



**ROSEMÈRE**

*A town in harmony!*

## **Cultural Policy**

**October 2004**

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## *FOREWORD*

In early 2003, the Town of Rosemère undertook the development of its first true cultural policy. A committee then proceeded to map out a plan and timetable, as well as carry out the initial steps. Next, the municipality called on the expertise of the Conseil de la Culture des Laurentides (Laurentians Cultural Council).

At the outset, the municipality seeks to define its actions in this area, assess demand and develop a policy that reflect both its values and resources. These will then be subjected to a public consultation process involving its citizens.

This document recaps the current cultural situation and presents the broad orientations proposed by the cultural policy committee to ensure the future development of arts and culture in the Town of Rosemère.

## *ROSEMÈRE, A PORTRAIT*

### ***HISTORY***

In September 1683, King Louis the 14th of France granted land to Michel Sidrac Du Gué, Captain of the Carignan-Sallières regiment and Commander of Ville-Marie, in appreciation of his loyal services.

Sidrac Du Gué died in 1688, leaving a large family. Some of his children opted for a military career, a few chose the religious life, while still others married.

In 1714, the Mille-Iles seigneurie was ceded by the French crown to two of his sons-in-law.

The first colonists arrived in 1730, under the direction of Michel Sidrac Du Gué's daughter, Marie-Thérèse. From then on, the seigneurie was divided into two. One section included the land that would become Rosemère.

When Marie-Thérèse Du Gué died, her daughter Suzanne took over and, when she married, the Mille-îles seigneurie took on the name of Blainville.

With the death of the seigneurie's last colonist in 1817, the section of the Blainville seigneurie that eventually became Rosemère went to William Clauss, General Superintendent of Indians in Upper Canada.

The arrival of the first locomotive in the early days of the 20<sup>th</sup> century is credited with spurring the growth of Rosemère.

On January 1<sup>st</sup>, 1947, residents efforts were rewarded when Rosemère officially split from the parish of Sainte-Thérèse, becoming a separate parish with its own municipal council of six headed by mayor Raymond Perrault.

In 1958, Rosemère's population had grown to such an extent that mayor H.J.Hemmens petitioned the provincial government to make Rosemère a town. Its request was granted and Rosemère obtained town status that same year.

## ***GEOPOLITICAL PROFILE***

Located north of Montreal and Laval, along the shores of the Mille-îles River, Rosemère was originally a resort in a predominantly agricultural area.

Today, the Town of Rosemère is part of the Thérèse-de Blainville regional county municipality or MRC (population: 130,514), one of the most densely populated sectors in the Laurentians. Since June of 2000, the Thérèse-De Blainville MRC has been part of the Communauté métropolitaine de Montréal (CMM).

Geographically favoured by the development of a road network, notably highways 15 and 640, Rosemère now plays an important commercial role. Still, it has staunchly protected its country charm.

In addition to the many commercial services available, Rosemère's 13,940 residents have access to a host of educational and religious institutions. In fact, Rosemère is home to several public and private schools, both French and English, as well as several churches of different denominations.

The municipality offers its residents quality services and modern, functional facilities. Its well-planned network of parks far exceeds established standards in terms of surface area.

Concerned with the quality of its environment, Rosemère developed projects and adopted regulations to protect and promote, for the benefit of its residents, a safe and pleasant living environment. The controlled use of pesticides, composting, curbside recycling, reforestation and other measures have made Rosemère a regional leader in environmental protection.

Strongly supported by a great many volunteer organizations, Rosemère is also renowned for the quality of its community life. Outdoor festivities, library, exhibitions, choir groups, sports competitions, outdoor sports, cultural activities: it has something for everyone!

## ***DEMOGRAPHIC AND SOCIO-ECONOMIC PROFILES***

The 1980s were marked by strong population growth, making residential development and environmental quality key concerns. The municipality adapted: services kept pace with growth and new volunteer associations emerged.

From 1991 to 2001, the town's population grew by 19.5%, i.e., from 11,198 to 13,391 residents. The most recent data sets Rosemère's current population at 13,940, representing a 4.1% increase since 2001. Rosemère is distinguished from other municipalities in the MRC by a higher average age, i.e. 38.6 years as opposed to 35.2 for the population of the MRC as a whole.

In terms of schooling, the population of Rosemère is also better educated than the rest of the MRC. Generally speaking, in every age group (20-34 years, 35-44 years, 45-64 years) the level of university studies in Rosemère is more than 10% higher.

Two communities share the Rosemère territory. Between 1996 and 2001, the proportion of Rosemère's population whose mother tongue is French rose slightly from 75.5% to 76.28%, while the English-speaking population dropped by 0.16%.

Sound financial health is another factor accounting for Rosemère's appeal. Stability and continuity have allowed Rosemère to offer its citizens the lowest tax rate in the MRC. Its debt load is also well below the average for municipalities.

The Town of Rosemère has an unemployment rate of 4.5% as compared to 5% for the MRC and 8.2% for the rest of Québec.

## *CULTURAL HISTORY*

The French and English-speaking communities of Rosemère have been cohabitating for a long time, each of them leaving its own mark and institutions. In 1992, a public consultation process confirmed the desire of residents to preserve the Town of Rosemère's bilingual status.

Once a highly popular resort area, Rosemère is now dotted with magnificent homes, large, beautifully landscaped properties and a distinctive urban landscape reflecting a harmonious blend of the finest French and English traditions.

During the 1990s, Rosemère was recognized, time and again, as a town with a country flavour. During this ten-year period, it earned no fewer than 12 awards of excellence for the beauty of its natural heritage including one, in 1998, for landscaping architecture. These national as well as international awards attest to many years of commitment and effort to offer residents a living environment where aesthetics and environmental protection go hand in hand. The commitment of its elected officials to preserving Rosemère's country flavour, the commitment of its citizens to enhancing their properties, as well as the daily efforts of municipal employees have all helped propel Rosemère to new heights of excellence.

Over the years, Rosemère has grown greener, naturally: it has developed nature interpretation trails while adapting its structures and infrastructures to modern-day realities. Its police, fire prevention and public works departments have acquired the material resources needed to meet the current and projected needs of a population that is expected to grow to close to 15,000.

Rosemère is more than a green environment, it is also a cultural one.

In the mid-1980s, early 1990s, the Association culturelle de Rosemère Inc. (A.C.R.I.) became involved in the promotion of our heritage and local artists active in the visual and theatre arts, as well as in the production of a municipal newsletter.

The Recreation Department, on the other hand, first saw the light of day in 1975. Consisting of two divisions — recreational services and the library — this department has since been rechristened Community Services.

Today, the Town of Rosemère is involved at different levels in activities of an artistic and cultural nature. It lends its support to various cultural organizations, helping them stage artistic and cultural activities in the municipality.

It achieves this primarily through:

- the services of the public library and the exhibitions held there
- a program of cultural workshops for both children and adults
- a biennial painting symposium held in conjunction with the Rosemère Socio-cultural Committee

- the presentation of shows in partnership with neighbouring towns and the Théâtre Lionel-Groulx
- the annual “Printemps des arts” event in collaboration with the Mille-Îles school board
- its support of “Culture Days”
- the purchase of 24 works on public display at the Town Hall.

## *GUIDING PRINCIPLES*

Intent on offering its residents a healthy and enriching living environment, and keenly aware that the environment, the arts and culture are inseparable development factors, the Town of Rosemère:

### *Recognizes that the arts and culture*

- foster harmony and help forge social ties
- contribute to the development and expression of citizens
- are part of the overall health of Rosemerites and the town

### *Recognizes that the architectural and natural heritage*

- reveals the history of Rosemère,
- is closely linked to Rosemère's culture
- is a distinctive characteristic that must be preserved
- contributes to the wellbeing of citizens and visitors
- develops a feeling of pride and belonging among citizens

### *Recognizes the importance of its role*

- With the creators and artists who contribute so much to the cultural evolution of Rosemère
- In the development of the creative potential of Rosemère's youth
- In establishing ties with other municipalities and organizations in an effort to make culture more widely accessible.

## *MISSION*

*The Town of Rosemère is committed to fostering the artistic and cultural expression of its citizens as well as preserving its environment's unique charm.*

## *ORIENTATIONS*

To this end, the Town of Rosemère has adopted orientations focused on:

1. The *PROMOTION* of the arts and culture
2. The *PROTECTION* of its architectural and natural heritage
3. The *MAINTENANCE AND DEVELOPMENT* of partnerships
4. *CONTINUITY* in the support of artistic and cultural activities for citizens of all ages and families
5. *SUPPORT* to professional and developing artists (see Appendix 1).

## *AREAS OF INTERVENTION*

Implementing the orientations adopted involves several areas of intervention.

### *Promotion of the arts and culture*

- Turn the Hamilton House, a heritage property, into a *Maison de la culture*. In this new venue, present a program of quality activities awakening citizens' interest in the arts and culture, and showcasing the talent of artists from Rosemère and elsewhere.
- Strengthen the library's role in the promotion of books and reading, with cultural activities.
- Support the recurrence of visual arts exhibitions in public cultural sites and foster their diversity.
- Help stage and promote artistic and cultural events using municipal information tools.

### *Protection of the architectural and natural heritage*

- Complete the heritage hiking trails already mapped out and promote history via interpretation signs.
- Maintain and strengthen regulations relating to the protection of the environment, as well as heritage buildings, sites and properties.
- Consider municipal bylaws that would protect old houses from demolition.
- Adopt a policy that would encourage owners of old houses to renovate while preserving the original character of the building.
- Preserve the rural character of Rosemère. Establish a balance between commercial and residential permits. Favour the establishment of small cafés, art galleries or boutiques along Rosemère'

### *Maintenance and development of partnerships*

- Pursue the regional agreement within the Thérèse de Blainville MRC, helping to raise public awareness of professional shows presented under the regional banner of the “Théâtre Lionel Groulx”.
- Maintain the inter-municipal program of cultural activities and workshops for adults. Broaden Rosemère’s service offering in this area, to complement existing programs.
- Foster the implementation of complementary cultural programs (performing arts) with neighbouring towns.
- In conjunction with educational institutions, help showcase the talents of young students (Printemps des arts)
- Establish ties with the ministère de la Culture et des Communications du Québec (Department of Culture and Communications) in order to conclude a cultural development agreement.

### *Continuity in the support of artistic and cultural activities for citizens of all ages and families*

- Maintain the library’s level of excellence and continue to offer its services free of charge.
- Ensure the growth of the library’s book collection and the maintenance of its computer lab.
- Help with the organization of the painting symposium (biennial).
- Add to the Rosemère Recreation Department’s offering of arts and culture courses, conferences and workshops.

### *Support to professional and developing artists*

- Encourage the commitment of Rosemère’s professional artists within the framework of municipal events or urban beautification projects, particularly through the integration of the arts.
- Offer developing artists an opportunity to fulfil themselves through events of a cultural or social nature.
- Introduce, based on criteria to be determined, a bursary for excellence to be awarded to young Rosemère artists at the Cegep and university levels.

- Contribute to the organizational and/or advertising costs (invitations, posters...) of public showings or presentations of works by Rosemère's new generation of artists.
- Implement a policy for the acquisition of works of art.

## APPENDIX 1

### **LRQ, c.s-32.01**

An Act respecting the professional status of artists in the visual arts, arts and crafts and literature and their contracts with promoters.

#### **Professional artist status**

*Every creator in the field of visual arts, arts and crafts or literature has the status of a professional artist if:*

- *he declares himself to be a professional artist*
  - *he produces work on his own behalf*
  - *his works are exhibited, produced, published, presented to the public or marketed by a promoter*
  - *he has been recognized by his peers as a professional artist by way of an honourable mention, an award, a prize, a scholarship, an appointment to an adjudication committee or an invitation to participate in a salon or by other similar means.*
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### **LRQ, c.s-32.1**

An Act respecting the professional status and conditions of engagement of performing, recording and film artists.

#### **Professional artist status**

*For the purposes of this Act, an artist who regularly binds himself to one or several producers by way of engagement contracts pertaining to specified performances is deemed to practise an art on his own account.*

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**A developing artist** *is one who is in the process of becoming a professional. He has two to five years of practice in a professional context, but has not yet met all of the aforementioned criteria.*

## *APPENDIX 2*

### PUBLIC HEARINGS ATTENDANCE LIST

September 25, 2004  
Hamilton House

### **NAMES**

- 1 BORECKI, LYDIA
- 2 CARON, ÉLISE
- 3 CORBEIL-HIRIS, MICHELINE
- 4 CYR, DIANE
- 5 DORAIS, JEANNINE
- 6 FOLEY, CAROLINE
- 7 LALANDE, LOUISE
- 8 LIVERNOCHE, DANIEL
- 9 LÛTTGEN, FRANÇOISE
- 10 MAILLÉ, CAROLE
- 11 MASSON, ANDRÉ ARMAND
- 12 NADEAU, GUY
- 13 PHELPS, AUDREY J.
- 14 POIRIER, CHRISTIANE
- 15 ROY, ALAIN
- 16 SIMARD, MADONE

## APPENDIX 3

### REPORT ON INTERVENTIONS PUBLIC HEARINGS ON THE CULTURAL POLICY

September 25, 2004  
Hamilton House  
106 Grande-Côte, Rosemère

Introduction by Monique Richer, Mayor of Rosemère:

Welcome to the Hamilton House. Today, we are witnesses to an important event: the birth of a cultural policy. Our Town has long invested in sports, but until now, Rosemère had not had a true cultural platform. It is important to think of investing in culture. The municipality has a great role to play in this, but Rosemerites also have a very important part in the cultural life of their town.

In this regard, I thank you for your collaboration.

***Cultural history:** The Town of Rosemère ensures the promotion of artistic and cultural events within the municipality.*

Audrey J. Phelps: I've heard that the Sainte-Thérèse promoter was looking for another hall for the performing arts. Could the barn next to the Hamilton House be used?

Guy Nadeau As a member of the board of Théâtre Lionel-Groulx, I can tell you that the promoter would need a hall with approximately 350 seats. However, the barn could not be used as it could hold a maximum of 190 seats. (confirmation of this number by Alain Roy)

***Guiding principles:** Recognizing the importance of creators and artists.*

Daniel Livernoche Recognizing the importance of providing a platform promoting professional artists.

Élise Caron Yes, a platform for the professional arts, but also simply for the love of Art.

Diane Cyr Does the Town of Rosemère have a policy regarding the purchase of artwork?

Alain Roy Over the years, the Town has acquired some twenty works by artists.

- Audrey J. Phelps It would be interesting for the Town of Rosemère to provide artists with a showcase for their works on its website.
- Christiane Poirier The Town’s website already provides a link to the Artists’ Association.
- André A. Masson Broaden the word “culture”...Be open to what is being done elsewhere in Québec and the world.
- Élise Caron Professionals in mid or late-career are forgotten. Does the policy make room for them? There is a great deal of talk about supporting developing artists. Can we include professionals in mid-career? A link could be established between “advanced” professionals and developing artists in the form of mentoring.
- André A. Masson The question of the artist’s status is a delicate one. You have to know and present the definition. It is also important to explain the steps that must be taken to attain this recognition.
- Audrey J. Phelps Could the municipality become involved with the children in our schools?
- Christiane Poirier The Town is already involved, in conjunction with our educational establishments, in the “Printemps des arts” program.
- Carole Maillé This is not the Town’s responsibility. There are already programs at the ministry of Culture, such as “Artists in the Schools” and “Culture in the Schools”.  
What’s more, the Conseil de la culture is undertaking a project that seeks to improve relations between professional artists and schools in the Laurentians.

***Areas of intervention: Promotion of arts and culture***

- Élise Caron What is meant here by “high quality program”? Are we to understand that the Hamilton House will become a true cultural centre like those of Montréal?
- Carole Maillé That kind of idea would require that programming for the cultural centre be entrusted to someone with the required competence. This would call for hiring an expert and this is an aspect that remains to be studied and discussed by the municipality’s elected officials.

- Audrey J. Phelps Program management should be entrusted to a bilingual person representative of the Town's population.
- Daniel Livernoche Would the cultural centre be multidisciplinary? Subsidized?
- Alain Roy There is nothing that prevents us from considering paid activities such as cultural workshops, cafés, shows. These possibilities are being studied.
- Christiane Poirier cultural policy. An action plan will be developed following the adoption of the cultural policy.
- Alain Roy Initially, the Hamilton House will provide additional space for carrying out the Department's regular activities, such as cultural workshops

***Areas of intervention: Promotion of the architectural and natural heritage***

Carole Maillé explains that this facet will be reworked. Participants are therefore invited to express their opinion on the heritage issue as a whole.

- Diane Cyr The Town issues too many commercial permits. Some lots should have been used for something other than businesses.
- André A. Masson Does the Town have a policy on renovations?
- Guy Nadeau Houses are required to comply with SPAI regulations. Some materials can be modified, but generally speaking, the basic materials must remain the same. Plans must be approved by the Urban Planning Department.
- André A. Masson Suggestion: Plant trees in shopping centre parking lots.
- Jeannine Dorais The main street has problems relating to sidewalks, parking facilities, the absence of small cafés, lovely boutiques, tea rooms, art galleries, etc.
- Alain Roy This issue is currently being studied by the Rues Principales organization.
- Lydia Borecki There should be a bylaw limiting the number of storeys for businesses along the main street to two (2).
- Élise Caron Suggestion: an urban pedestrian trail with interpretation signs.

- Daniel Livernoche    The promotion of our heritage could be patterned after the approach adopted in Old Terrebonne.
- Alain Roy              The Town of Rosemère has started work on a heritage trail project, but this has not yet been promoted.
- Audrey J. Phelps      We have to try to preserve the rural charm and environment for which Rosemère is renowned.
- André A. Masson      Technical support from the municipality to owners of heritage homes requiring renovations. Ex.: allow these homeowners to benefit from the Town's purchasing power, etc.

Carole Maillé thanked the people who attended this hearing for their invaluable contribution, particularly with regards to heritage issues, as the ideas presented were clear and will make it possible to better define the objectives that should be targeted in this area.

## *ACKNOWLEDGEMENTS AND PRESENTATION OF THE COMMITTEE*

The municipality would like to thank the following persons:

**Chairman:**

Guy Nadeau, Municipal Councillor

**Municipal representatives:**

Christiane Poirier, Cultural Activities Technician

Alain Roy, Director of Community Services

Carole Trépanier, Library Manager

**Representatives of the artistic and cultural sector:**

Lydia Borecki, artist (stained glass)

Micheline Corbeil-Iris, artist (painter)

Jeanine Dorais, owner of the Fleurs des Champs school of painting

Tex Dawson, architect

Bernard Fortier, artist (music)

Jean-Claude Labelle, amateur (theatre)

André Armand Masson, artist (sculptor)

Audrey J. Phelps, artist (watercolourist)

Madone Simard, artist (painter) and organizer of the Painting Symposium

**Professional support:**

Carole Maillé, Conseil de la culture des Laurentides

Françoise Lüttgen, Conseil de la culture des Laurentides

## *BIBLIOGRAPHY*

### Website

[www.ville.rosemere.qc.ca](http://www.ville.rosemere.qc.ca)

### Local monographs

“Rosemère: a closely knit community awaits you!” – a 2-page document

“Rosemère, yesterday and today” - bilingual, 10 pages

“Once upon a time...Rosemère” Town of Rosemère, bilingual, 60 pages

### Programs

Summer 2003 Community Services, bilingual, 12 pages

Fall 2003 Recreational Activities, bilingual, 18 pages

Winter 2004 Recreational Activities, bilingual, 20 pages

Rosemère Express, municipal newsletter, 12 pages