

Communications Committee

Kerri King, Bernard Leroux & Sue Sutcliffe



**On November 12, 2009, we learned that
all the raw ingredients for a powerful
creative economy already exist here...**



Like the first drops in a rainstorm, it started with you, and you, and you, and me. As we envisioned the change that could occur in our community, we became agents of that change.



Besides supporting the committees you've heard from today, most of our ideas centred around three (3) core needs...



1.
**Identify and broadcast
Durham Region's many assets.**

We're more than the urban dots, and blocks of green space and farmland. We're stronger than a collection of town and cities. We are more than just a drop in the Toronto bucket.



2.

Develop community pride

that erases the geographic borders that divide us, and builds the connectivity between towns, cities, people, businesses, governments, etc.



3.

Connect and activate Durham Region
with the greatest of our resources –
our people!



**Ten ideas emerged
from our early brainstorming
& networking efforts**



#1

Activate Art Of Transition's Social Media Spaces

These social media spaces facilitate many of the following strategies.



#2

Create an Integrated Community Network

We need to put our individual and organizational agendas aside and develop a website that brings everything that is Durham Region, together.



#3

Use people-power to discover
creative and collaborative solutions.

The more heads we have,
the more light bulbs.



#4

Human Resource Mapping

We should continue updating our cultural database and other databases of talent and resources including Facebook –Durham Region needs to be a Facebook network!



#5

Showcase Local Success Stories & Testimonials

Inspire what it means to be
successful, prosperous & healthy.



#6

Place Branding

Showcasing what makes
Durham Region a great place
to work, live and play.



#7

Capture Video & Photo Records Of What Durham Means To Visitors

Encourage visitors to share their
stories & their favourite places to visit.



#8

Create opportunities for people to network & collaborate regularly.

We discussed TONS of ideas for this including a Richard Florida Road Show, working with existing groups, and the development of a creative/collaborative place like Toronto has.



#9

Encourage partnerships,
feedback, and interdependency.

My favourite idea here was a
'Speakers Corner' idea, but there
were many.



and lastly #10 a Portage Arts Festival

An awesome idea Will McGuirk put forward involving free music/art festivals at various Durham locations, broadcasted live via the Internet, iphones, etc.



Transition means change, and change begins with you!

- We've only tapped into a tiny subset of Durham's creative minds.
- We'd like to add in your suggestions
- And the ideas you discover when networking with others.



We want to tap into the whole community, and you can help:

- Forge connections.
- Build excitement.
- Engage Durham.



Remember that commercial for
Herbal Essence shampoo?

You know the one... “And they’ll tell two friends,
and so on and so on and so on ...”

We are counting on YOU to invite
people to the party!



We can do this by connecting...

...our seniors to our youth. By connecting Pickering to Clarington, North Durham To South Durham. Linking governments and the arts community, business people and the not-for-profits, City dwellers and farmers, our ethnic communities, the haves & have nots...



And plugging in all these
with our educators --
to nourish vibrant connections with
the *next* generation.

Let's encourage all these groups and
individuals to mix and mingle and create.

Just imagine where it can take us.



Like falling raindrops
create larger and larger rings,
we'll connect and engage the
entire community,
gathering valuable ideas
and inspiration as we go.



With your input, we can map
the road from what we have,
to what we **CAN** be.

