Maple Ridge session, and five, the evening Pitt Meadows session.

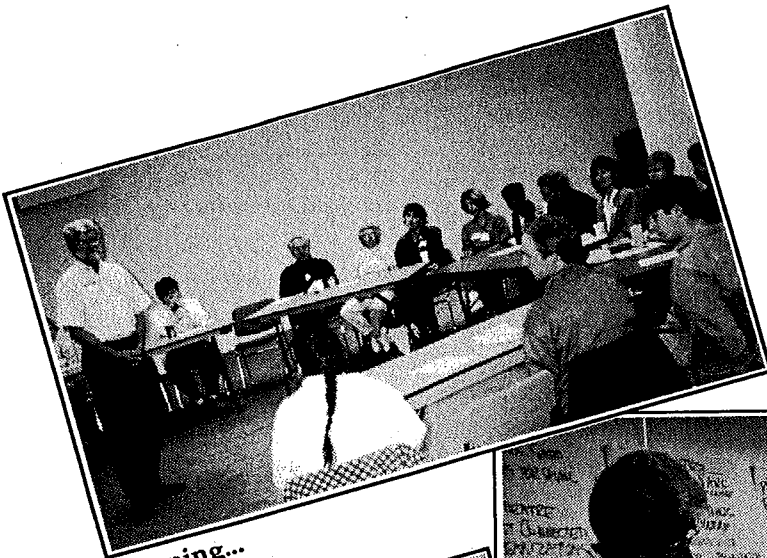


IV POLICY RECOMMENDATIONS AND PLAN

A. Goals and Preliminary Strategies

This section contains the 27 goals and accompanying preliminary strategies. The strategies are of varying levels of generality or specificity. Most still need to be spelled out in more detail in order to provide something like an action plan of Step 1, Step 2, Step 3 and so on. Each of the eight areas of goals that follows begins with a short statement that provides a rationale and some background as to why this set of goals were put forward.

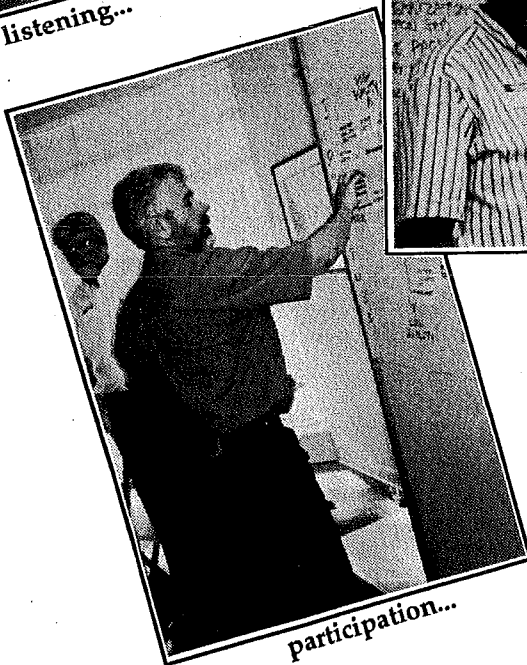
THE PROCESS



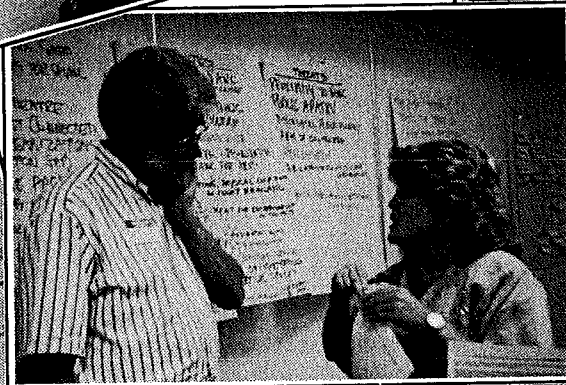
listening...



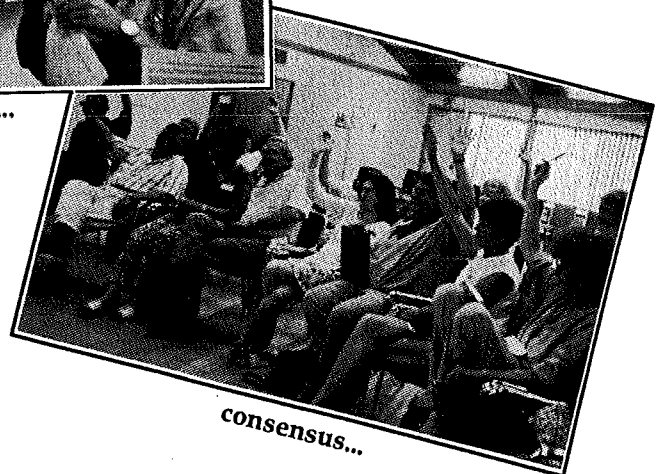
deliberation...



participation...



consultation...



consensus...



Celebrating Community through the Arts

(making greater use of fairs, festivals, civic events)

Special events, such as fairs and festivals, often organized around a civic holiday or marking a seasonal holiday, are a traditional means of celebrating community in many locales, and survey respondents ranked attendance at fairs, festivals, parades and such as the cultural experience they do most often outside the home. For artists and arts organizations, they offer an excellent, if not fully utilized, opportunity for showcasing the arts. These events allow residents to see much of what local artists are doing, at one time and one place. They often allow face-to-face contact between artists and other community members. They also integrate the arts with the rest of the community. There is the perception that our community can do better with regard to special events.

Goals and Strategies

Who

Date Completed

1.1 Involve artists and arts organizations more fully in special events as a way of celebrating community through the arts at the municipal, community, and neighbourhood levels.

- a) Encourage two-way communications between artists and arts organizations on one hand and those organizations that are involved in staging special events on the other, in order that the arts might play a larger role in those events.

1.2 Capitalize more fully on heritage or other significant structures or places in the community as focal points for special events.

- a) Encourage special events at heritage site locations, eg. artwalks, studio tours, heritage walks, jazz on the wharf, etc.
- b) Increase interaction between arts organizations and heritage groups to develop activities that will be mutually beneficial.
- c) Assist residents of historically identifiable neighbourhoods in working to preserve or resurrect their communities' identities.



Enriching our Community's Artistic and Cultural Experience

(addressing the content of what artistic & cultural experiences are offered)

Residents express a good deal of satisfaction with the quality of the artistic and cultural experiences available to them in Maple Ridge and Pitt Meadows, but find themselves having to go elsewhere (especially Vancouver) more often than they would prefer in order to find the variety of artistic and cultural experiences they want. Our community is seen as housing a diverse population and many talented artists; it also has a range of arts organizations that includes ones dating back 50 years and others forming each year. The challenge then is one of finding ways to tap what resources we have here to provide a richer cultural experience. As well, there is a challenge to afford more residents the chance to participate actively in the arts, rather than being only passive consumers of art done by others.

Goals and Strategies

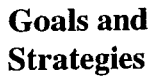
Who	Date Completed
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2.1 Work to recognize our community's unique artistic and cultural identities.

- a) Provide new opportunities and support to make our community's cultural diversity more evident so that more diverse peoples are producing art to be shared more widely.
- b) Open to greater public exposure existing events that showcase our diversity (eg. school events not widely known about).
- c) Let people know what artists are here through the installation of highway signs, as is done elsewhere in the province.

2.2 Preserve our community's rural heritage as an important component of our local cultural identity.

- a) Promote agritourism as an incentive to maintain our rural heritage and as a means of highlighting it to ourselves and to others.
- b) Forge stronger links between the arts and the agricultural sectors of the community.

[illegible]

- a) Enact municipal "percent for the art" policies that provide support for works of art to be incorporated into the design of municipal capital construction projects.
- b) Encourage developers to incorporate public art in their projects.
- c) Enhance existing structures with art.
- d) Encourage merchants to incorporate art into their window displays.

- a) Encourage artists and arts organizations participating in art fairs and other community events to offer hands-on experiences to visitors.
- b) Develop and support an "artists in residence" program for community centres, schools, etc.
- c) Support improvement and development of arts facilities, eg. pottery studios, rehearsal space, exhibition space, presentation space, etc.
- d) Work to make experiences with the arts and culture affordable for all.

- a) Support development of additional arts facilities.
- b) Develop arts facilities that are accessible to all and centralized for more efficient administration and organization.



Making our Community more Physically Attractive

(addressing urban design issues)

An often neglected aspect of community art and local culture is the physical appearance of the community in terms of planning, architecture, and landscape architecture - in short, urban design. The raw piece of natural landscape underlying a community provides a canvas, as it were, on which we create over time a set of human-made spaces and places that are either pleasing or not. Focus group participants widely castigated our community's urban design both for its low quality and its lack of variety. Some rare communities, such as old Quebec City or Santa Fe, possess a strong, coherent design aesthetic reflected in the design of virtually every structure and space. Other communities right here in BC have consciously sought to create a design aesthetic through the addition of art - Chemainus with murals; Duncan with totems. Regardless of approach, what all these communities share is a solid public commitment to having and keeping a certain design aesthetic, even as development continues.

Goals and Strategies

Who	Date Completed
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

3.1 Develop an aesthetic focus for both our downtown cores.

- a) Artists and arts organizations need to be involved in the arenas where public policy is made about urban design.

3.2 Celebrate our built heritage, especially in redevelopment projects.

- a) Artists and arts organizations need to develop stronger relations with the design and planning professions.

3.3 Add public art as an element of urban design.

- a) Once an arts and cultural policy and plan are in place, they need to be communicated clearly to those involved in the development industries to insure compliance with them.

3.4 Capitalize on, rather than obscure or hide our community's natural setting.

- a) Support the work of Heritage Committees.
- b) Become involved with the design and development of civic buildings.



Boosting our Economy

(realizing art & culture's economic development potentials)

It's been amply documented that the arts represent a significant economic activity at the community level both through direct and indirect employment and spending. Culture and the arts are an industry unto themselves ... not that their economic development contribution should be necessary to justify their existence and public support. Several kinds of concerns having to do with the economic role of the arts are reflected in the data gathered. First is the matter of under-utilization of the arts as a tourist magnet. Any number of communities have realized that potential attraction and have exploited it in the positive sense. Second is the problem of "cultural dollars" flowing out of our community as residents cannot find here all the cultural experiences they seek. The more expensive cultural events tend to be experienced elsewhere. A third concern is with the economic situation of our artists themselves who have to survive in an economy not always supportive of what they do. An aspect of this is the feeling on the part of some artists that they have to go elsewhere to be appreciated and to earn a decent living.

Goals and Strategies

Who Date Completed

4.1 Make the case for the economic importance of the arts more effectively.

- a) Encourage artists to become involved with Chambers of Commerce and business development offices.
- b) Establish an organization of artists who can represent the arts in business arenas.

4.2 Develop and convey to the public a greater understanding of the economic situation of artists so that artists are less amenable to exploitation.

- a) Integrate into the Ridge Meadows Arts Council more fully those artists who are conducting businesses.
- b) Stage more sponsor-supported arts competitions with prizes.



Goals and Strategies

Who Date Completed

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

4.3 Promote our arts and culture as a tourist attraction more extensively.

- a) Assist artists and arts organizations to think entrepreneurially about events that generate revenue.
- b) Identify and promote more effectively whatever we have here that makes us unique.
- c) Work with local and regional tourism groups and organizations.
- d) Approach service clubs about sponsoring large events, such as symphony concerts at the Maple Ridge band stand.
- e) Stage arts events, such as displays, in neglected venues that already attract people for other purposes, such as the 25K diking system connecting Maple Ridge and Pitt Meadows.
- f) Establish liaison with the three world class golf courses and piggyback on their advertising.



Moving into the Next Generation

(involving youth in the arts)

For culture and the arts to remain vibrant, they must continually be enriched by the energies and ideas of the younger generation. In addition, as an integral part of the community, youth have a right to be included in all aspects of local cultural life. The need to be included in the arts, including planning and decision-making about the arts, especially with regard to youth, appears as a strong theme in the data.

Goals and Strategies

Who Date Completed

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

5.1 Include and support youth more effectively in the arts and culture.

- a) Be sure to include youth representatives in any group charged with implementation of this policy and plan.
- b) Include youth in planning for a future arts centre.
- c) Work with School District 42 to enhance cooperation between arts organizations, schools and youth.

5.2 Offer more events that appeal to youth.

- a) Systematically consult with youth on the design of programs for them.
- b) Expand arts facilities and studios to accommodate more youth activities.

5.3 Offer more events that appeal to families.

- a) Build on the established base of existing community festivals and arts programming.



Giving the Arts a Proper Home

(developing a multi-purpose arts centre)

For our community's culture and arts to flourish and enrich our lives, they need a proper home in the community - a place where the synergy of different art forms coming together can be realised, a place whose very presence attests to the importance of the arts and culture in our community, a place that draws people to it because of its own excitement. Over the years, the artists and arts organizations of our community have repeatedly been frustrated in their attempts at providing such a home for the arts, yet no one theme emerged more powerfully from all quarters of the community during the data gathering phase of this project than did the need and desire for such a facility.

Goals and Strategies

[illegible]

6.1 Respond to community needs and desires by committing to a timetable for the construction of a multi-purpose arts centre.

- a) Prepare the strongest possible case to prioritize a multi-purpose arts centre that is integrated into the community, is flexible to allow many different uses to occur simultaneously, and is accessible to all.
- b) Combine the local wisdom of the community (artists, arts organizations, general public) with the professional expertise of appropriate experts in the planning and design of a multi-purpose arts centre.
- c) Explore all options for funding mechanisms for the centre.

6.2 Establish a plan to address the immediate need for arts facilities in the short term.

- a) Explore the use of local structures and facilities for the use of community theatre and other arts groups.
- b) Preserve, enhance and expand existing arts facilities.
- c) Work with School District #42 to explore community access to school facilities.
- d) Establish an archival facility for the arts.



Strengthening Arts Organizations

(helping existing organizations with internal issues)

Our community boasts an array of arts organizations that combine deeply-rooted organizations whose founding dates back a half century with organizations formed in response to the new needs of the nineties. Almost all are very small, unstaffed or minimally staffed, and operate on shoe-string budgets. Most promote one given art form through presentations (performances, displays, shows, etc.) and through instructional activity. They generally are trying to reach the whole community and for the most part see themselves as somewhat successful in that, although membership-building is a recurrent challenge. The overwhelming pattern of funding is through member dues and admissions, with minimal governmental support. Most organizations exhibit little sense of planning.

Goals and Strategies

Who	Date Completed

7.1 Improve the ability of our community's arts organizations to do their job.

- a) Offer technical assistance to arts organizations on organizational development matters (planning, programming, fund-raising, finances, membership building, community and public policy involvement, etc.)
- b) Help arts organizations to do outreach, especially with young people and in schools.
- c) Encourage arts organizations to support one another's activities.
- d) Encourage and show artists and arts organizations how to support governmental policies that benefit them.
- e) Improve staffing levels.
- f) Help to raise the profile of arts organizations.
- g) Encourage arts organizations to be open, user-friendly, and welcoming in order to increase participation.
- h) Help artists and art organizations develop a broader funding base by pointing them toward other funding sources.



Goals and Strategies

Who

Date Completed

_____	_____
_____	_____
_____	_____
_____	_____
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_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7.2 Create a local "culture" of philanthropy to boost private donations to arts organizations.

- a) Learn how philanthropic participation in the arts has been enhanced in other communities.
- b) Encourage the community to donate to the arts.
- c) Publicize success stories.
- d) Establish planned giving or endowments, develop a network of those philanthropic-minded persons, and connect them with projects in their areas of interests.

7.3 Provide opportunities for artists to become more self-sufficient.

- a) Encourage the formation of co-ops for joint marketing.
- b) Encourage the business community and local government to support local artists, such as by purchasing their work or displaying local art works in their window displays.
- c) Encourage the establishment of a local juried art fair.
- d) Expand art gallery space to accommodate sales.



Telling Our Story to the Community

(increasing education and information)

In order for our community's cultural and artistic life to be enhanced, artists and arts organizations need to carry on a continual program of educating and stimulating us about the arts and culture, promoting and marketing what they have to offer, and advocating for supportive public policies. The need for more education about the arts in general and information about what's currently available has been documented during the data gathering phase of this project.

Goals and Strategies

Who Date Completed

8.1 Provide education to artists and arts organizations about promoting and marketing.

- a) Seek technical assistance from local economic development organizations.
- b) Educate local economic development organizations on the business needs of artists.
- c) Encourage artists and arts organizations to become continual learners.

8.2 Bring the Ridge Meadows Arts Council's communications capacity up to date.

- a) Establish a home page on the Internet for our community's arts and culture.
- b) Distribute the Voice of the Arts more widely and more frequently.
- c) Encourage more editorial coverage of the arts in the press, such as re-establishing an arts column.

8.3 Utilize electronic and broadcast media more effectively.

- a) Utilize the local cable TV channel more effectively.
- b) Advocate for the creation of a local radio station.
- c) Utilize public service announcements more effectively.



Goals and Strategies

Who Date Completed

8.4 Promote the arts and culture of our community to the broader region.










- a) Establish working relations with the arts organizations in neighbouring communities.
- b) Encourage artists and arts organizations to take advantage of existing opportunities to tell their story at tourist information centres.
- c) Utilize the regional press, such as Vancouver newspapers (eg. the *Vancouver Sun's* What's On section)
- d) Encourage artists and arts organizations to take part in local tourism planning efforts.

8.5 Take advantage of existing opportunities to advocate for the arts.

- a) Encourage artists not already involved to become involved in arts organizations.
- b) Encourage artists to participate in community events and on community committees.
- c) Encourage artists and supporters of the arts to run for municipal office.
- d) Provide opportunities for artists to acquire public speaking and public participation skills, such as communicating with public officials.
- e) Add an arts component to the municipal newsletters.

B Policies

The following policy statements were adopted by the Maple Ridge and Pitt Meadows City Councils in November, 1996.

		Date Completed
	THAT Council demonstrate its belief in the importance of arts and culture to the community by formally adopting this Arts and Culture Policy and Plan and by incorporating this Arts and Culture Policy and Plan into the Official Community Plan.	_____
	THAT Council appoint an Arts and Culture Steering Committee to implement the Arts and Culture Policy and Plan.	<u>Feb, 1997</u>
	THAT Council encourage and support in whatever ways it can the planning and organization of festivals and special events involving the arts as a way of celebrating community.	<u>Ongoing</u>
	THAT Council develop a public arts policy based on the recommendations outlined in this Arts and Culture Policy and Plan.	_____
	THAT Council adopt design guidelines for the future development and redevelopment of the downtown core to give the area an overall, coherent sense of design, including the preservation of heritage structures and spaces.	<u>Ongoing</u>
	THAT Council acknowledges the role of and include youth in planning the future of the arts in our community.	_____
	THAT Council commit itself to a timetable for the construction of a multi-purpose arts centre that will be a joint undertaking of Maple Ridge and Pitt Meadows, with provisions for meaningful participation of artists and arts organizations and general public in its planning and design.	_____
	THAT Council in the intervening time, until a new arts centre is ready, assist artists and arts organizations in securing improved facilities.	<u>Ongoing</u>
	THAT Council maintain its present level of financial support for the arts and culture and regard this commitment as a foundation on which to build additional resources as they are available, noting that such funding is subject to annual budget reviews.	<u>Ongoing</u>

*...someone needs to
take leadership*

*... initial priority
should be the
construction of a
multi-purpose arts
centre*

V PLAN IMPLEMENTATION

The final task in any planning process is the fashioning of an implementation plan, that is, a series of specific actions that will be taken to assure that the plan gets implemented. A necessary ingredient of that implementation plan is the identification of some "body" (usually a group or organization) that will take charge of the task and provide leadership, even though the plan belongs to everyone. A plan that belongs to everyone in a sense belongs to no one, and so someone needs to take leadership.

Two implementing bodies are recommended by the Steering Committee. First, it is recommended in Policy A that City Council appoint an Arts and Culture Steering Committee to implement the plan. It is recommended that the Steering Committee be composed of representatives from each of Maple Ridge and Pitt Meadows municipal councils, Ridge Meadows Parks and Leisure Services Commission, Ridge Meadows Parks and Leisure Services Staff - Arts Council Liaison, School District #42 Trustee, three members of the Ridge Meadows Arts Council, a youth representative, professional artists and the general public. Second, it is realized that not all the goals require municipal action. For those that don't, the chief implementing body will be the Ridge Meadows Arts Council.

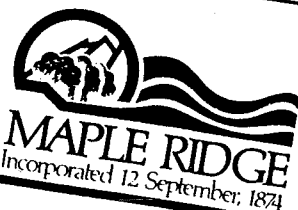
It is further recommended that each of those entities - the City Council appointed Steering Committee and the Arts Council - begin its work by designating priorities among the goals it will be addressing so that their efforts are well organized and directed to what they see at the moment as the most important tasks.

The initial priority should be the construction of a multi-purpose arts centre, something on which the community expressed itself strongly through the Steering Committee.



VI APPENDICES

- A. Letter dated April 2, 1992 outlining Council resolutions
- B. Newspaper articles regarding the planning project
 - B-1 The Times
 - B-2 The News
- C. Invitation to focus group sessions
- D. "Please Respond" Questionnaire/Survey Form
- E. Organizational Inventory Form
- F. Newspaper article for community validation meetings
- G. Respond - Newspaper Ad requesting response
- H. Agenda for community validation meetings
- I. What's Your Reaction? form
- J. Survey Responses Summarized
 - J-1 Need for Public Multi-Purpose Arts Centre
 - J-2 Barriers to Participation in Local Cultural Events
 - J-3 What's Missing in Our Community
- K. Newspaper article showing Council Support of Plan
- L. List of Reference Documents



CORPORATION OF THE
DISTRICT OF MAPLE RIDGE

11995 Haney Place
Maple Ridge, B.C. V2X 6A9
Telephone (604) 463-5221
Fax (604) 463-8336

1992 04 02

Maple Ridge Arts' Council
P.O. Box 331
Maple Ridge, B. C.
V2X 7G2

Attention: Mrs. Rose Kotschara
Dear Mrs. Kotschara:

RE: Arts Policy

I am forwarding this letter to confirm Council's recent adoption of the following two resolutions relating to the establishment of an arts policy.

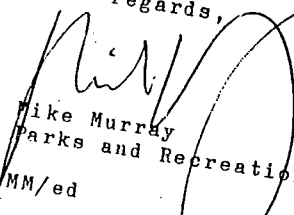
1. "That the Parks and Recreation Commission be requested to work with the Arts' Council and School District to prepare terms of reference for a process which would ultimately result in the establishment of a Municipal arts policy, noting that the intent of the policy would be to clarify the respective roles of all of the partners who are involved in providing arts related services in the Community and to establish guidelines for the equitable distribution and best use of available resources to ensure the greatest community benefit is achieved."
2. "That the Parks and Recreation Commission be invited to undertake an inventory of all cultural and all arts activities in association with the Arts' Council and establish terms of reference to be included for them."

Alderman Scott Leaf, Alderman Jon Harris, Commissioner Candace Gordon and Trustee Faye Isaac have all expressed interest in being involved in the committee and I would appreciate receiving the names of the Arts' Council representatives at your earliest convenience. For your information I have assigned our Recreation Manager, Josie Chuback, to facilitate the work of the committee and would expect her to be in touch with all of the individuals involved within the next few weeks.

- 2 -

Please feel free to contact Josie or me at your convenience
should you have any questions concerning the process.

Best regards,



Mike Murray
Parks and Recreation Director
MM/ed

cc - Ms. Josie Chuback, Recreation Manager
Alderman Leaf
Alderman Harris
Commissioner Gordon
Trustee Isaac

Maple Ridge Pitt Meadows Times
July 3, 1996

Arts council sets an agenda to draft new cultural policy

Public input is being sought as Maple Ridge and Pitt Meadows attempt to craft an arts and cultural policy.

The Ridge Meadows Parks & Leisure Services and the Ridge Meadows Arts Council plan to hold four focus group sessions in mid-July and hear what the public has to say about priorities in the arts.

With the help of a consultant, Bernie Jones, the arts council wants to find out how best to use the community's cultural energy as well as look at the possibility of building a centre that serves both the performing and visual arts, said Brenda Finlayson, ex-

ecutive director of the arts council.

"Our goal is to prepare an Arts and Cultural Policy and Plan that sets out goals for the future development of the arts and culture in our community, as well as a plan by which these goals can be attained" Finlayson said.

The first public session takes place on Thursday, July 11, from 7:30 to 9:30 p.m. at the Centennial Centre.

Other sessions take place on Friday, July 12, from 8:30 to 10:30 a.m. at the Maple Ridge Art Gallery; July 18, from 7 to 8:30 p.m. at Pitt Meadows Library; and July 19, noon to 2 p.m.

at Maple Ridge Public Library.

Finlayson expects the project to last four months and cost almost \$7,000 to complete.

An interim report will be available for public viewing in early September with the final presentation in October.

Community leaders tried to initiate an arts and cultural policy in 1992 but the project had to be shelved, Finlayson said.

The Ridge Meadows area is "facility-poor" Finlayson said, but added the art's most pressing needs are the "endorsement and support of communities."

Maple Ridge Pitt Meadows News
July 3, 1996

Public input sought into arts and culture project

Is Ridge Meadows a community that values arts and culture?

That's what the next few months will determine, as a local committee works towards developing an arts and culture policy and plan for the two municipalities.

A project of Ridge Meadows Parks and Leisure Services and Ridge Meadows Arts Council, the policy and plan would set out the goals for the future development of arts and culture, as well as a plan to attain those goals.

"It's not a shelf document, it's to be an active, working plan," said project co-chair Brenda Finlayson, executive director of the arts council. The other project co-chair is Don Cramb, Ridge Meadows Parks and Leisure Services west area recreation manager.

The process started in June, with the creation of a 15-member steering committee and hiring of Bernie Jones, a community development and planning consultant from Victoria.

Jones has a decade of experience in community arts planning, and has worked with communities that are similar to Ridge-Meadows.

The next few weeks of the project will be dedicated to collecting community input into how the arts and culture should be developed in the community.

"We want to work towards mainstreaming arts in the community," Finlayson said.

The policy will be important in preventing cultural and economic leakage, when performers and arts enthusiasts seek the arts in other communities.

Topics likely to be explored include public art, arts facilities and multi-culturalism.

Information will be gathered through public focus group sessions (see schedule below), a two-page questionnaire and an inventory of existing arts groups, organizations and programs.

The process is designed to bring together many different parties to decide how best to use their cultural arts energies and resources to enhance the community.

After the data gathering stage, the committee will pull together the information and hold workshops to draft the plan. A community forum will be next, to obtain a response to the draft plan.

A revised plan will then be written and presented to public bodies such as the parks and leisure advisory committee, parks and leisure commission and the municipal councils in Maple Ridge and Pitt Meadows.

The committee hopes to have its data gathered into a draft document by September and present the document to both municipalities by October.

The plan would be implemented by Parks and Leisure Services and Ridge Meadows Arts Council. The 15-member steering committee includes arts leaders, council members, business people, municipal and school representatives.

The public is invited to attend one of the following focus groups:

July 11, 7:30 to 9:30 p.m.
at Centennial Centre

July 12, 8:30 to 10:30 a.m.
at Maple Ridge Art Gallery (coffee talk)

July 18, 7 to 8:30 p.m. at
Pitt Meadows Library

July 19, noon to 2 p.m. at
Maple Ridge Library (brown bag lunch)

Participants are asked to confirm their attendance by calling 467-3825.

Ridge Meadows Arts and Cultural Policy Project

Ridge Meadows Arts Council • Ridge Meadows Parks & Leisure Services

INVITATION

Date: 2 July 1996

To:

From:

Ridge Meadows Parks & Leisure Services and the Ridge Meadows Arts Council are pleased to invite members of the community to participate in their choice of four focus group sessions. Our goal is to prepare an Arts & Cultural Policy and Plan that sets out goals for the future development of the arts and culture in our community, as well as a plan by which these goals can be attained. We need your input, ideas, and your vision for the future of the arts. Everyone is welcome. Please confirm your attendance by leaving a message at 467-3825. We look forward to hearing from you.

FOCUS GROUP DATES & LOCATIONS:

Thursday, July 11	7:30 - 9:30 pm	Centennial Centre
Friday, July 12 - Coffee Talk	8:30 to 10:30 am	Maple Ridge Art Gallery
Thursday, July 18	7:00 to 8:30 pm	Pitt Meadows Library
Friday, July 19 - Brown Bag Lunch	12:00 to 2:00 pm	Maple Ridge Public Library

Arts & Cultural Policy/Focus Group - Invitation

PLEASE RESPOND

RIDGE MEADOWS ARTS AND CULTURAL POLICY AND PLAN SURVEY

Do you feel that it's important for arts and cultural programs, facilities, and opportunities in Maple Ridge and Pitt Meadows to keep up with our growth?

The Ridge Meadows Arts Council and Ridge Meadows Parks & Leisure Services do. So they've begun developing an arts and cultural policy and plan for the Maple Ridge and Pitt Meadows community. It will set out goals for the future development of the arts and culture here and a plan by which those goals can be attained.

By completing and returning this questionnaire, you'll be playing an important role in this planning process. Please return your completed questionnaire to the Ridge Meadows Arts Council at 22520 - 116th Avenue, Maple Ridge, B.C. V2X 7G2, to the Ridge Meadows Leisure Centre, to the Pitt Meadows City Hall, to Black Bond Books, or to The Times office NO LATER THAN JULY 31. Fax to 467-1498.

You do not need to add your name to this and information will be released to the public only in summarized, statistical form. If you have any questions about this project or the survey, feel free to call Brenda Finlayson (Arts Council Executive Director) at 467-3825, Don Cramb (West Area Recreation Manager, Ridge Meadows Parks & Leisure Services) at 465-2451, or Bernie Jones (project consultant) at 604-380-6025.

1. Which of the following cultural activities have you attended or personally participated in during the last six months? Check as many as apply, with an "L" if it was local (in Maple Ridge or Pitt Meadows), "O" if out-of-town.

- | | |
|--|--|
| <input type="checkbox"/> Attend musical concert | <input type="checkbox"/> Take arts or crafts course through Ridge Meadows Parks and Leisure Services or Arts Council |
| <input type="checkbox"/> Attend live theatre performance | <input type="checkbox"/> Take art or craft course/lessons elsewhere |
| <input type="checkbox"/> Visit fine arts exhibit | <input type="checkbox"/> Perform music/sing (excluding in the shower!) |
| <input type="checkbox"/> Attend fair/festival/parade | <input type="checkbox"/> Listen to recorded music |
| <input type="checkbox"/> Visit museum/zoo/planetarium | <input type="checkbox"/> Do photography/video |
| <input type="checkbox"/> Go to dance performance | <input type="checkbox"/> Paint/sculpt/do pottery/etc. |
| <input type="checkbox"/> Visit photography exhibit | <input type="checkbox"/> Perform dance |
| <input type="checkbox"/> Attend arts/crafts show | <input type="checkbox"/> Practice some craft such as sewing, woodworking, ceramics, etc. |
| <input type="checkbox"/> View rented videos | <input type="checkbox"/> Others _____ |
| <input type="checkbox"/> Write stories, poetry, etc. | |
| <input type="checkbox"/> Attend movie theatre | |

2. Check which, if any, of the following factors tend to keep you from attending or participating in more cultural activities here in Maple Ridge-Pitt Meadows.

- | | |
|--|--|
| <input type="checkbox"/> High cost | <input type="checkbox"/> Atmosphere (Don't feel welcome) |
| <input type="checkbox"/> Low quality | <input type="checkbox"/> Distance or transportation problems |
| <input type="checkbox"/> Not enough choice | <input type="checkbox"/> Poorly advertised |
| <input type="checkbox"/> Inadequate facilities | <input type="checkbox"/> Bad scheduling |
| <input type="checkbox"/> Other _____ | |

3. How do you usually learn what cultural events are going on in Maple Ridge-Pitt Meadows?

- | | |
|--|--|
| <input type="checkbox"/> <i>The News</i> - Art Scene section | <input type="checkbox"/> Ridge Meadows Education & Recreation Brochure |
| <input type="checkbox"/> Elsewhere in <i>The News</i> | <input type="checkbox"/> Local cable station |
| <input type="checkbox"/> <i>The Times</i> - Fast Times section | <input type="checkbox"/> Other television station |
| <input type="checkbox"/> Elsewhere in <i>The Times</i> | <input type="checkbox"/> Radio |
| <input type="checkbox"/> A Vancouver paper | <input type="checkbox"/> Direct mailing |
| <input type="checkbox"/> Direct mailing | <input type="checkbox"/> Public Library |
| <input type="checkbox"/> <i>Voice of the Arts</i> newsletter | <input type="checkbox"/> Other _____ |

4. How would you rate the cultural life of the Maple Ridge-Pitt Meadows community on each of the following factors?

	Great	Good	Unsure	Fair	Poor
Amount of cultural activities	_____	_____	_____	_____	_____
Variety of cultural activities	_____	_____	_____	_____	_____
Quality of cultural activities	_____	_____	_____	_____	_____
Public appreciation of the arts	_____	_____	_____	_____	_____
Openness to new cultural ideas	_____	_____	_____	_____	_____
Multicultural representation	_____	_____	_____	_____	_____

5. Have you attended an arts event, class, or performance in the past year in any of the following places?

_____ Old Library Auditorium	_____ Maple Ridge Art Gallery	_____ Pottery Studio
_____ Band Stand	_____ Craft studio	_____ Local school
_____ Dark rooms	_____ Music or dance studio	_____ Private home
_____ Local park	_____ Community centre (Which one? _____)	
_____ Centennial Centre	_____ Other (_____)	

6. The Maple Ridge-Pitt Meadows area really needs a public multi-purpose arts centre (with space for music, theatre, dance, visual arts, etc.).

_____ Strongly agree	_____ Unsure	_____ Disagree
_____ Agree		_____ Strongly disagree

7. Please comment.

8. The most important thing the Steering Committee drafting the cultural policy and plan should keep in mind is...

9. What's missing in this community that would really make it a more interesting place to live is ...

Please answer the following so that we can see how different groups in the community feel about these issues. Remember we don't need you name and only summarized results will be publicly released.

10. What is your age? _____ And your gender? _____ Female _____ Male

11. What is the highest level of schooling you completed?

_____ Elementary School	_____ Technical school	_____ 4-year college degree
_____ High school	_____ Community college	_____ Advanced degree

	Pitt Meadows	Maple Ridge	Elsewhere	N/A
12. Where do you live?	_____	_____	_____	_____
13. Where do you work?	_____	_____	_____	_____
14. Where does your spouse/partner work?	_____	_____	_____	_____
15. How long have you lived in this community?	_____			

Additional comments?

Thank you!
Please return by July 31

RIDGE MEADOWS ARTS COUNCIL ARTS & CULTURAL POLICY PLANNING PROJECT

INVENTORY FORM

The following inventory form is intended for agencies, organizations, regular programs, and other entities which contribute to the cultural life of Maple Ridge-Pitt Meadows. If some question does not apply to your particular organization or program, please indicate that with an N/A (Not Applicable).

1. Name of organization or program _____
2. Address _____
3. Phone _____ 4. Fax _____ 5. e-mail _____
6. Name and title or position of contact person _____
7. When was your organization or program founded? _____
8. What is your organization's legal status?

<input type="checkbox"/> Public <input type="checkbox"/> For profit <input type="checkbox"/> Not formally organized	<input type="checkbox"/> Non-profit registered society <input type="checkbox"/> Other non-profit <input type="checkbox"/> Other (_____)
---	---
9. What is its main purpose or mandate? _____
10. What are the main activities it carries out each year? _____
11. How many members do you have? _____ Not a membership organization
12. Please describe your staffing, if applicable: numbers, titles, full/part-time/volunteer, etc. _____
13. Is there some particular segment of the community that you define as the audience you're trying to reach?

_____ No, trying to reach whole community
14. How successful would you say you've been in reaching them?

<input type="checkbox"/> Very successful <input type="checkbox"/> Somewhat successful	<input type="checkbox"/> Unsure	<input type="checkbox"/> Not too successful <input type="checkbox"/> Not at all successful
--	---------------------------------	---
15. What are your total operating expenses for the year? _____

16. What are your usual sources of revenue and approximate percentage of the total each represents? All sources should total 100%.

____ Maple Ridge Arts Council	____ Membership dues
____ Municipal government	____ Foundations
____ Provincial government	____ Admissions, ticket sales
____ Federal government	____ Sales of art works
____ Private or business donations	____ Casino, bingo, fund-raisers
____ Donated services, equipment, space	____ Endowment
____ Other (_____)	

17. How would you rate the adequacy of your organization's physical facilities?

	Quite Adequate	Just Okay	Unsure	Generally Inadequate	Totally Inadequate	
performance space	1	2	3	4	5	N/A
audience seating	1	2	3	4	5	N/A
audience seating	1	2	3	4	5	N/A
rehearsal space	1	2	3	4	5	N/A
display space	1	2	3	4	5	N/A
studio space	1	2	3	4	5	N/A
office space	1	2	3	4	5	N/A
storage space	1	2	3	4	5	N/A
special lighting	1	2	3	4	5	N/A
special acoustics	1	2	3	4	5	N/A
special flooring	1	2	3	4	5	N/A
other (_____)	1	2	3	4	5	N/A
other (_____)	1	2	3	4	5	N/A

18. At this time, what are your organization's two or three greatest needs?

19. Please state your short-term and long-term goals, if you have defined some.

SHORT TERM

LONG TERM

|
|
|
|
|

Please use the space below for any additional comments you wish to make.

THANK YOU!

Maple Ridge Pitt Meadows Times
September 11, 1996

Arts policy to eye facilities

The creation of more facilities is a major goal that Ridge-Meadows Arts Council has come up with in its first draft of an arts and cultural policy for Ridge-Meadows.

Executive director Brenda Finlayson said a good starting point would be the Centennial Centre, which the seniors plan to vacate for another facility. There would, however, be competition for the space.

"We feel we have a strong hand for it and what would be the best use of this centre," Finlayson said. "Some of the other groups that

might have an interest in the facility might have a narrower focus."

Other options include Cam Neely Arena, which might be opened up for other uses if current district negotiations produce a twin-rink arena elsewhere. The arts council could also work with the school district to make school facilities more accessible to the public, Finlayson said.

The public can help fine-tune the draft policy at meetings Sept. 19 in Maple Ridge's Old Library at 1:15 p.m. and Pitt Meadows municipal hall at 7:30 p.m.

A telephone hotline for public comments has been set up at 467-7335.

The draft was devised with the help of consultant Bernie Jones after public forums and a newspaper questionnaire.

"We were really overwhelmed by the amount of information we got. We're really working hard to go through it," Finlayson said.

The plan must go through Parks and Leisure Services Advisory council and commission before it becomes policy.

MAPLE RIDGE • PITT MEADOWS TIMES September 15, 1996 • 11

RESPOND

DRAFT - RIDGE MEADOWS ARTS & CULTURE POLICY & PLAN

Listed below are the policies and goals of the Ridge Meadows Arts & Culture Policy & Plan. The 15-member Steering Committee which drafted them asks you to review them and give us your considered response in one of two ways:

ATTEND

- Attend one of the two community forums:
 - Thursday, September 19, 7:30-9:00 pm - Old Library Auditorium
 - Call our HOT LINE at 467-7335 and register your response
 - 24 hours a day between September 14 and September 21.
- These policies and goals and a set of 80 strategies for reaching the goals are based on the concerns, needs, and dreams the Steering Committee heard you expressing in the survey that 200+ residents filled out, at four focus groups attended by 80+ persons, and on a form that members of 25 arts organizations completed. Did we hear you correctly? Let us know!
- Once the Steering Committee has heard your response and made any necessary revisions, the document will go to various public advisory committees and eventually to the Maple Ridge and Pitt Meadows Councils to become official municipal policy.

WE NEED YOUR RESPONSE!



ARTS COUNCIL
Bringing Arts to the Heart
of Our Community!

ARTS Classes

PRESCHOOL (Age 3 to 5)

- Arts & Crafts Medley
- Kinder Clay
- Songs Plus More...
- Pitt Meadows Christmas Carousel
- Christmas Kinder Clay
- Little Elves' Workshop
- Santa's Workshop

CHILDREN

- Grandma's Treasures - Jewellery Making (8 & Up with Adult)
- Pottery for Families (Age 6 & up with Adult)
- Art After School
- Christmas Make It Market
- Clay Sculpture
- Fun with Drawing
- Junior Carpenters
- Gingerbread Houses
- A Handmade Christmas
- Little Potters
- Pottery After School

ADULT/TEEN

- Note: Daytime classes available
- Black & White Photography
- Beginning Drawing with Pastels
- Beeswax Candles
- Christmas Bows & Boxes
- Christmas Papermaking
- Creative Christmas Floral Design
- Crochet for Christmas
- Dried Flower Arranging
- Earrings with Wire Working
- Glass Etching
- Knitting
- Jewellery Making
- Pottery
- Sculpture
- Silk & Dried Designs for your Home
- Spinning
- Teen Theatre
- Tomy Christmas Tree
- Watercolour Painting - Intermediate or Beginner

DANCE

- Clogging - New Beginners of Level 2/3
 - Country Western Line Dancing
 - Jive/Swing - Beginner
 - Social Ballroom Dance - Beginners to Level 3
- For more information see the Fall 1996 Education & Recreation brochure starting on page 80.
Register at the Leisure Centre 467-7325 or
Pitt Meadows Municipal Hall 465-2452

UPCOMING EVENTS

- RIDGE MEADOWS ARTS & CULTURE POLICY & PLAN
- COMMUNITY RESPONSE MEETING
- Thursday, September 19, 7:30-9:00 pm
- Old Library Auditorium
- RIDGE MEADOWS ARTS COUNCIL
- Annual General Meeting
- Wednesday, September 25, 7:30-9:00 pm
- Maple Ridge Art Gallery
- Everyone Welcome!

POLICIES

THAT Council demonstrate its belief in the importance of arts and culture to the community by formally adopting this Arts and Culture Policy and Plan. That Council will incorporate this Arts and Culture Policy and Plan into the Official Community Plan. THAT Council will appoint an Arts and Culture Steering Committee to implement the Plan. THAT Council encourage and support in whatever ways it can the planning and organizing of festivals and special events involving the arts as a way of celebrating community. THAT Council develop a public arts policy based on the recommendations outlined in this Arts and Culture Policy and Plan. THAT Council adopt design guidelines for the future development and re-development of the downtown core to give the area an overall, coherent sense of design, including the preservation of heritage structures and spaces. THAT Council acknowledge the role of youth in planning the future of our community and THAT Council commit itself to a timetable for the construction of a multi-purpose arts centre that will be a joint undertaking of Maple Ridge and Pitt Meadows, with provisions for meaningful participation of artists and arts organizations and general public in its planning and design. THAT Council in the intervening time, until a new arts centre is ready, assist artists and arts organizations in securing improved facilities.

GOALS

1. Celebrating community through the arts (making greater use of fairs, festivals, civic events)
2. Involve artists and arts organizations more fully in special events as a way of celebrating community through the arts at the municipal, community, and neighbourhood levels.
3. Capitalize more fully on heritage or other significant structures or places in the community as focal point for special events.
4. Enriching our community's artistic and cultural experience (addressing the content of what artistic and cultural experiences are offered)
5. Work to recognize our community's unique artistic and cultural identities.
6. Preserve our community's threatened rural heritage as an important component of our local cultural identity.
7. Increase the amount of public art i.e. art that is publicly observable either outdoors or in buildings open to the general public.
8. Create more opportunities for residents to have active, hands-on experiences with the arts.
9. Provide adequate facilities for the arts in our community that would allow more of the arts events that residents often attend elsewhere to be held here as well.
10. Making our community more physically attractive (addressing urban design issues)
11. Develop an aesthetic focus for both our downtown cores.
12. Add public art as an element of urban design.
13. Boosting our economy (realizing art & culture's economic development potential)
14. Make the case for the economic importance of the arts more effectively.
15. Promote our arts and culture as a tourist attraction more extensively.
16. Develop and convey to the public a greater understanding of the economic situation of artists to that artists are less amenable to exploitation.
17. Moving into the next generation (involving youth in the arts)
18. Include and support youth more effectively in the arts and culture.
19. Offer more events that appeal to youth.
20. Giving the arts a proper home (developing a multi-purpose arts centre)
21. Respond to community needs and desires by committing to a timetable for the construction of a multi-purpose arts centre.
22. Establish immediately a plan to address short term needs with long term objectives.
23. Strengthening arts organizations (helping existing organizations with internal issues)
24. Improving the ability of our community's arts organizations to do their job.
25. Create a local "culture" of philanthropy to boost private donations to arts organizations.
26. Provide opportunities for artists to become more self-sufficient.
27. Telling our story to the community (increasing education & information)
28. Provide education to artists and arts organizations about promoting and marketing.
29. Bring the Ridge Meadows Arts Council's communications capacity up to date.
30. Utilize electronic and broadcast media more effectively.
31. Promote the arts and culture of our community to the broader region.
32. Take advantage of existing opportunities to advocate for the arts.

CALL: RESPONSE HOT LINE
467-7335



RIDGE MEADOWS ARTS AND CULTURAL POLICY AND PLAN
COMMUNITY VALIDATION FORUMS
September 19, 1996

AGENDA

1. Welcome, meeting purpose and agenda,
project background 10 min
2. Presentation 25 min
 - planning process
 - recommended policies, goals, preliminary strategies
3. Community response 45 min
 - questions & answers
 - responses
 - complete feedback forms
4. Wrap up: next steps in the process 10 min

Making our community more physically attractive*(addressing urban design issues)*

8. Develop an aesthetic focus for both our down town cores.
 9. Celebrate our built heritage, especially in redevelopment projects.
 10. Add public art as an element of urban design.

DO YOU AGREE?

Yes Unsure No

Boosting our economy*(realizing art & culture's economic development potential)*

11. Make the case for the economic importance of the arts more effectively.
 12. Promote our arts and culture as a tourist attraction more extensively.
 13. Develop and convey to the public a greater understanding of the economic situation of artists so that artists are less amenable to exploitation.

Moving into the next generation*(involving youth in the arts)*

14. Include and support youth more effectively in the arts and culture.
 15. Offer more events that appeal to youth.
 16. Offer more events that appeal to families.

Giving the arts a proper home*(developing a multi-purpose arts centre)*

17. Respond to community needs and desires by committing to a timetable for the construction of a multi-purpose arts centre.
 18. Establish immediately a plan to address short term needs with long term objectives.

Strengthening arts organizations*(helping existing organizations with internal issues)*

19. Improve the ability of our community's arts organizations to do their job.
 20. Create a local "culture" of philanthropy to boost private donations to arts organizations.
 21. Provide opportunities for artists to become more self-sufficient.

Telling our story to the community*(increasing education & information)*

22. Provide education to artists and arts organizations about promoting and marketing.
 23. Bring the Ridge Meadows Arts Council's communications capacity up to date.
 24. Utilize electronic and broadcast media more effectively.
 25. Promote the arts and culture of our community to the broader region.
 26. Take advantage of existing opportunities to advocate for the arts.

About You

In which community to you live? _____ Maple Ridge _____ Pitt Meadows _____ Elsewhere

How long have you lived here? _____

What is your age? _____ Your gender? _____ Female _____ Male

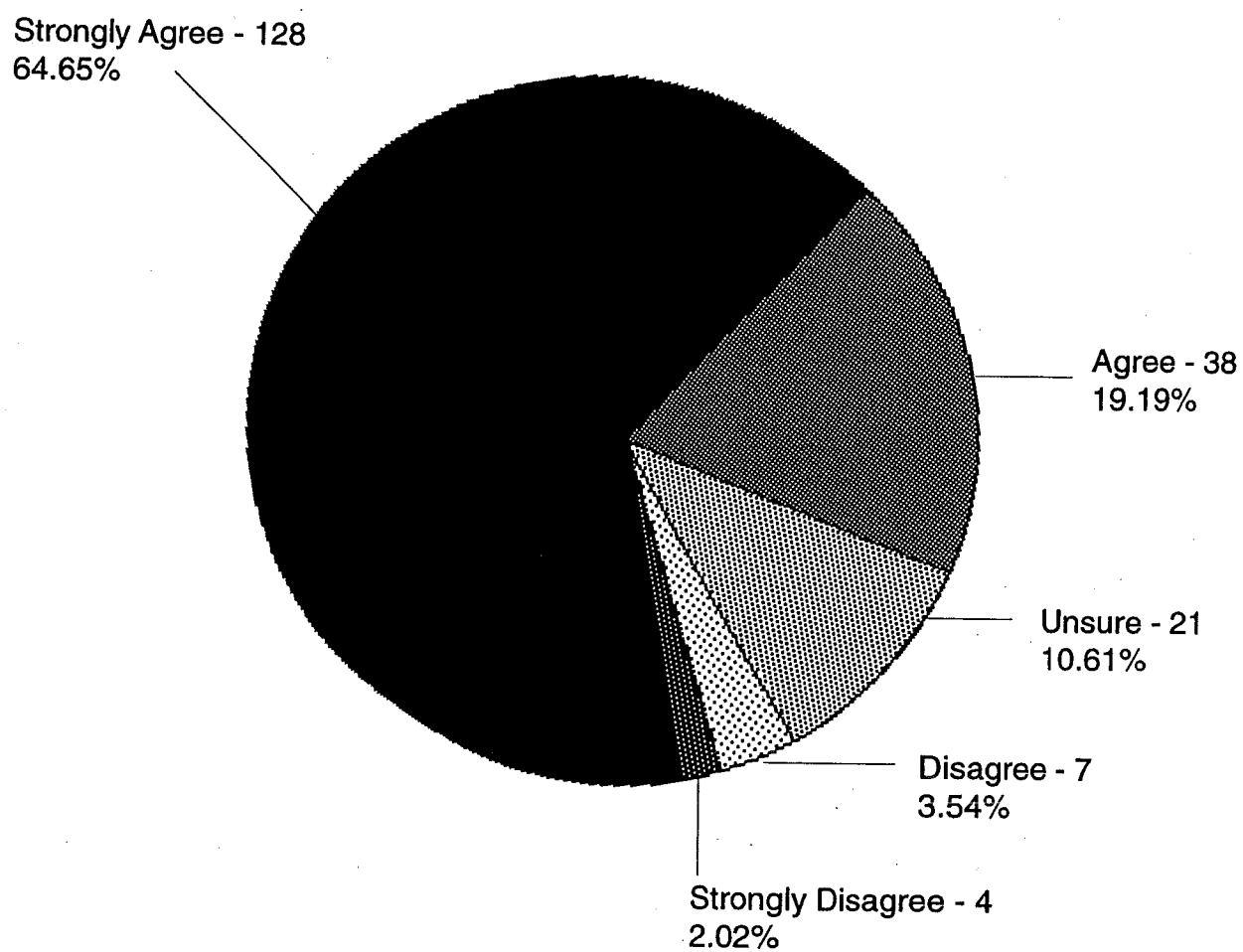
Did you: _____ attend one of our July focus group sessions?

_____ fill out the earlier questionnaire?

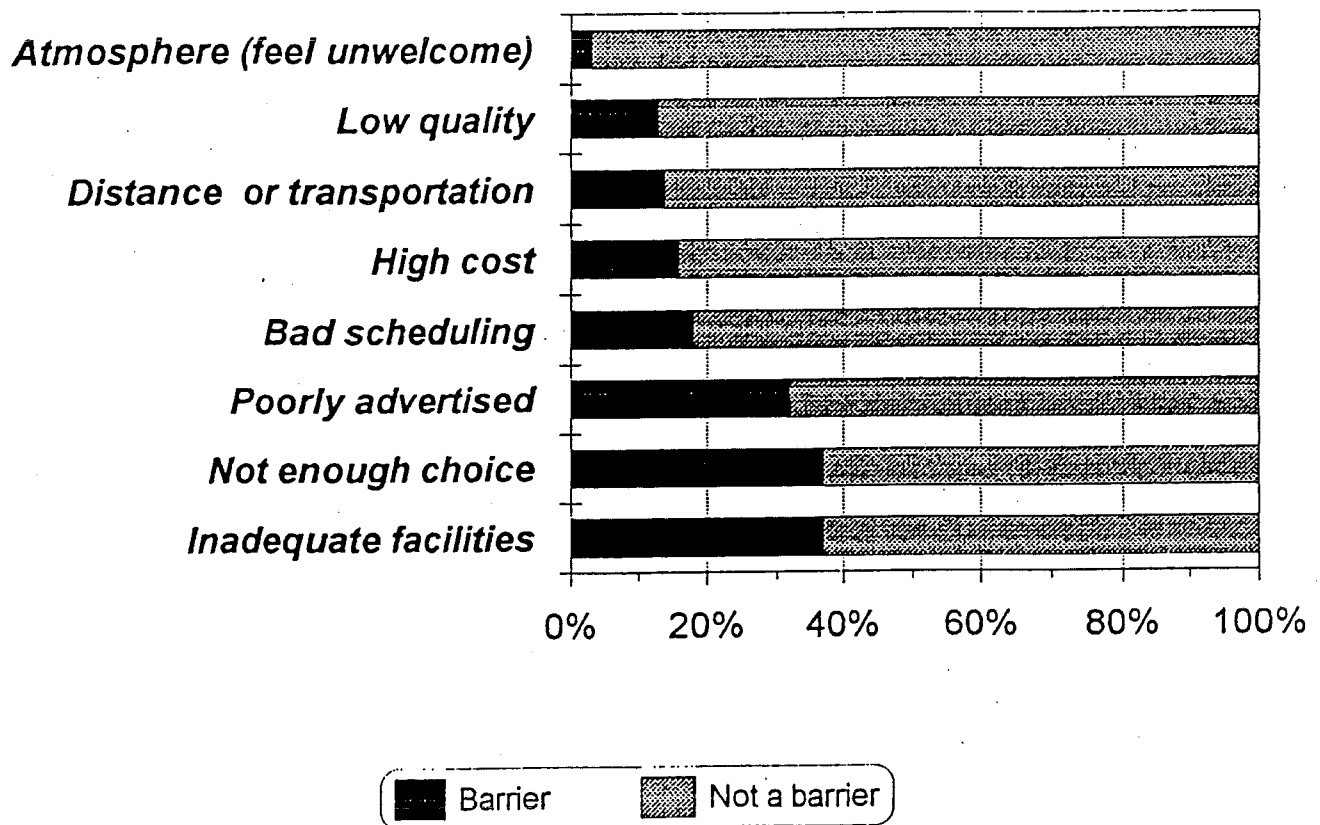
THANK YOU!

Arts & Cultural Policy/Draft Policy & Plan

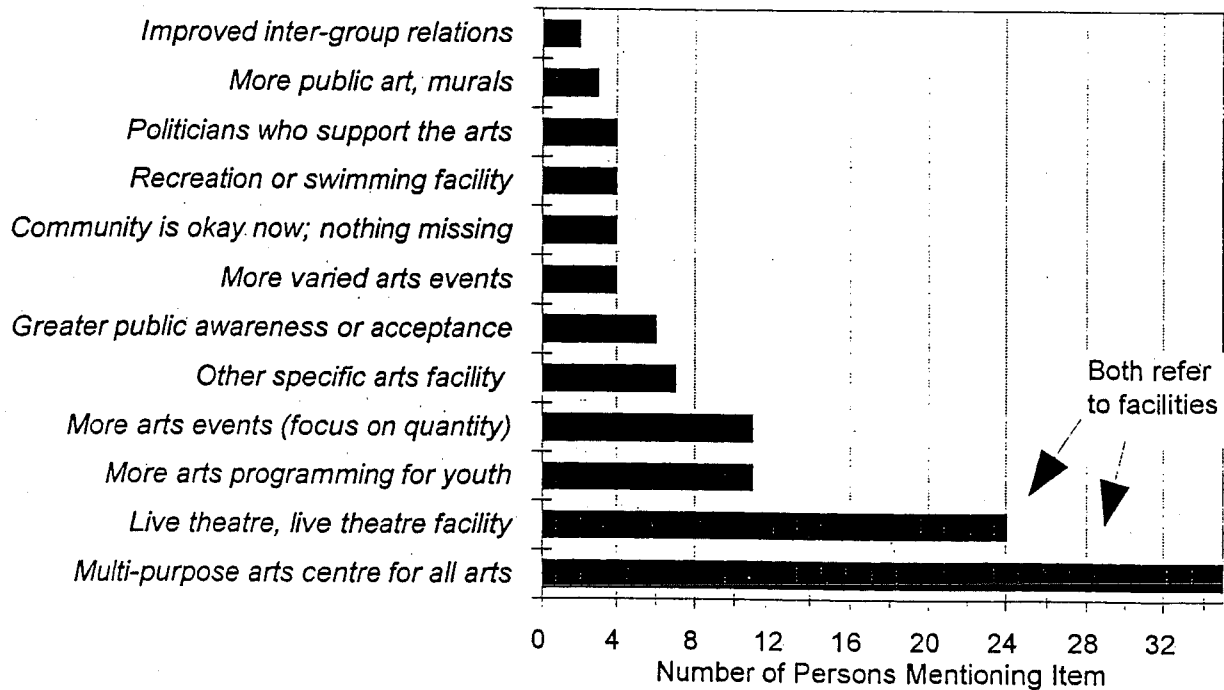
NEED FOR PUBLIC MULTI-PURPOSE ARTS CENTRE



BARRIERS TO PARTICIPATION IN LOCAL CULTURAL EVENTS



WHAT'S MISSING IN COMMUNITY TO MAKE IT MORE INTERESTING



LIST OF REFERENCE DOCUMENTS

1. District of Maple Ridge
Parks, Recreation and Cultural Master Plan
Professional Environmental Recreations Consultants Ltd. (P.E.R.C.)
August 15, 1991
2. District of Pitt Meadows
Parks Recreation and Culture Master Plan (P.E.R.C.)
August 15, 1989
3. A Tourism Impact Study and Implementation Plan for Tourism Pitt Meadows
The Cascadia Group
1996
4. Ridge Meadows Arts & Cultural Policy & Plan
(Compilation of Survey and Inventory Results)
Information Packet of Supporting Material
August 22, 1996 (55 Pages)