

Cultural policy

MRC de
La Côte-de-Gaspé

Art and
culture... enjoy

The first cultural policy was adopted on May 12, 2010.
This revised policy was adopted on July 8, 2020.

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The committee would like to thank all the citizens, artists, artisans, cultural workers, elected officials and volunteers who helped update the MRC de La Côte-de-Gaspé's cultural policy.

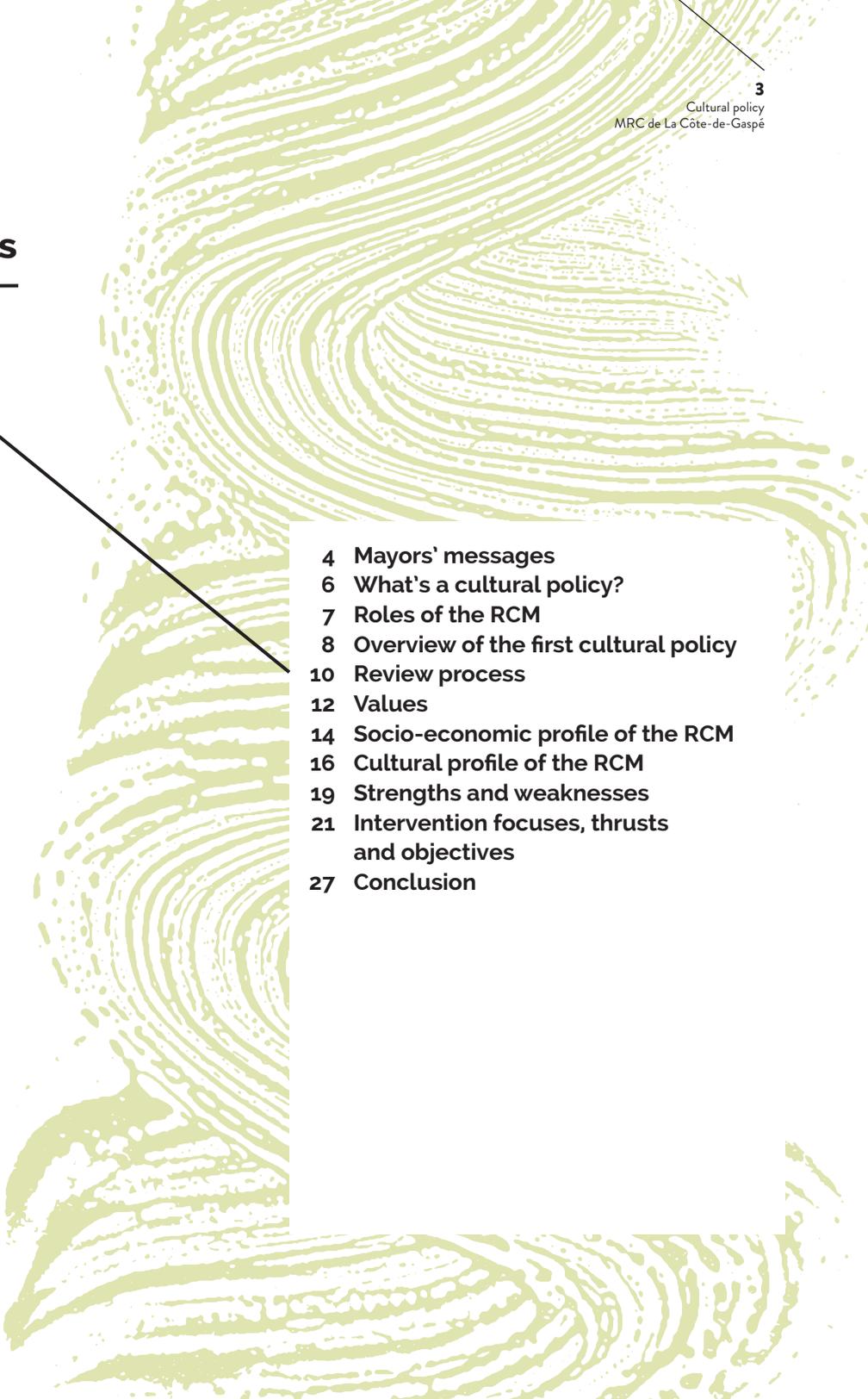
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Mayors' messages



Daniel Côté,
Prefect of the MRC
de La Côte-de-Gaspé
and Mayor of Gaspé

We are proud to present La Côte-de-Gaspé's new cultural policy. Culture is the identity of a population. It is our colour, our flavour. It is the mountains and the sea that flow in our veins and inspire images, songs, tastes and accents. It is also the fruit of our openness to the world. Our cultural fabric deserves a vision and orientations that emanate from this cultural policy, a policy adapted to the reality and specificities of our territory. A heartfelt thank you to all the actors who have laid down the foundations for this approach and the successful achievements expected from it!



Noël Richard,
Deputy Prefect of
the MRC de La Côte-
de-Gaspé and Mayor
of Grande-Vallée

Our MRC has revised its cultural policy to more closely address the new realities of our communities. This policy will allow all citizens of our villages and towns to be the actors central to the cultural development of our territories. Culture, in all its forms, is an essential element that enhances the quality of life of our citizens and allows our communities to radiate their creative spirit throughout Québec and elsewhere. A special thank you to the volunteer committee and the RCM employees who worked so hard to revise this policy.



Délisca Ritchie-Roussy,
Mayor of
Murdochville

The MRC de La Côte-de-Gaspé has had a cultural policy since 2010 to guide cultural development in the area it serves. It is both a public and political gesture of recognition of the role culture plays in the development of a community. The review of this policy has mobilised numerous people, driven by a common goal to showcase the cultural dynamism of each of the RCM's communities. On behalf of the municipal council and the community of Murdochville, I would like to thank and congratulate these individuals who have contributed their expertise to the revision and implementation of this policy.



Michèle Fournier,
Mayor of
Cloridorme

We are proud to present this new version of the MRC de La Côte-de-Gaspé's cultural policy. This policy is inspired by our rich heritage, coloured by our history and enhanced by the presence of a remarkable cultural dynamism in the region. I would like to take this opportunity to thank and congratulate all those who contributed to the development of this new version of the policy, as well as everyone who participates passionately in the cultural life of our communities in La Côte-de-Gaspé.



Mélanie Clavet,
Mayor of
Petite-Vallée

With the ever-strengthening cultural vitality of our RCM, it goes without saying that it had become essential to update this cultural policy in order to foster the accessibility of arts and culture. Its thrusts are perfectly in line with the needs, expectations and challenges of the coming years in terms of culture and art. I am proud of the cultural vitality that exists throughout our RCM, but also in our municipality where such pillars as the Village en chanson boost the region's outreach by encouraging the diversity and accessibility of various artistic and cultural media. It is therefore with great pleasure that I join my colleagues in supporting this renewal. Hats off to the people who have worked together to offer us this policy!

What's a cultural policy?

“ **A cultural policy is a political and public gesture of recognition of the importance of culture in the development of a community; it is the linchpin of an action strategy [...] to develop culture and communications, with a view to ensuring greater integration and better planning of activities that seek to improve the quality of life.** ”

Ministère de la Culture et
des Communications du Québec, 2017

Québec's new cultural policy, *Partout la culture*, adopted in 2018, informed La Côte-de-Gaspé's revamped policy, particularly with regard to its first three thrusts which aim to “contribute to individual and collective fulfillment through culture”, “shape an environment conducive to the creation and promotion of arts and culture”, and “energise the connection between culture and territory”.

In revising its cultural policy, the MRC de La Côte-de-Gaspé confirms its commitment to act and support the arts and culture.

The renewed cultural policy informs three major areas endeavour:

- Accessibility of arts and culture for all;
- Culture as a vector of identity, and of individual and collective development; and
- Culture as a driver of development.

Roles of the MRC de La Côte-de-Gaspé

To implement its cultural policy, the MRC de La Côte-de-Gaspé plays the following roles:

- Support local, citizen and municipal initiatives;
- Promote the territory;
- Coordinate cultural projects;
- Facilitate consultation and networking; and
- Ensure the implementation of the cultural policy.

Claude Côté, L'Anse-au-Griffon painter-watercolourist,
during the 2019 *Gribouille et Barbouille* activity.
Photo credit: Roger St-Laurent

Overview of the first cultural policy

The RCM's first cultural policy was adopted in October 2010 and was entitled ... *pour faire goûter l'art et la culture*. It set out the following priorities: promote reading, support the dissemination of local works, encourage training and closer ties between cultural stakeholders, bring creators and the population together, promote heritage and local identity, and support existing organisations and their projects.

This policy was implemented to great effect from 2010 to 2020. Projects were chosen with a view to acting on all of its thrusts. At least one endeavour was implemented for each thrust, with some inspiring as many as 30. The MRC de La Côte-de-Gaspé piloted the implementation of 52 actions, and financially supported the accomplishment of 106 projects by local organisations and artists.

Certain elements contributed to the implementation of the first cultural policy, and continue to be essential conditions for the RCM's on-going commitment to the cultural development of its territory:

- Retention of a professional human resource dedicated to culture;
- Signature of a cultural development agreement with the Ministère de la Culture;
- Financial investments dedicated to culture on the part of the RCM;
- Maintenance of a cultural development fund for community projects; and
- Cooperation with the Ville de Gaspé for a tripartite cultural agreement.



Some of the actions accomplished by the MRC de La Côte-de-Gaspé between 2010 and 2020 to implement its cultural policy:

- 1 discovery tour of the RCM's public works of art and 1 mobile application;
- 3 collections of illustrated stories;
- 6 editions of the Cultural Symposium;
- 3 little free libraries;
- 1 weekend open house of artists' studios;
- 20 radio capsules on local artists;
- 1 training session on cultural mediation in schools;
- 7 intergenerational cultural mediation workshops in Murdochville;
- 1 geo-rally exploring the RCM's remarkable landscapes;
- 1 training session on landscape heritage; and
- 135 cultural columns in community media.



Literary sundowner *Quelles pastilles vous lisez*, Ville de Gaspé
Photo credit: Roger St-Laurent



Ms. Johanne Gleeton's class, Saint-Majorique school, winner of the literary contest *Ton mot à dire*.
Photo credit: Johanne Gleeton.

Review process

The cultural policy review took place from January 2019 to June 2020. A review committee was formed following a call for nominations. It was composed of 11 artists and cultural stakeholders who met 7 times:

Aline Perry,
town councillor,
Ville de Gaspé;

Anne Nober,
arts and culture coordinator,
Vision Gaspé-Percé Now;

Camille Roy-Houde,
multidisciplinary performance
artist;

Geneviève Plourde,
recreation and culture facilitator,
Ville de Gaspé;

Isabelle Turbide,
visual artist;

Jean-Yves Dupuis,
commissioner, Commission
scolaire des Chic-Chocs;

Jessica Synnot,
manager, Vision Gaspé-Percé
Now, representing the English-
speaking community;

Johanne Murray,
general manager,
Manoir Le Boutillier;

Jonathan Jean,
cultural officer, Nation mi'gmaq
de Gespeg, representing
the Indigenous community;

Marie-Ève Trudel-Vibert,
author and editor,
Les Éditions 3 sista;

Martin Roussy,
general manager,
Musée de la Gaspésie.

The committee's work was coordinated by Julie Pineault, rural development, culture and communications officer at the MRC de La Côte-de-Gaspé.

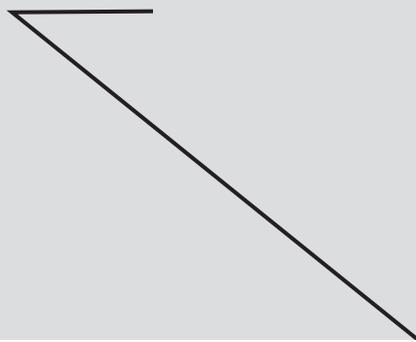
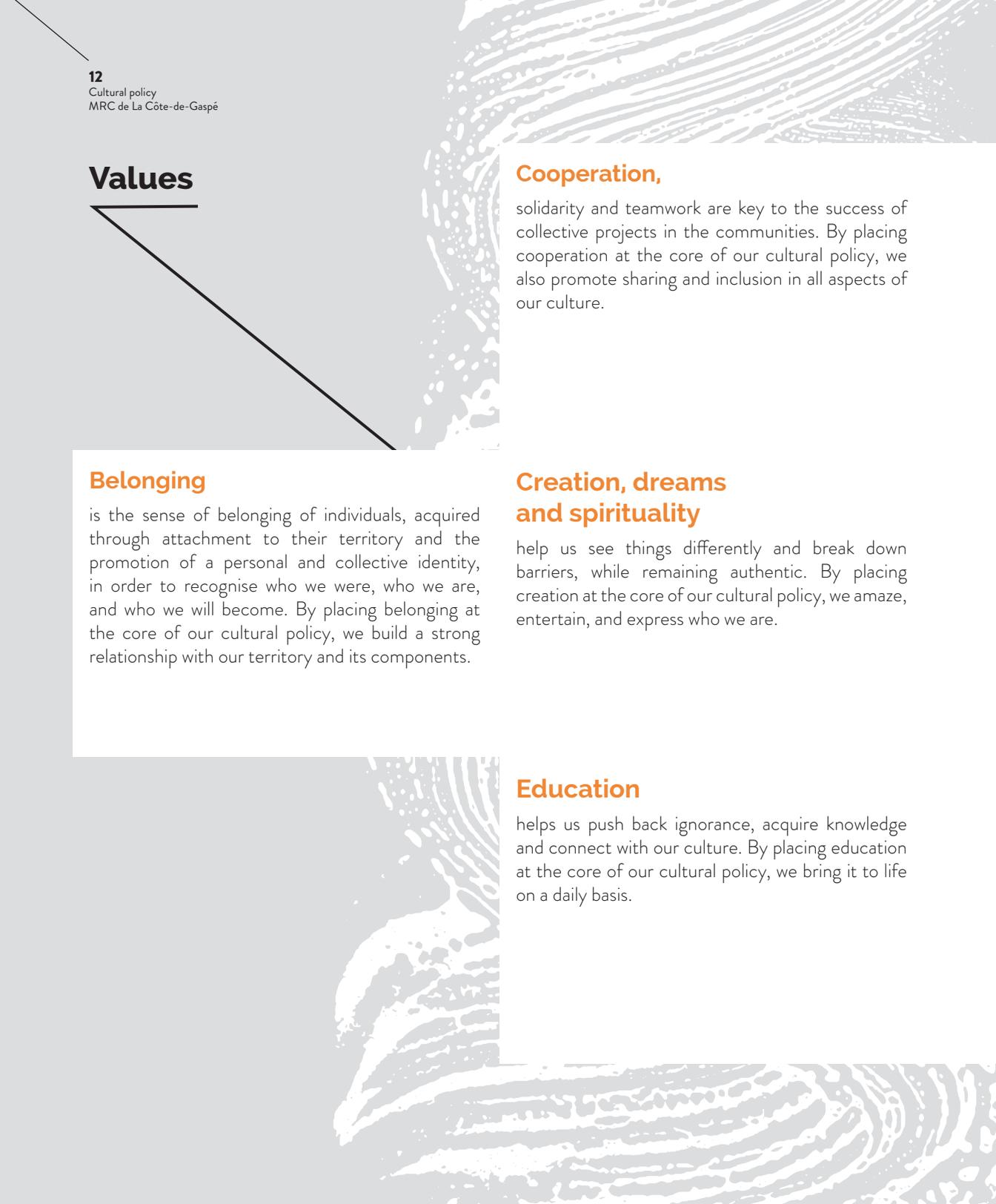


In order to ensure community participation in the review of the cultural policy, various consultation methods were used:

- Citizen survey to elicit citizens' expectations and perceptions of the cultural offer, from April 10 to 28, 2019, available in digital and paper versions, to which 240 people responded (174 Francophones and 66 Anglophones);
- Sectoral meeting with artists, artisans and cultural workers, in collaboration with Culture Gaspésie, with 24 participants, on May 1, 2019;
- Public consultations held on Monday, March 2, 2020 in Douglastown, on Friday, March 6, 2020 at the Centre Clairence-Minville in Grande-Vallée and on Wednesday, March 11, 2020 at the Nation mi'gmaq de Gespeg administrative centre in Saint-Majorique, where 50 citizens participated;
- On-line survey to validate the proposed focuses, thrusts and objectives, held between February 27 and March 18, 2020, to which 25 people responded.

The revised cultural policy was adopted by the RCM board of directors at its July 8, 2020 meeting.

Values



Belonging

is the sense of belonging of individuals, acquired through attachment to their territory and the promotion of a personal and collective identity, in order to recognise who we were, who we are, and who we will become. By placing belonging at the core of our cultural policy, we build a strong relationship with our territory and its components.

Cooperation,

solidarity and teamwork are key to the success of collective projects in the communities. By placing cooperation at the core of our cultural policy, we also promote sharing and inclusion in all aspects of our culture.

Creation, dreams and spirituality

help us see things differently and break down barriers, while remaining authentic. By placing creation at the core of our cultural policy, we amaze, entertain, and express who we are.

Education

helps us push back ignorance, acquire knowledge and connect with our culture. By placing education at the core of our cultural policy, we bring it to life on a daily basis.



Interactive exhibit at the Musée de la Gaspésie.
Photo credit: Julie Pineault

Family,

in all its forms, is a nucleus that connects us to our culture. By placing the family at the core of our cultural policy, we create a living environment where people take root.

Vitality

helps build a territory with strong communities. By placing vitality at the core of our cultural policy, we choose a living culture embodied by each individual.

Socio-economic profile of the MRC de La Côte- de-Gaspé

Located at the northeastern tip of the Gaspé Peninsula, the La Côte-de-Gaspé regional county municipality (RCM) is one of six RCMs in the Gaspésie-Îles-de-la-Madeleine administrative region. Its maritime coastline is home to the municipalities of Grande-Vallée, Petite-Vallée, Cloridorme and Gaspé, while the town of Murdochville and the unorganised territories of Rivière-Saint-Jean and Collines-du-Basque lie in the heart of its forested area.

Some 17,335 citizens live in the 4,088 km² of the RCM. People aged 45 and over account for 58% of the population, compared to 42% for those aged 44 and under.

The Mi'gmaq and European origins of the citizens can be discovered through family names, place names and the languages spoken. A significant portion of the population of La Côte-de-Gaspé, nearly 10%, has English as their mother tongue. The arrival and integration of people of immigrant origin is also a growing trend that contributes to enriching the social and cultural fabric of the RCM. Both this cultural mix and the geographic location make the MRC de La Côte-de-Gaspé a unique territory, rich in heritage and landscape, and open to the world.

Since the adoption of the first cultural policy in 2010, the socio-economic environment has evolved in many ways, and certain elements influence the deployment of culture in La Côte-de-Gaspé.

Thus, it is important to take into account the following elements:

- The territory's economic diversification over the past several years;
- The evolution of the tourism industry and its proximity to the cultural milieu;
- Demographics and their impact;
- New technologies and the rise of renewable energies;
- The relationship to the territory modulated by geographical realities;
- The development of new infrastructure of which the population must take ownership;
- The omnipresence of communication channels which serve to break isolation, promote cooperation and facilitate citizen participation;
- Openness and sensitivity to the Mi'gmaq culture, its uniqueness and its importance; and
- The awareness that all minorities are stakeholders in the culture and the community.



Cultural profile of the MRC de La Côte-de-Gaspé

Since 1982, the MRC has recognised culture as an important part of its development. It drew up its first cultural policy in 2010, and implemented it backed by a cultural development agreement signed with the Ministère de la Culture et des Communications du Québec. Since 2015, Ville de Gaspé has been a partner in the implementation of this now tripartite agreement.

La Côte-de-Gaspé territory is home to public infrastructure and facilities of a cultural nature, ranging from concert halls to public libraries and outdoor furniture, and more than 260 historic buildings, seven of which enjoy municipal, provincial or federal protected status. There are many dynamic non-profit organisations working in the cultural sector, including:

- 11 municipal libraries;
- 2 official presenters and a dozen alternative presenters;
- a dozen annual cultural events;
- an improvisation league;
- music schools;
- a dance school;
- two performing arts training camps;
- a broadcaster of auteur films;
- numerous choirs and musical ensembles;
- 4 community media; and
- a regional museum.

In addition, we would like to draw attention to the presence of professional and amateur artists and artisans, well established in their communities, who contribute to the cultural and artistic life of La Côte-de-Gaspé. A host of cultural activities are offered through the school network and by community organisations.

The cultural diversity of the territory makes it a very interesting place for exchange. Mi'gmaq, French, Acadians, Loyalists, Bretons, Basques, English, Jersey Islanders, Irish and Scots have made La Côte-de-Gaspé a unique region where traditions intermingle to form a rich multicultural landscape.

The distribution of the cultural offer within the territory, the many communication channels, the quality of the cultural activities and projects accomplished, the rich musical culture, as well as the strong social fabric formed around culture are all particularities that colour the region's cultural and artistic vitality. The tourism, education, economic and community sectors are all involved.



Sunrise show at Cap-Bon-Ami,
Festival Musique du bout du monde.
Photo credit: ricochetdesign.qc.ca

Show featuring works by artist Isabelle Turbide.
Photo credit: Agnès Kourio



Dance show for the general public, *Corps Amour Anarchie / Léo Ferré*,
by dance company PPS Danse, Centre de création diffusion de Gaspé
Photo: Camille Roy-Houde

Strengths and weaknesses

Strengths

- Numerous activities to encourage reading
- Strong musical culture
- Cooperation between cultural actors
- Strong rallying events attended by the population
- Number and diversity of artists, artisans and authors
- Rich history due to the presence of French, English, Mi'gmaq and immigrant communities
- Inspiring territory for creators
- Leadership and initiatives on the part of citizens and organisations

Weaknesses

- Fragility of volunteerism and funding
- Limited development of municipal libraries as they are currently structured
- Lack of knowledge of local cultural offer and resources
- Lack of artists' associations
- Challenge of attracting, retaining and training specialised human resources
- Ignorance of the rich history and local heritage
- Challenges associated with digital usage
- Unequal geographical or linguistic distribution of the cultural offer



Mi'gmaq culture within the Gaspé Indigenous community,
Gespeg Interpretation site.
Photo credit: Audet Photo

Intervention focuses, thrusts and objectives

Focus 1

Accessibility of arts and culture for all

Thrust 1.1

Value professional and amateur artistic practice.

Objectives:

- Support the development of accessible and quality venues;
- Promote the cultural offer and the resources available within the RCM; and
- Create opportunities for creators and the public to meet.

Thrust 1.2

Help improve literacy* and value its importance within the population.

Objectives:

- Make libraries a place for dynamic and creative exchange open to discovery; and
- Propose literary activities outside library walls.

Thrust 1.3

Create conditions conducive to cultural discovery and initiatives.

Objectives:

- Create tools that foster the use of cultural sites;
- Facilitate partnerships between cultural actors and the school environment; and
- Support cultural recreation initiatives.

* Literacy: Often associated with reading and writing, literacy is currently conceived in a broader way. In the French-speaking world, it corresponds to a set of attitudes, knowledge, skills and competencies related to the appropriation of the culture of the written word, which contribute to the development of each person's full potential (Hébert and Lépine, 2013).



Héritage guides at Manoir Le Boutillier
in L'Anse-au-Griffon
Photo credit: Ghislaine Roy

Focus 2

Culture as a vector of identity, and of individual and collective development

Thrust 2.1

Value art and culture for individual and collective development.

Objectives:

- Foster intergenerational and youth development projects;
- Support and value cultural mediation projects;
- Stimulate the cultural commitment of young people;
- Initiate, support and value projects that use culture as a means to bolster the social development of communities; and
- Stimulate networking between Anglophone, Francophone, Mi'gmaq and immigrant communities.

Thrust 2.2

Foster the preservation, promotion and transmission of heritage in all its forms.

Objectives:

- Make citizens aware of the richness of their heritage and history;
- Showcase the intangible heritage, traditional skills and languages;
- Promote the conservation and development of the built heritage; and
- Acquire tools that contribute to the enhancement of landscapes and their protection.



Performance by musicians Steve Boulay
and Mathieu Fournier
Photo credit: Gaspé, Birthplace of Canada

2019 *Grand Barbouill'art de Gaspé*,
Group of Gaspé Peninsula visual artists of the Gaspésie
Photo credit: Glenda Jean

Focus 3

Culture as a driver of development

Thrust 3.1

Support cultural actors within the community.

Objectives:

- Recognise and support the contribution of professional and amateur artists and artisans, cultural workers and volunteers in the community;
- Offer financial tools adapted to local cultural projects; and
- Create opportunities for cultural actors to meet in order to promote cohesion between actors from different cultural and artistic fields.

Thrust 3.2

Support local development through culture.

Objectives:

- Define and promote the cultural identity of La Côte-de-Gaspé;
- Support the development of cultural tourism;
- Promote exemplary projects put forward by local communities; and
- Foster the digital development of the cultural milieu.



Petite École de la chanson in Petite-Vallée.
Photo credit: Alexya Crêteau-Grégoire

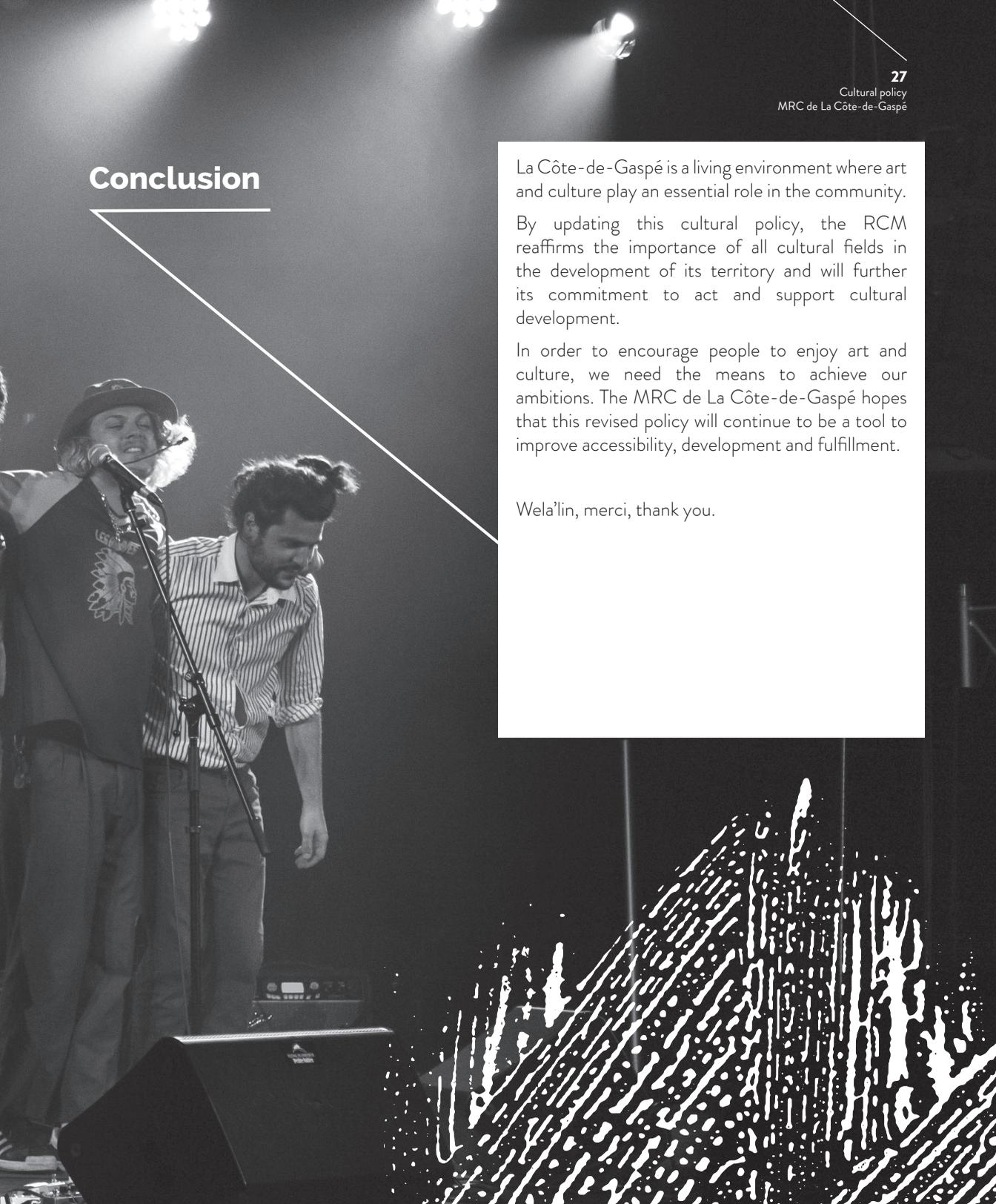
Conclusion

La Côte-de-Gaspé is a living environment where art and culture play an essential role in the community.

By updating this cultural policy, the RCM reaffirms the importance of all cultural fields in the development of its territory and will further its commitment to act and support cultural development.

In order to encourage people to enjoy art and culture, we need the means to achieve our ambitions. The MRC de La Côte-de-Gaspé hopes that this revised policy will continue to be a tool to improve accessibility, development and fulfillment.

Wela'lin, merci, thank you.





MRC
DE LA CÔTE-DE-GASPÉ