

COMMUNICATIONS

Open Committee Discussion

Arts Advisory Committee
July 7, 2022

Introduction

In response to the question as to how best proceed with the “Standing Reports and Updates” section of the AAC agenda, it was decided to launch a series of informal Committee discussions around issues and ideas related to the local arts and cultural sector.

As a way to focus the discussions, it was recommended that they be structured around the five goals identified in the Arts Strategy.

For the July meeting, the discussion will focus on **Communications**.

Please come to the meeting prepared to share your thoughts, reflections and insights.

Arts Strategy GOALS

A central goal identified in the Arts Strategy is to increase public awareness of the arts:

Communicate:	Increase public awareness of the arts
Nurture:	Cultivate support for artists and develop audiences
Include:	Increase inclusion and accessibility in the arts
Generate:	Create economic opportunities and increase contribution to the arts
Innovate:	Embrace and encourage innovative ideas

The Arts Strategy notes that a successful and vibrant arts community requires a robust and adaptive arts communications platform.

Discussion Questions

How do we strengthen communications models and methods to build awareness of the arts in New Westminster?

Is a centralized digital arts calendar a relevant and sustainable communications tool?

What other communications tools are important?

What key gaps or challenges related to communications do you feel are most important to address?