



*ADDITIONAL  
AGENDA*



*FOR THE REGULAR MEETING OF RED DEER CITY COUNCIL*

*TO BE HELD IN THE COUNCIL CHAMBERS, CITY HALL*

*MONDAY, JULY 30, 2007*

*COMMENCING AT 3:00 P.M.*



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**(1) REPORTS**

1. Culture Superintendent – Re: *Provincial Development of a Cultural Policy for Alberta*

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RECREATION, PARKS & CULTURE

**Date:** July 26, 2007  
**To:** Kelly Kloss, Legislative and Administrative Services  
**Cc:** Colleen Jensen; Greg Scott  
**From:** Kristina Getz, Culture Superintendent  
**Subject:** Provincial development of a Cultural Policy for Alberta

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**Background:**

The attached position paper has been developed for The City of Red Deer in response to the Alberta Government's request for public feedback on a cultural policy for Alberta.

**Discussion:**

The Province of Alberta's Tourism, Recreation, Parks and Culture department is currently in the process of developing a cultural policy for Alberta. Their news release on the subject says that they have done preliminary consultation with Albertans that has allowed them to define draft outcomes, priorities and strategies.

The news release states, "Albertans see 'culture' as having a very broad definition that includes the arts, Alberta's historical and natural heritage, multiculturalism and diversity, and sport and recreation. Based on this definition, various components of a cultural policy have been drafted including the key outcomes, priorities, and strategies." ("Province seeks input from Albertans to develop cultural policy" - June 29, 2007). Attachment A outlines the Government of Alberta's proposed key components of a cultural policy for Alberta.

The government is now asking Albertans to fill out an online questionnaire evaluating and commenting on the draft. The Province will use the feedback to guide them in the next steps of the cultural policy development. Their consultation has not specifically included gathering input from municipalities across Alberta as to their role in the cultural development of the province, or what they see as priorities.

As key stakeholders in the support and development of culture in Central Alberta, The City of Red Deer should have input into the development of a provincial policy.

**Recommendation:**

That Council for The City of Red Deer forward the attached position paper to the Honourable Hector Goudreau, Minister of Alberta Tourism, Parks, Recreation and Culture, which outlines The City's priorities for a provincial policy.

**THE CITY OF RED DEER  
POSITION PAPER  
ON  
CREATING A CULTURAL POLICY FOR ALBERTA**

"Culture is that which connects individuals to their communities, communities to their provinces, provinces to the nation, and nations to other nations" (Creating a Cultural Policy for Alberta 2007 survey).

The City of Red Deer is pleased to see the Province of Alberta's commitment to developing a cultural policy. As an important stakeholder in the development of a cultural policy for our Province, we offer our comments for inclusion in your information-gathering work.

Municipalities play a vital role in fostering growth and improvement in cultural activities, and in connecting individuals with their communities. The City of Red Deer is committed to developing a community that nurtures cultural activities and the creation and celebration of arts and heritage. Our work includes building social and economic capacity in the arts that contributes to a strong quality of life in our community. We believe strongly in the value of consulting with stakeholders when developing community plans that will impact them.

In recognition of the vital roles arts and culture play in developing a healthy, well-balanced and vibrant community, The City of Red Deer developed a Community Culture Master Plan in 2000. The plan was created with extensive community consultation and has informed The City's cultural planning since its inception. It is currently being updated. The City's Recreation, Parks and Culture department recently underwent a reorganization that embraces a community development focus; this focus reaffirms and builds on the consultative processes The City is committed to employing.

The City of Red Deer believes that strong communities build a strong province, and that supporting culture development is a means to achieve this. To that end, we believe that it is vital that The City of Red Deer's priorities for a cultural policy be included in the information gathered by the Province.

Municipally, our priorities for a provincial cultural policy include:

- Support for cultural events, services and programs that benefit our communities socially and economically.
- Support for communities to develop their capacity in the area of culture. This includes providing leadership, encouraging cooperation and supporting the delivery of programs and services.
- Intra- and inter-community awareness and marketing of culture.
- Support for communities and organizations in their development of spaces and places for culture.

## **Proposed Key Components of a Cultural Policy for Alberta**

### Strategic Priorities

- Foster growth and improvement in cultural activities that contribute to the quality of life in Alberta
- Ensure that all Albertans have the opportunity to join in the full range of cultural experiences in the province
- Protect the long-term integrity of our cultural foundation for the enrichment of ourselves and our visitors

### Strategies

Recognizing that culture defines our identity and informs our future, the Government of Alberta affirms its commitment to:

- Build the capacity of the arts sector and promote opportunities for Albertans to access and engage in the visual and performing arts
- Support professional and community-based heritage, recreation and sport organizations that provide the foundations for cultural experiences and expression
- Preserve and present Alberta's natural heritage and human history as a shared foundation for culture
- Facilitate First Nations, Métis, Inuit and other distinct communities in expressing culture and sharing their perspective and languages
- Use new technology to strengthen our ability to share and experience culture
- Demonstrate the role of culture in health, wellness, education, justice, environment, tourism, and community
- Reinforce the critical role of volunteers in our communities
- Collaborate with communities (both urban and rural), industry and municipal and federal governments to improve conditions for creativity

### Outcomes

- Albertans explore and express their culture and that of their neighbours, communities and province
- Albertans have a greater awareness and appreciation for culture and its benefits to society and the economy
- Albertans endorse the government's support of culture
- Alberta has a high quality of life and is recognized as innovative, competitive and able to attract visitors and retain new residents

Legislative &amp; Administrative Services

**DATE:** July 31, 2007  
**TO:** Kristina Getz, Culture Superintendent  
**FROM:** Kelly Kloss, Legislative & Administrative Services Manager  
**SUBJECT:** Provincial Development of a Cultural Policy for Alberta

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*Reference Report:*

Culture Superintendent, dated July 26, 2007

*Resolutions:*

*"Resolved* that Council of the City of Red Deer having considered the report from the Culture Superintendent, dated July 26, 2007, re: Provincial Development of a Cultural Policy for Alberta, hereby endorses the position paper outlining The City's priorities for a provincial policy, as presented to the July 30, 2007 Council meeting, and agrees to forward the paper to the Honourable Hector Goudreau, Minister of Alberta Tourism, Parks, Recreation and Culture."

*Report Back to Council:* No*Comments/Further Action:*

Please forward the above referenced paper, under the Mayor's signature, to the Honourable Hector Goudreau, Minister of Alberta Tourism, Parks, Recreation and Culture.



Kelly Kloss  
Manager  
/chk

c Director of Community Services  
Recreation, Parks & Culture Manager