

# MINUTES


## Groundstory Toronto Advisory Convening 1.1


Dancemakers Centre for Creation, Distillery District, Toronto

May 3, 2018

## Appendix 2: Empathy Map

*Put yourself in the shoes of an impacted person/company and their experience with Groundstory*

Empathy Map	Group 1	Group 2	Group 3
<i>Pre-map notes</i>	N/A	<ul style="list-style-type: none"> <li>• Speed inclusively</li> <li>• Increase densification / density</li> <li>• Implication of art and culture</li> <li>• “Fall-off” point/cause for artists?</li> </ul>  <p>JOAN:</p> <ul style="list-style-type: none"> <li>• 30-years old</li> <li>• Art school grad, debt \$20k</li> <li>• Starting a company, part-time job as cultural administrator</li> <li>• Needs a workspace</li> </ul>	N/A
<i>What are they seeing?</i>	<ul style="list-style-type: none"> <li>• A human face</li> <li>• A possible route</li> <li>• More diversity involved</li> </ul>	<ul style="list-style-type: none"> <li>• Shared workspace</li> <li>• Shared studios</li> <li>• Shared equipment</li> <li>• Shared services</li> <li>• Shared charitable platform</li> <li>• <i>More affordable housing</i> *</li> <li>• More diverse arts sector</li> <li>• Income reflects the value they bring to the city</li> </ul>	<ul style="list-style-type: none"> <li>• Community pillars disappearing</li> <li>• “Holes in the ground”</li> <li>• Cultural hubs flattened</li> <li>• Remains</li> <li>• Token nostalgia “heads on a spike”</li> </ul>

Empathy Map	Group 1	Group 2	Group 3
<i>What are they saying?</i>	<ul style="list-style-type: none"> <li>I'm a champion of inclusionary zoning</li> </ul>	<ul style="list-style-type: none"> <li>Move to T.O.</li> <li>I'm an Artist</li> <li>I bring all 'these' values to our community</li> </ul>	<ul style="list-style-type: none"> <li>Property tax going up</li> <li>How much per square foot?</li> <li>What am I going to do?</li> <li>Have you found a space?</li> <li>Are you going to planning meeting/rally?</li> <li>Artistic urbanization renaissance – a beautification</li> <li>Programming: artists addressing these problems through their art</li> <li>"The artist value gap"</li> </ul>
<i>What are they doing?</i>	<ul style="list-style-type: none"> <li>Able to do their art</li> <li>Engaging in process</li> <li>Sharing stories</li> <li>Connection in person and digitally</li> </ul>	<ul style="list-style-type: none"> <li>  </li> <li>Live where they want</li> </ul>	<ul style="list-style-type: none"> <li>Removal from community</li> </ul>
<i>What are they thinking?</i>	<ul style="list-style-type: none"> <li>Home ownership</li> <li>Starting families</li> <li>More ambitious art</li> </ul>	<ul style="list-style-type: none"> <li>I can live where I want</li> <li>As an artist I am a vital contributor to civic life</li> <li>What else could I do?</li> <li>I can afford to make a decent living as an artist</li> </ul>	<ul style="list-style-type: none"> <li>Artist-led narratives leaves out other displaced people</li> <li>How do we jump silo to silo</li> <li>New immigrants are also artists – how are they addressed</li> <li>Art being used as a "mask" for what's going on in under-served communities</li> </ul>
<i>What are they feeling?</i>	<ul style="list-style-type: none"> <li>Engaged</li> <li>Hope</li> <li>Relief</li> <li>Stability</li> </ul>	<ul style="list-style-type: none"> <li>Inclusive neighbourhood</li> <li>Free to make the work we make</li> </ul>	<ul style="list-style-type: none"> <li>Despondency</li> <li>Frustration</li> <li>Stubbornness and championing for creative innovation</li> <li>Adapting to changing reality</li> </ul>

Empathy Map	Group 1	Group 2	Group 3
<i>What are they hearing?</i>	<ul style="list-style-type: none"> <li>Learning about the history of the neighbourhood</li> <li>Recognition of issue</li> </ul>	<ul style="list-style-type: none"> <li>Arts are <u>valued</u> in country/city</li> <li>Positive stories about art-making</li> <li>Intergenerational support</li> <li>How they are valued in their work</li> </ul> <p>You got a raise in benefits package (arts workers)</p>	<ul style="list-style-type: none"> <li>Depends what people are saying</li> <li>Bulldozers</li> <li>Networking for funds and spaces</li> </ul>
<i>Three things they want</i>	<ul style="list-style-type: none"> <li>Affordable housing before it is too late</li> <li>Empowering and being heard with support</li> <li>Sustainable solutions with long-term commitment</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Home</li> <li>Control</li> <li>Relief</li> </ul>
<i>Three obstacles to their desires</i>	<ul style="list-style-type: none"> <li>Not enough resources (<i>Groundstory's</i> role / vision?)</li> <li>Publicly-owned land divested</li> <li>Advocacy for art funding and wage gaps (artists' fees are low)</li> </ul>	N/A	<ul style="list-style-type: none"> <li>Cost</li> <li>Stagnated funding</li> <li>Lack of capacity</li> <li>Allotment of resources</li> <li>Urgent vs. long-term solutions</li> <li>Food banks for artists – obstacles: <ul style="list-style-type: none"> <li>Creates another silo</li> <li>Educating the public about issues</li> </ul> </li> <li>Need to find common cause</li> <li>Artistic space as a community benefit</li> </ul>
Notetaker	BN	AP	N/A
Minutes	<ul style="list-style-type: none"> <li>Don't understand how growth is happening</li> <li>See a resource on who's doing the navigating, who's doing the research, the legwork, and then going to use the resource</li> <li>Seeing – A human face</li> <li>Feeling: <ul style="list-style-type: none"> <li>Hopeful</li> <li>Empowered</li> <li>Sunny stability</li> <li>Pride in trailblazing / being ambitious</li> <li>Sacrifices that have been made in order to fit everything to limited resources</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Building spaces for senior artists</li> <li>"Wealthy" or profitable artists being a part of gentrification and wanting to be in "better housing"</li> <li>Largest clusters of artists are in the cities – are attracted to heart of culture</li> <li>Coming at a place outside of self interest – what if? Need a thriving, engaged arts sector</li> <li>Empathy mapping works well for an individual but not a group</li> <li>What is the impact of not being able to live off art</li> </ul>	N/A

Empathy Map	Group 1	Group 2	Group 3
	<ul style="list-style-type: none"> <li>○ Being able to execute full artistic vision, Cleveland Public Theatre are doing outstanding things around it</li> <li>● Doing: <ul style="list-style-type: none"> <li>○ Engaging in the process</li> <li>○ Doing more art</li> <li>○ Community art engagement <ul style="list-style-type: none"> <li>▪ Capacity issues for the arts – involvement of the arts in city planning is very low</li> <li>▪ Consultation practices are not accessible to artists</li> <li>▪ Advocacy to different levels of government – feeling of confidence in public policy <ul style="list-style-type: none"> <li>● Pressure relief from the individual</li> <li>● Isn't that the old model?</li> <li>● Maybe engagement is the way forward</li> <li>● We see a lot of cultural workers not artists – used to involve artists more</li> <li>● Artists do best at changing the narrative</li> </ul> </li> </ul> </li> </ul> </li> <li>○ Sign up for your local city councillor</li> <li>○ Using YouTube videos</li> <li>● There's a group of artists who get very involved – could be replicated across different countries/activated</li> </ul>	<ul style="list-style-type: none"> <li>● If artists leave then what happens to arts organizations that support them, do they also disappear/crumble</li> <li>● In USA, companies are leaving cities and moving into less dense areas</li> <li>● Must be independently wealthy to be an artist</li> <li>● What is the point at which artists start to leave – at what point do they “fall off”?</li> <li>● What does “fall off” mean? – stopping work as an artist, getting a job as a funder, etc.</li> <li>● When nothing changes people move out</li> <li>● How many people are <u>actually</u> moving out of downtown – demographics; are artists willing to give up more stay</li> <li>● Lack of data?</li> <li>● Inclusivity?</li> </ul> <p>Joan (Empathy Person):</p> <ul style="list-style-type: none"> <li>● Should have a shared charitable space / platform – it's really about funding</li> <li>● Project will never work if it is <u>just</u> for artists – it must be inclusive</li> <li>● If they are being valued are they being <u>paid</u>?</li> <li>● Need to be able to make the work they want and have community support – must have an audience</li> <li>● Not having to think about “parallel career” to support artistic practice</li> <li>● Attrition of artists</li> <li>● Can afford to live and making a living</li> <li>● Creation of artists' hubs, co-ops</li> <li>● Research successful models</li> </ul>	

## Empathy Map

### Group 1

### Group 2

### Group 3

- Hearing – validation
- Thinking:
  - Alternative Toronto – pop-up exhibits – we suffer from cultural amnesia; the developers take advantage of that
  - Morgentaller Centre – example
  - Cross-pollination
  - Combat cultural amnesia “this happened here plaques”
  - Use open data in a creative way to treasure ideas
- Saying:
  - I’m a champion of inclusionary zoning – a tool that is useful for both shelter and workspaces
- Top 3 wants:
  - Affordable housing before displacement
  - Education / empowerment
  - Sustainable security with long-term commitment
- Obstacles to wants:
  - Finding access to *Groundstory* – depends upon *Groundstory* becoming a visible activity or resource – have a background advocate
  - Loss of land, diversity, population????
  - Income continues to be an issue – no enough subsidized spaces
  - Not enough resources for *Groundstory* to reach everyone
  - Lack of data