

Capacity Model Discussion (Ellen's table) Afternoon session Tweed 2004

Valerie

Story of new community centre

- winter of 2001 roof of arena collapsed – luckily nobody was hurt
- saw it as opportunity to have something better
- town council just wanted to replace what they had
- citizens wanted more – got together – held public meetings, did surveys, formed steering committee and building committee – assessed capacity – applied for funding
- were successful to get provincial and federal money
- challenge to raise 1.5 million dollars
- would cost more than originally thought – it included NHL size arena, facility, gym, track...
- hired fundraising consultant – assessed all the assets in community
- developed committees – who could help
- reps from corporate, government, special events groups
- tried to make it a county wide initiative in order to be successful
- they did it – had several events, had an auction and dance and raised 70,000 in one day
- Have Anne Murray from community – she agreed to be honorary chair
- Opened in September
- Hope it will build culture and community and attract people to the community
- Worked very hard and was positive experience
- She was proud to be part of it
- She thinks core group could be mobilized again
- People worked together who you would never see socializing together
- Models work well – they needed to mobilize financial capital and when opportunity arose they drew on market/bureaucratic/communal and associative – led to positive outcomes both in terms of economic vitality and also social vitality
- Lots of hurdles, lots of applications, people objecting because didn't want taxes to go up
- Early indications so that it was the right thing to do

Essie

- years ago there was a well established ship yard
- council when she was mayor established historical society
- looking for things to reestablish income
- had bought old school and establish museum
- wanted to start boat building business
- are now building boats –
- now there is a project in the making where they are going to build breakwater where they accommodate small crafts – looking for funding
- some international interest

- hoping it will become major re-established project
- heritage society, government, futures committee
- some funding has been secured to build breakwater – without it small crafts will be at risk
- these are traditional skills that people in the community have
- draws on human and natural capital
- positive economic and social outcomes (cultural capacity and economic benefits)
- too early to say what the outcomes will be because the business hasn't really gotten off the ground yet

Cindy

- achieved building of Trans Canada Trail Pavillion – holds the names of donors from across Canada
- funding to help build the trail
- municipality, regional, provincial, national organizations, local foundation
- smallest community to get full funding for that
- challenge to get the pavilion here – see an opportunity from economic standpoint
- project was challenge and opportunity
- 300-400 people come out for unveiling – economic spinoffs
- now operate 70 km of trail – also working with 12 municipalities – 50 ministries
- work with many small towns
- economic spinoffs from users – accommodation, food, fuel
- multi-use trail
- outcome: people wanting to volunteer and get involved – a destination point for family who may be visiting – brought many municipalities together on a common project – 12 municipalities/counties working together
- challenge to figure out where to put it – everyone had different opinions – approved through council – only on public land – pavilion is in park on public land
- have worked with community groups in order to achieve objectives

Jeremy

- owns company who works to revitalize the community through youth (baby to 19 years of age)
- two months ago there was a huge issue about youth loitering, high pregnancy rate, youth volunteerism dropping off
- going through 7 year revitalization strategy
- getting to end of 'human capacity' strategy – what can we do for Tweed
- federal company in order to engage demographic not yet engaged in revitalization
- what do youth want to see in their community? How do they want to be involved? What makes them want to stay here?
- In Tweed, lots of high school drop outs after age of 16, go on to assistance and live through hand outs
- By the time they're 30 have 3 kids, alcohol problem

- Idea: creation of youth theater guild (first project)
- Affordable, could build skills into young children, would give them say over the project
- Trying to prove that youth demographic wanted to engage, just needed manager
- They were having communication issue between generations
- Both sides saying same thing – we want you to say, but were trying to get you off of assistance
- Youth were saying – it's dead, there's no opportunity, I don't see growth, so I'll go somewhere else
- Even just going to Belleville was enough – because here they were seeing no opportunity
- Looking for some way to get attention
- Chose theater – see if youth could handle it themselves
- Didn't need outside funding – just needed a place to have it
- Told one child to bring 15 friends and they would provide theater program
- Teach them how to speak in front of group, how to memorize, skills that would help them at school and at home
- Had 14 kids registered – now have 50
- What they've done – for families role modeling bad behaviour – for 25 dollars purchase scripts and rent a place – meet twice a week – good deal
- Provide good recommendations for high school students (who work with kids)
- Fabulous, simple process – shows if you provide opportunity – kids will thrive – foundational experience for them –
- Kids are taking initiatives like organizing battle of the bands – which will encourage local bands – letting them make it a vibrant community
- Company is stable – not dependent on government funding – support it themselves through parents and through community
- Draws mainly on the communal sphere and associative sphere
- Working with youth organizations to transfer some of their ideas
- Municipality also getting involved – saying that Jeremy can be eligible for job funding –
- Not about being retirement town, fishing town, oldest oak tree, it's about the feeling – can't take away sense of family and sense of community

Comments from Morris

- problem recognition is first step
- sharing of ideas (brainstorming)
- establish specific goals
- assemble resources
- do your research (locally and externally – links to universities, internet)
- establish leadership within – centred around group
- come together and see what kinds of things you need
- put it together and work towards a final conclusion
- remember that you want to get people who think outside the box
- they may give different perspective –
- always use creativity from children up to marshall that together

- patience and persistence
- group builds confidence and momentum and that carries you forth
- easier to be successful when you are confident
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Comments from Sara

- model doesn't capture the 'ingredients' for success
- instead focuses on categories of society rather than the synergies and attributes that led to a positive outcome

Comments from Ellen

- she thinks that Morris' comments are a good input on 'where do we start?'
Question that Tom has on screen