

HERITAGE STEERING COMMITTEE

May 23, 2019

Meeting called to order: 10:12 am

1. Present: Robin Sharpe, Brent Rutherford, George Atamanenko, John Massier, Elizabeth Hunter, Phyllis Webstad, Graham Leslie, Gerald Kirby, Havan Surat, Shivani Sajwan
2. Introductions:
 - a. New Chair for Heritage Committee - Area J Director Gerald Kirby
 - b. Round table introductions of 2019 Heritage Steering Committee
3. Motion to accept agenda:
 - a. Additions to agenda: None
 - b. M/S/C: Moved - George Antamanenko, Second – Brent Rutherford, Carried
4. Motion to accept previous minutes: 2018-05-15:
 - a. Additions or Corrections to previous minutes: None
 - b. M/S/C: Moved – Robin Sharpe, Second – Phyllis Webstad, Carried
5. Agenda Items:
 - a. Stanley Hotel – Update
 - i. Prepare significance of Stanley Hotel as a Heritage site.
 - ii. Approved agenda by Board.
 - iii. Eventually needs to be acknowledged by the Federal Canadian Heritage Commission.
 - iv. Check with Emily Epp re: Awareness to the press (Williams Lake Tribune and 100 Mile Free Press).
 - v. Review the papers prepared by Graham Leslie that has been published by Emily Epp.
 - vi. The importance & significance of the Stanley Hotel from the gold mining perspective.
 1. Question: How many buildings are under the CRD's jurisdiction of Heritage Importance – Director John Massier
 2. Answer: See 5 (b) iv – Havan Surat
 - b. Heritage Communications Plan 2018
 - i. Emily Epp is working on maintaining the CRD website for Heritage Sites in the Cariboo-Chilcotin areas.
 - ii. CRD mapping system is also getting updated to display Heritage Sites.
 - iii. Get the information regarding traffic increase to the Heritage pages on the CRD website from Emily Epp for the next meeting.
 - iv. 12 Heritage buildings per year. Goal was to address this number (approximately 10 years ago) which was not followed up.
 1. Objectives:
 - a. Identifying places to put on the registry (Church & Medical Centre – Alexis Creek).
 - b. Identify other tools and issues to deal with.
 - c. The most obvious sites to put on the registry are being exhausted- There aren't any obvious sites left to deal with.
 - d. Concerned about lack of energy
 - e. These were few reasons for delay:
 - i. Less of a priority
 - ii. Less easy to identify new sites

- f. Solutions:
 - i. Regroup as a committee
 - ii. Get scheduled for upcoming meetings
 - iii. Get Matrix from Emily Epp and see if the target of 10% by 2018 was achieved or not
- c. Heritage Business Plan 2019
 - i. Goal:
 - 1. Increase number of properties under Heritage Sites
 - 2. Increase awareness
 - 3. Continue to facilitate the inclusion of First Nations
 - 4. Driving Tour Brochure
 - 5. Explore the funding sources available for Heritage Sites
 - 6. In 2018, there weren't any buildings that were brought into registry – Stanley Hotel is from 2017
 - 7. Keep the local (CRD) registry identifying sites of heritage importance and then get them registered to the Provincial and Federal registries
 - a. Cariboo Regional District (CRD) can have local registry – George Atamanenko
 - b. Question: How important is the Heritage Committee or how high of a priority is the committee with the CRD? – Brent Rutherford
 - c. Answer: It is highly important as it further helps in increased Tourism, and local economic growth
 - i. The process involves making a recommendation to the CRD Board of Directors, followed by the Provincial and Federal Registries
 - ii. Is this a Steering Committee or an Advisory Committee?
Answer: It seems more like an Advisory Committee- The committee does the ground level work which gets presented to the Board for approval
 - d. This is the time to plan for the 2020 budget
 - e. Museum does not only act as a tourist attraction but serves as part of the existing community fabric
 - f. Business Plan 2019 has been approved by the CRD Board of Directors in the December 2018 Finance meeting. To-do: Email the Approved Business Plan 2019 to all the Committee members
- d. CCIF (Canadian Cultural Investment Fund) – Strategic Initiatives – Heritage Marketing and Interpretive signage
 - i. Past the application deadline for CCIF for 2019
 - ii. Apply for CCIF for 2020
 - 1. Elizabeth Hunter explained the work plan for applying for CCIF for 2020
 - 2. Hire professional photographers to maintain the \$28,500 budget
 - 3. Advertise on social media
 - 4. Possible joint marketing efforts
 - 5. Get funding for marketing for museums.
 - 6. Interpretive signage projects have been going on that require appropriate grants
 - 7. Website tourism initiative is useful, but some sites don't have wifi/internet. In these cases, physical interpretive signage could prove helpful

8. Prepare signage at regional level with few standard formats (for being cost effective) – proposer Elizabeth Hunter
9. Targeting CCIF grants would be helpful – it could multiply the funds available (\$5,000)
 - a. Has been tried in the past and was not successful – Brent Rutherford
 - i. Example – Gold Rush Marketing Committee
10. Bring together the group
 - a. Set common objectives for the entire CRD/Municipalities so that the bulk of grants can be requested/applied for
11. Decent signages could be helpful & informative – signage at federal level, provincial level and municipality/regional district level – John Massier
12. Multi-culturalism including Chinese influenced communities & Aboriginal communities will help in getting the CCIF grants
13. Elizabeth Hunter to try and get two sample signage templates from the city for the next meeting
14. Explore potential partners/organizations
15. Identify priority objectives for this year to make a good case for CCIF grants
16. Graham Leslie will attempt to get some documents for next meeting
- e. Action plan to achieve 2019 goals:
 - i. See d (ii)
 - ii. Heritage Registry (Matrix update)
 1. CRD Heritage Steering Committee Registry status (in the form of Matrix)
 2. Havan Surat will update the Stanley Hotel status in this existing Matrix
 3. Update the Matrix overall – Havan Surat to check on this
 - iii. Heritage Awareness
 1. June 20, 2019 – 100 Mile House, BC – Senior Resource Fair (Age Friendly event)
 - a. Brent Rutherford to take Heritage Driving Tour Brochures to this event
 2. July 1, 2019 - Williams Lake Stampede - Museum – Cariboo Chilcotin
 - a. Heritage demonstration behind the Stampede grand stands: 11 am – 3 pm
- f. Heritage Driving Tour Brochure
 - i. Would be extremely beneficial to get out to all such events
 - ii. Sent an email to the committee and update about driving tour brochure's next order timeline
- g. General brainstorming session
 - i. Field trip in the fall 2019
 - ii. Distribution of Heritage Driving Tour Brochures is a priority
 1. To be put on the agenda for next meeting – Check with Emily Epp
- h. Next Meeting
 - i. June 18, 2019 at 10 am

Meeting Adjourned: 12:05 pm

Recorded by: Shivani Sajwan