

Placemaking Workshop

--Discussion--

Dr. Katherine Loflin gave the group three questions to think about and discuss. The three questions were:

1. What new learning did you have, particularly relevant to your current work?
2. What are some ideas that you thought of or are cultivating as a result of the workshop?
3. Where are you stuck or still have questions?

Discussion included the following comments:

- It is OK if your community does not grow
- Invest in what you already have
- Messaging and signage are important
- How welcoming are we? To young people? To new people?
- Welcome wagon concept, local knowledge is key
- “older” vs. “newer” residents
- When your narrative is clear you can attract like-minded residents
- Don't focus too much on facts while working on narrative
- Honouring of differences in placemaking process
- Be specific and authentic while consulting
 - Make choices about when to consult and what to consult about
 - 90%-10% rule, consult on the 10% that IS negotiable
 - We have a Yukon “consultation” history
- Find out the main drivers of people's attachment
- Human connection to place is valuable
- How much would you say you are attached to this place? 1 → 5

- Will you still be here in 5-10 years?
- How long have you lived here? Age of resident?
- How beautiful is this place? Both manmade and natural
- Public places for socializing, “social offerings”, are important
 - Rec centres, coffee shops, waterfront/picnic areas
- Take time to celebrate successes!
- Volunteerism is changing – How to keep volunteers engaged?
 - people look for more personal reward (stuffing envelopes vs. teaching a child to read)
 - need to feel supported, acknowledged and trained
 - have volunteers help to shape their own experiences