



## ADVISORY COMMITTEE ON LA FRANCOPHONIE

MEETING HELD ON Wednesday, November 26, 2014, at 4 p.m.  
Dieppe Room – City Hall

### MINUTES

Members present: France Caissy, Community Representative  
Luc Belliveau, Education Institution Representative  
Jody Dallaire, Councillor and Chair  
Isabelle McKee-Allain, Community Representative  
Serge Milot, Community Representative  
Philippe Thériault, Champlain Place Representative  
Annie Duguay, Staff Representative  
Luc Richard, Staff Representative  
Yvan Roy, Post-secondary Institution Representative

Members absent: Madeleine Arseneau, Youth Representative  
Joanne Maillet, City Businesses Representative

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#### 1. Welcoming remarks

The Chair welcomed members and advised that she had received regrets from Madeleine Arseneau and Joanne Maillet.

#### 2. Adoption of agenda

Item 5 was moved ahead of item 4 in order to allow Ms. Cormier's presentation first. Adoption of the agenda was moved by Luc Belliveau and seconded by Isabelle McKee-Allain.

**Motion carried**

#### 3. Approval of minutes October 22, 2014, meeting

The approval of the minutes of the meeting held on October 22 was moved by Isabelle McKee-Allain and seconded by France Caissy.

**Motion carried**

#### 4. Election of Committee Vice-Chair

The Chair asked if there was any interest in this position. Isabelle McKee-Allain was nominated for Vice-Chair of the Advisory Committee on La Francophonie. The nomination was moved by France Caissy and seconded by Yvan Roy.

**Motion carried**

## 5. Presentation on the City of Dieppe's cultural policy (Pauline Cormier, Leisure and Recreational Facilities)

The Chair thanked Ms. Cormier for her attendance. A PowerPoint presentation of the cultural policy's highlights was presented. A number of points were made, such as:

- One of the strategies coming out of the strategic plan adopted in 2013 was the development of the arts and culture sector. To do this, a committee was formed to develop a cultural policy.
- Strategic policy statement: *Dieppe seeks to be an area that acts as an incubator and facilitator for the development of the arts and culture sector.*
- Four major areas of concentration were identified, each with its own strategies
  - Economic development
    - A community's economic vitality includes a place for the cultural industry.
  - Cultural programming
    - Dieppe is an essential player in the emergence of new talent.
  - Community engagement and vitality
    - The community ensures that culture plays a role in its day-to-day activities.
  - Collective heritage
    - The promotion of local heritage places the focus on our history.
- The policy's next step is to develop an action plan in 2015.

A few explanations were mentioned during the presentation. Among others, it was mentioned that the City's focus was more on the sports side, but once the strategic plan was adopted in 2013, culture was chosen as the most important area for Dieppe.

- Important to seek partners and sponsors
- Organize "Festivals in Dieppe", approximately six per year
- Place 1604 is well established with the Wednesday Shows, Acadian Day, and *Winter Fun* for the family.
- New this year, an evening with choirs (12 choirs have registered for the first year)

Future cultural programming:

- *Les Arts et la Ville* symposium in June 2015. First time this symposium has been held outside of Quebec. About 250 to 300 people are expected to attend.
- In partnership with the City of Moncton, the Université de Moncton and the Fédération des jeunes francophones du Nouveau-Brunswick, the City of Dieppe will welcome the Jeux de la Francophonie internationale in 2021.
- The 2019 WAC's Acadian Day celebrations will be held in Dieppe.

Ms. Cormier mentioned that, in 2015, the goal is to develop a cultural policy action plan and to invite a representative of the Advisory Committee on La Francophonie to take join the committee.

Following the presentation, here are some comments that were made:

- As a citizen of Dieppe, I'm impressed to see that it's very dynamic and that there is an investment in arts and culture by the City of Dieppe.
- Seeing that the ACF's mandate is to promote La Francophonie, it is suggested that a member of this committee sit on the committee that will develop the action plan. The member's duties on the committee were explained. There will be three meetings.
  - France Caissy said she was interested in sitting on the committee. Members of the ACF were in unanimous agreement. Ms. Cormier will contact Ms. Caissy in due course.
- In order to promote activities in schools and to reach students, it was suggested that information be distributed throughout the schools twice per year – once for the winter and the other before the summer. Parents are used to receiving this.

#### 6. Discussion on the issue of the Advisory Committee on La Francophonie's priorities over the next five years

A lengthy discussion was held on the implementation of an action plan and the committee's choices for its priorities. A number of ideas were brought up, including:

- Following Pauline Cormier's presentation on the cultural policy, it seems that the arts and culture sector is in good hands. The next step is to raise awareness among the other organizations.
- Identify the shortcomings in each area of interest, then attach actions (strategy / target / action) to a plan that will be undertaken over several years. Sample areas: sports, economy, community, youth, arts and culture, seniors.
- The question was asked whether statistics existed for these various sectors.
- The ACF's role is: 1) to help the City of Dieppe have a better francophone image; 2) identity building. This could apply to all sectors.
- It was mentioned that perhaps francophone training could be provided to coaches. Do they even want this? Perhaps the ACF could identify and suggest where improvement is needed and then see how coaches are trained. The fact that people don't want training is the reason the committee exists.
- A new position of identity building coordinator was created at the District scolaire francophone sud. Yves Doucet is now in the position. It was suggested that he be invited to address the next committee meeting. Annie Duguay will invite him.
- As a starting point for the action plan, it was suggested that the committee use the four categories which Pauline Cormier presented: economic development, cultural programming, engagement and community vitality, and collective heritage.
- There are a number of areas of activity where improvement could be made:
  - It was mentioned that a number of Codiac Transpo bus drivers are not bilingual.
- A remark was made that there was still a lot of work to do.
  - A matter was raised concerning a recent change to the electronic portion on the signage bylaw. There has been no reaction yet. It seems like the strategy for signage has worked and that people understand why. In fact, in the past two years, there has only been one fine and one warning.
- A question was raised in regards to how often the main people responsible for organizations in Dieppe were unilingual anglophones and what was done in previous years considering this. It was stated that these individuals must take care of their responsibilities.

In order for non-profit organizations in Dieppe to receive accreditation, they must satisfy certain criteria. It was mentioned that incentives could be offered in order to encourage improvement in this area. Perhaps create a recognition program, for example:

- During the *Volunteer of the Year*, there are presentations made only in English. It would be good to take some action and develop a strategy to improve this. Perhaps a recognition – provide a *Prix de francophonie*.
- Questions were asked whether the accreditation criteria is online and if they can be added to.

It was suggested that a survey be sent to community organizations and that the issue be mandated by council.

<b>Suggestion – CCF– 26-11-2014</b>	
<i>The committee recommends to city council that a survey be sent to accredited community organizations in order to provide direction on the Advisory Committee on La Francophonie’s action plan.</i>	
Moved by Philippe Thériault. Seconded by Isabelle McKee-Allain.	Motion carried unanimously.

It is important to include the Department of Leisure, so the assistance of the community officer will be requested. Luc Richard will follow up with Sonya Babineau.

As for the rest of the action plan, identify areas of concentration, then we can work from there. Priorities from the last meeting (October 22) will be categorized. We will begin with commitments in regards to community vitality. The January meeting will begin on that point.

It was mentioned that Yves Doucet should be invited to the next meeting on January 14 and then invite the community officer to the next meeting.

- Luc Richard will be responsible for preparing a draft that identifies four areas of concentration.
- Luc Belliveau will send the action plan for the schools.

**7. Next meeting**

The date of the next meeting was set for January 14 at 4 p.m.

**8. Information sharing**

Luc Richard spoke about the strategic plan and the Imagine Dieppe project which has reached Phase I. There will be roundtable sessions to discuss the issues. There could be an aspect of La Francophonie in the discussions. This will take place on January 27.

**9. Adjournment**

The meeting adjourned at 5:55 p.m.