

# Memo



**Date:** March 16, 2011  
**File:** 1620-10  
**To:** City Manager  
**From:** S. Kochan, Cultural Services Manager  
**Subject:** 2011 Arts & Culture Summit

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**Recommendation:**

THAT Council receives, for information, the report from the Cultural Services Manager dated March 16, 2011 with respect to the 2011 Arts & Culture Summit.

**Purpose:**

The Cultural Services Branch is organizing a two day regional Arts & Culture Summit in Kelowna on April 8 and 9, 2011. This report provides information about the Summit and opportunities for members of Council to attend and participate.

**Background:**

In the last several years, 2010 Legacies Now organized a number of regional Arts Summits throughout the province, designed as learning exchange and networking events for the arts and culture community.

A Summit was originally planned for Kelowna in October, 2010, but the timelines for the closure of the 2010 Legacies Now office intervened and planning was affected. Staff from 2010 Legacies Now approached Cultural Services and offered funding to the City of Kelowna to host a Summit in 2011.

\$20,000 was provided to Cultural Services by 2010 Legacies Now as a one-time grant in support of the event, with direction to:

- 'Offer a networking opportunity to artists working in all genres and disciplines, arts organizations including arts councils, arts presenters, museum and gallery representatives, facility managers, students, businesses and government representatives;' and
- 'Provide professional development to enhance the skills, knowledge and expertise of those working in the sector, as well as to strengthen regional networks to encourage increased communication, collaboration and cooperation.'

An information package about the Summit, including schedule, session details and registration form(s) is attached as Appendix A. All information is posted at [www.kelowna.ca/culture](http://www.kelowna.ca/culture).

**Highlights:**

- a) Council is encouraged to attend any or all of the Summit. Council's participation in Session 1 on the morning of Friday, April 8 would be most welcome. Community engagement specialist Paul Born will deliver a keynote address followed by a facilitated

dialogue between the political, business and cultural communities, with a goal to identify specific and tangible ideas about how they can more effectively connect and work together on common goals. The first 100 full registrants for the Summit will receive a free copy of Paul Born's book *Community Conversations*.

More information: <http://tamarackcommunity.ca/g4s113.html#bio>

- b) Sojourn Theatre of Portland, Oregon is featured regularly at conferences and universities as a 'best practice model' for arts-based civic dialogue projects. They will be involved in 2 sessions at the Summit: a presentation for local artists about their work on the afternoon of Friday, April 8, and as facilitators for an interactive session on Saturday, April 9, designed to generate ideas about how groups in the region can increase their collaboration.

More information: [www.sojourntheatre.org](http://www.sojourntheatre.org)

- c) Kelowna is now officially designated as a PechaKucha City! This global phenomenon, now occurring in over 370 cities worldwide, provides a '20 x 20' format for bringing creative people together to share their work. Each presenter gets exactly 6 minutes and 40 seconds to share 20 images, with 20 seconds of narration per image. The inaugural PechaKucha Night Kelowna is the final event of the Summit, starting at 5:30 pm on Saturday, April 9, at The Habitat.

More information: [www.pecha-kucha.org](http://www.pecha-kucha.org)

**Internal Circulation:**

Director, Recreation & Cultural Services  
Director, Community & Media Relations  
General Manager, Community Services

**Existing Policy:**

This report is submitted pursuant to Council Cultural Policy 274. Sessions in the Summit were planned to respond to concerns and ideas raised by the community during 2010 public consultations for the Cultural Plan. The Cultural Plan will be presented to Council in the near future.

**Financial/Budgetary Considerations:**

Costs relating to the event will be paid from the 2010 Legacies Now grant and existing Cultural Services budget.

**Personnel Implications:**

Volunteers from the community will be involved throughout the event, along with Recreation & Cultural Services staff.

**External Agency/Public Comments:**

Throughout the planning of the Summit, Cultural Services met and consulted with stakeholders involved in the local cultural community, including the Economic Development Commission, Central Okanagan Foundation, Arts Council of the Central Okanagan, Ballet Kelowna, Okanagan Symphony Orchestra, Kelowna Museums, Rotary Centre for the Arts, Kelowna Art Gallery, Festivals Kelowna and Kelowna Main Branch Library.

**Community & Media Relations Comments:**

Cultural Services staff have been working closely with Community & Media Relations staff regarding promotion of the event, including paid advertising, media releases, website and Facebook presence, and print materials.

CBC Radio One Kelowna is engaged as the exclusive media partner for the event. This partnership provides event promotion and the involvement of CBC Radio One staff in the event, as well as interviews and new stories.

**Considerations not applicable to this report:**

Legal/Statutory Authority  
Legal/Statutory Procedural Requirements  
Alternate Recommendation

Submitted by:



S. Kochan, Cultural Services Manager

Approved for inclusion:



Director, Recreation & Cultural Services

cc: Director, Recreation & Cultural Services  
Director, Community & Media Relations  
General Manager, Community Services

**2011 ARTS & CULTURE SUMMIT: CREATIVITY & COMMUNITY**  
**SESSION INFORMATION**

**FRIDAY, APRIL 8, 2011**

9:00am - 10:00am

**Registration & Information Exchange**

*Laurel Packinghouse*

Attendees who have literature to share are encouraged to leave materials on the Information Exchange tables that will be set up at the Laurel Packinghouse on Friday, April 8, 2011. Please bring no more than 100 pieces and remove all remaining materials at the end of the day.

10:00am - 1:30pm

**Session 1: C<sup>3</sup> Creativity, Commerce & Community**

*Laurel Packinghouse*

**Paul Born, Tamarack Institute for Community Engagement**

**Paul Born** is a motivational, inspiring, informative and often humorous speaker who loves the power of stories. As Director of the Tamarack Institute for Community Engagement in Waterloo, ON, and author of three books, he has extensive experience in helping organizations and communities develop new and sustainable ideas that motivate people to collaborative action. His work has been recognized with awards from the Conference Board of Canada, Imagine Canada and the Governor General of Canada.

Combining a keynote address, an interview and roundtable dialogue, this session will bring together artists, cultural organizations, business and political leaders to brainstorm the system changes needed to enhance cultural vitality in Kelowna. How can effective connections be established between the cultural and business communities? What are the shared objectives and what kinds of ideas and projects will fulfill them? Where will grassroots leadership emerge?

Includes lunch.

1:45pm - 3:30pm

**Session 2A:**

**Art as a Vehicle for Community Engagement**

*Kelowna Art Gallery*

**Sojourn Theatre: Rebecca Martinez & John Lenssen**

**Sojourn Theatre** is an ensemble of 10 core artists making new performance in Portland, OR and around the US. Sojourn is featured regularly at conferences and universities as a "best practice model" for arts-based civic dialogue projects. Sojourn artists, Rebecca Martinez & John Lenssen, will talk about Sojourn Theatre and how Community Engagement is one of the core functions of their business. Hear their story and share in the successes and challenges in the development of this model.

**Rebecca Martinez** is an award-winning choreographer and also works as an actor, director, singer, and dancer. **John Lenssen** is a consultant working with governmental agencies and school districts on issues of cultural competency and leadership.

1:45pm - 3:30pm

**Session 2B: Citizens Create Community:  
Volunteerism & the Non-Profit Sector**

*Laurel Packinghouse*

**Dawn Wilkinson, Community Information & Volunteer Centre, Kelowna Community Resources**

What do the trends in volunteerism tell us about how to recruit and manager volunteers? How can my nonprofit make changes to adapt? Where can I turn for help and what is available locally?

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Dawn's work history crosses business, government, university, and voluntary organizations. Dawn is passionate about supporting the non-profit sector's role in making our community a healthy and vibrant place to live, work and play.

4:30pm - 6:30pm

**Session 3: Partnership Speed Networking**

*Rotary Centre for the Arts - Atrium*

CBC Radio One Hosts

Inspired by speed dating but with a higher success rate! Join in on the fun of this productive networking activity. We'll warm up with some free time to socialize and move into a round of speed networking. Here is your opportunity to find potential partners, collaborators, spaces, goods and services. What have you been looking for? What can you provide to a potential partner?

**SATURDAY, APRIL 9, 2011**

9:00am - 10:30am

**Session 4A:**

**Public Art: The Anatomy of a Winning Proposal**

*The Habitat*

Amanda Parks, Chair, City of Kelowna Public Art Committee

Tracy Lundberg, Senior Buyer, City of Kelowna

Public Art commissions can be high profile and lucrative contributions to an artist's career. Building a good proposal is key to success. Find out what public art review panels are looking for in a proposal and learn more about how the process works.

9:00am - 10:30am

**Session 4B: Shared Space: The HiVE Vancouver**

*Kelowna Art Gallery*

Jeremy Murphy, Director, Sustainability Solutions Group & Co-founder of The HiVE

The HiVE is an inspired shared work and creative space for organizations & individuals working in the sustainability & creativity sectors. A dynamic, cafe-like studio culture facilitates collaboration between people who wouldn't normally have the opportunity to work together. The HiVE is comprised of a diverse membership base: artists, small social enterprises, mid-size NGOs and green businesses who need occasional desks and services, permanent desks or a collection of desks and meeting spaces. Members save money through sharing business equipment, telecommunications, receptionist, meeting spaces, event spaces, kitchen, lounge and storage amenities. The HiVE is a working space, a meeting space, a social space and an events space. A centre for Vancouver's creativity and sustainability-minded people, The HiVE is soon to be the heart of creative and innovative capitals for the region.

10:45am - Noon

**Session 5A: Copyright for Artists**

*The Habitat*

Martha Rans, Artists Legal Outreach

This session will help you answer questions like: What is copyright and how does it apply to my art? What is the impact of the digital age on artists' copyright? How do I deal with copyright infringement?

Martha Rans has been practicing law since 1995 and has acted for artists in all disciplines. Martha is the founder and current Legal Director of the Artists Legal Outreach at the Alliance for Arts, a volunteer-run community clinic providing access to legal information and advice for artists and arts organizations.

Following the session, Martha is offering an Artist Legal Outreach clinic for one on one consultation by donation.  
[www.artistslegaloutreach.ca](http://www.artistslegaloutreach.ca)

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10:45am - Noon

**Session 5B: Fund Development**

*Kelowna Art Gallery*

Leanne Hammond Komori, Central Okanagan Foundation

Larry Widmer, CFDC of Central Okanagan

Shrinking government support means groups must be increasingly creative in their approach to funding. A balance between grants, planned giving, legacy gifts, fundraising events, foundation support, and earned income are often necessary to attain sustainability. Learn about each of these approaches as well as effective business development based on a solid understanding of your market. What do non-profit organizations need to know when they are preparing proposals and plans for major projects? What are the most common problem areas and what new tools and programs are available to assist?

Leanne Hammond-Komori has been the Executive Director of the Central Okanagan Foundation since 2006 and has seen the Foundation's endowment double in that time. Leanne's expertise is in fund development, donor relations and media relations. Larry Widmer is General Manager of Community Futures Development Corporation of Central Okanagan and has over 20 years of self employment and organization development experience specializing in business development and planning.

1:30pm - 3:00pm

**Session 6A: Artist Survival Skills**

*The Habitat*

Chris Tyrell

Hill's Strategies Research Inc., Canada's foremost cultural statisticians, has identified three BC communities as having the densest population of artists in Canada. This level of competition for buyers and exposure in our province, plus the impact of the steep decline in non-essential expenditures, means that visual artists with ambitions to sell their work must be more strategic than ever about how they conduct their creative business. In this workshop, Chris will discuss business practices that are working well for contemporary visual artists.

Chris Tyrell established an internationally recognized art gallery for photography and has administered over sixty public art exhibitions. He has won two Business and the Arts Awards for his writing about the visual arts in Canada. He is currently an instructor of Professional Development for Visual Artists in Emily Carr University of Art + Design. He is the author of two books on career management for Canadian visual artists. His book *Artist Survival Skills* will be available for sale and signing at the Summit.

1:30pm - 3:30pm

**Session 6B:**

**Media Spotlight: Achieving Success with Media**

*Kelowna Art Gallery*

Keirsten Provost & Derek Hinchliffe

Non-profit organizations work closely with media on a daily basis, whether it's promoting a program or telling a story about community impact. But occasionally, organizations may also find themselves on the receiving end of a media inquiry that needs a quick and strategic response. Our media insiders have decades of experience to share. Hear the stories, get practical tips and ideas, and exercise your media muscles in some hands-on activities.

Keirsten Provost is a media consultant, professional artist, and former host, anchor and producer for Global Television. Derek Hinchliffe joined CHBC Television in 1982 and has worked his way from a general assignment reporter clicking away on a typewriter to his current position as News Director, overseeing a staff of 25 reporters, producers and camera operators.

3:30pm - 5:30pm

**Session 7: C<sup>4</sup> Collaboration**

*The Habitat*

Sojourn Theatre: Rebecca Martinez & John Lensen

Utilizing their unique style of facilitation, Sojourn Theatre will engage artists and organizations in a discussion about effective collaboration. Who should you connect with to further your art, further your organization, and

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enhance the cultural opportunities available to our community? What makes a successful collaboration or partnership? Why are more and more organizations and funders talking about collaboration?

5:30pm - 7:00pm

**Session 8: PechaKucha Night Kelowna**

*The Habitat*

PechaKucha is an international phenomenon, bringing creative people together to share their ideas in over 370 cities worldwide. It's a social event built around a simple presentation format: 20 images, 20 seconds of narration per image, for a total of 6 minutes and 40 seconds per presenter. This is the first of four PechaKucha Nights in Kelowna -come out, support our first 10 presenters and be a part of it!

2011 ARTS & CULTURE SUMMIT: C<sup>2</sup> Creativity & Community

FRIDAY APRIL 8, 2011

SATURDAY APRIL 9, 2011

TIME	CONCURRENT VENUE A Kelowna Art Gallery CREATORS TRACK	CONCURRENT VENUE B Laurel Packinghouse ORGANIZATIONS TRACK	TIME	CONCURRENT VENUE A the Habitat CREATORS TRACK	CONCURRENT VENUE B Kelowna Art Gallery ORGANIZATIONS TRACK
9am - 10am	Summit Check In, On site Registration, and Information Exchange <i>At the Laurel Packinghouse, 1304 Ellis St.</i>		9am - 10:30am	<b>Session 4A</b> Public Art: Anatomy of a Winning Proposal Amanda Parks & Tracy Lundberg	<b>Session 4B</b> Jeremy Murphy from HiVE (Vancouver shared space)
10am - 1:30pm	<b>Session 1</b> Welcome C <sup>3</sup> Creativity, Commerce & Community = Quality of Life <i>(includes lunch)</i> Paul Born, Tamarack: An Institute for Community Engagement <i>At the Laurel Packinghouse</i>		10:45am - Noon	<b>Session 5A</b> Copyright for Artists Martha Rans	<b>Session 5B</b> Fund Development Leanne Hammond Kimori, Central Okanagan Foundation Larry Widmer, CFDC of Central Okanagan
1:45pm - 3:30pm	<b>Session 2A</b> Sojourn Theatre: Art & Community Engagement Rebecca Martinez & John Lensen	<b>Session 2B</b> Citizens Create Community: Volunteerism & The Non-Profit Sector Dawn Wilkinson, Kelowna Community Resources	Lunch	Artist Legal Outreach by donation, Martha Rans	Presentation re: City of Kelowna Cultural Plan
3:45pm - 4:30pm	Open Studios/Public Art Tour / Cultural District Tour (optional)		1:30pm - 3pm	<b>Session 6A</b> Artist Survival Skills Chris Tyrell	<b>Session 6B</b> Media Spotlight: Achieving Success with the Media Keirsten Provost Derek Hinchliffe
4:30pm - 6:30pm	<b>Session 3</b> Partnership Speed Networking <i>At the Rotary Centre for the Arts (Atrium), 421 Cawston Ave.</i>		3:30pm - 5:30pm	<b>Session 7</b> C <sup>4</sup> Collaboration Rebecca Martinez & James Hart Sojourn Theatre <i>At The Habitat, 248 Leon Ave.</i>	
	Check out our 'Insider Tips' for dining and entertainment options on Friday and Saturday evenings.		5:30pm - 7:00pm	<b>Session 8</b> (open to the public) PechaKucha Night Kelowna featuring up to 10 artists/designers each artist shows 20 images, 20 secs per image <i>At The Habitat</i>	

 Creators Track  Organizations Track  Sessions of the Whole

Detailed session descriptions inside the Summit brochure.



### 2011 ARTS & CULTURAL SUMMIT PARTICIPANT INFORMATION

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Web/Facebook/Blog: \_\_\_\_\_



First 100 registrants for the full 2 days will receive a copy of Paul Borne's book, *Community Conversations*! Don't miss out, register today!

### PROGRAM REGISTRATION INFORMATION

I am registering for: Please circle  
 Full Summit: 2 days April 8-9, 2011 \$75  
 One day either  Friday April 8 OR  Saturday April 9 \$40  
*Includes lunch* Dietary Restrictions: \_\_\_\_\_

Or  
 Individual Sessions available Friday April 8, 2011  
 1- C3 Creativity, Commerce & Community (*includes lunch*) \$35  
 2A - Art & Community Engagement \$25  
 2B - Non-profits & Volunteerism \$20  
 3 - Partnership Speed Networking (see note) FREE\*

Individual Sessions available Saturday April 9, 2011  
 4A - Public Art: Anatomy of a Winning Proposal \$20  
 4B - Shared Space: The HiVE \$25  
 5A - Copyright for Artists \$25  
 5B - Fund Development \$20  
 6A - Artist Survival Skills\*\* \$25  
 6B - Media Spotlight: Achieving Success \$25  
 7-C4 Collaboration FREE\*  
 PechaKucha Night Kelowna (open to the public) FREE\*

Total Registration Costs: \$ \_\_\_\_\_

#### Volunteer!

Volunteer for a minimum of 4 hours and receive your Summit registration free!

Volunteers are needed throughout the Summit to help provide information and assistance to delegates and facilitators.

YES, I would like to volunteer for the following:

- Friday morning  Friday afternoon  
 Saturday morning  Saturday afternoon

### PAYMENT INFORMATION

#### METHOD OF PAYMENT

Visa  Mastercard  Cheque  Cash  
*Please make cheques payable to the City of Kelowna*

Card #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*FREE sessions need to have completed the registration form to attend  
 \*\*Chris Tyrell's book, *Artist Survival Skills* will be available for sale and signing during the Summit.

Please print off form and fax to 250 862-3368 or email to [smoore@kelowna.ca](mailto:smoore@kelowna.ca).

# PechaKucha Night™

## KELOWNA 1

Saturday, April 9, 2011

Part of the [2011 Arts & Culture Summit](#)

Starting at 5:30 pm

The Habitat

248 Leon Avenue, Kelowna  
No cover charge - open to the public

PechaKucha Night was devised in Tokyo in February 2003 as an event for young designers to meet, network, and show their work in public.

It has turned into a massive celebration, with events happening in hundreds of cities inspiring creatives worldwide. Drawing its name\* from the Japanese term for the sound of conversation ("chit chat"), it rests on a simple presentation format: 20 images x 20 seconds.

It's a format that makes presentations concise, and keeps things moving at a rapid pace.

We're putting out the call for 10 presenters.  
*The deadline is March 31.*

A good PechaKucha Night is like a box of chocolates - no two presentations are the same, but they're all tasty!

\*(it's pronounced [petch-AH-koo-chah](#))

### Interested? Follow these easy steps:

- 1) Go to <http://www.pecha-kucha.org/what> and read the FAQs
- 2) Then, go to <http://www.pecha-kucha.org/presentations/> and view a few presentations from other PechaKucha Nights
- 3) Read through the PechaKucha Terms of Use at <http://www.pecha-kucha.org/terms-of-use>
- 4) Think you've got what it takes? Fill out the entry form and email Stephanie Moore by March 25, [smoore@kelowna.ca](mailto:smoore@kelowna.ca)
- 5) Stephanie will confirm your participation and send you the template - insert your images and email the file back **no later than March 31**

Not wanting to present this time around?  
We need an audience!  
Come out and support our inaugural event!

Yes! I want to present at PechaKucha Night Kelowna!

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov.: \_\_\_\_\_ PC: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

I have read the Terms of Use on the PechaKucha website

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*PechaKucha Night - devised and shared by Klein Dytham architecture*

*PechaKucha Night Kelowna 1 is part of the [2011 Arts & Culture Summit](#)*



KLEIN DYTHAM