



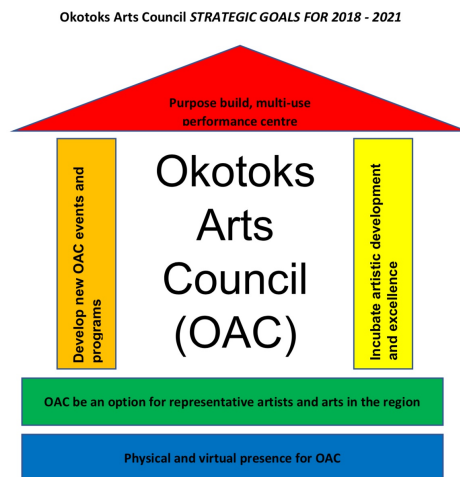
August 3, 2018

Dear Mayor Bill,

I wanted to take a moment to thank you again for taking the time to meet with myself, other directors and members of the Okotoks Arts Council in the past sixteen months. We figured it was time for a catch up!

We have undergone many developments at the board level in the last year and a half as we grow, complete the transition into full governance and learn to become operational.

In June of 2018, we approved our Strategic Plan, the priorities of which are:



GOAL 1: Incubate Artistic Development and Excellence.

GOAL 2: To Have a First Class, Purpose Built, State of the Art, Multi-Use Performance Centre that will Serve Southern Alberta.

GOAL 3: To develop new Okotoks Arts Council Events and Programs

GOAL 4: Build a Physical and Virtual Presence for the Okotoks Arts Council in the Region

GOAL 5: To Have the Okotoks Arts Council be an Option for Representative for Artists and the Arts in the Region

In aligning our strategic priorities with becoming operational in two primary areas:

- 1. Foundation Building**
- 2. Toward support and growth for artists and the arts in Okotoks**

we have engaged a facilitator with the Province of Alberta to help us carry this out.

We have had the benefit of two workshop sessions with a governance and arts specialist with two more scheduled through the remainder of 2018.

We are positioning ourselves as the umbrella arts group for the community and are actively strengthening civic, business/industry and local partnerships so that we may provide reliable:

**assistance
consultation
education
experience
expertise**

to all areas of the arts in Okotoks. With a large, multi-skilled board and, hopefully, a paid executive assistant and office space, we now have the means with which to be of better service to the arts community and community as whole.

Of course, all this foundational work isn't what we are now known for! As we launch the 2018 OAC event Enchanted Okotoks Oct 27th, it brings to heart and mind what we are doing, why we are doing it and who we are doing it for. If you haven't checked out our FB and INST pages we are doing all sorts of art things in the community - check it out!

Lastly, a performing arts centre or centres. This is our top strategic priority with everything building toward this goal. As evidenced in the latest presentation to Council on July 16th with yet another grass roots initiative to this end, many in the community are desperate to be heard on the need for space and are asking for a call to action. We have worked very hard to position ourselves to be responsive to that need as well as the need for:

**sustainable jobs
increase IT/light industry tax base
stay, play and age in place infrastructure
new economic pursuits in a changing province
community health and wellness**

Investing in the arts and the creative sector (eg. film, music, gaming industries) as well as the education infrastructure that often wants to build around them are a viable pursuit for solutions to some of our issues particularly as it relates to our economic health and future.

We are looking forward to working with new civic partners and other groups in the community toward shared goals such as facilities. Hence the reason to ensure that our municipal guiding documents such as the Cultural Master Plan for Arts and the MDP are robust enough to also encourage these developments to establish here from private industry. Together everyone is stronger and we are pleased to have prepared ourselves well to help others achieve their vision as well as our own.

We look forward to connecting with you all in the fall. I hope you enjoy the rest of this glorious summer!

Sincerely,

**Cheryl Taylor
President: Okotoks Arts Council**