



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Chair and Members Planning Committee
COMMITTEE DATE:	February 14, 2017
SUBJECT/REPORT NO:	Delivery of Former Hamilton Historical Board (HHB) Heritage Presentation Programs (PED15193(a)) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Christopher Redford (905) 546-2424 Ext. 4688
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- (a) That heritage presentation activities of the former Hamilton Historical Board (Heritage Day Volunteer Awards partnership, George Hamilton Day, the Famous Hamiltonian contest and the *Historicity* magazine) be continued as part of the Tourism and Culture Division's Heritage Presentation Program;
- (b) That the Heritage Presentation Program be implemented using a combination of third party contracts, community heritage volunteer committees, individual heritage volunteers, and staff delivery processes.

EXECUTIVE SUMMARY

At the July 10, 2015 meeting, Council directed Tourism and Culture Division staff to report on the creation of a working group consisting of members of the former Hamilton Historical Board (HHB) and other heritage groups to develop a strategy to contribute to heritage presentation in the City.

On December 1, 2015, Council approved the transfer of the Hamilton Historical Board budget of \$14,340 to the Tourism and Culture base budget to continue implementing the former HHB heritage presentation programs, on an interim basis, pending Council approval of a long term strategy.

During this consultation period, Tourism and Culture staff worked with former members of the HHB to continue to deliver existing programs.

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OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

Public consultation in 2016 identified the former Committee's core programs:

Annual Heritage Day Volunteer Awards held in February in Council Chambers (a partnership between the Historical Board and the Hamilton Wentworth Heritage Association).

Historicity Magazine: An annual publication on topics in Hamilton's history.

George Hamilton Day: Celebration of the August Civic holiday, established by Council as 'George Hamilton Day.'

Famous Hamiltonian Contest: An annual contest where citizens select a Famous Historical Hamiltonian of the Year. Recently, the contest has been based on an annually identified theme (e.g. sports, music, etc.). The Famous Hamiltonian is celebrated with educational or other programming during the following year.

Discussions during the consultation process centred on whether each program should or should not continue, and, if it should, in what way could public involvement best be facilitated, moving forward. Five options were identified:

1. Discontinue the program;
2. Create a targeted community grant to further the same or similar program;
3. Create a service contract where a not-for-profit third party heritage or community service provider would continue the program;
4. Create an ad hoc community volunteer committee reporting to staff to deliver the program; and,
5. Assign staff to directly deliver the program.

The consultation generated broad agreement that the programs should continue and that capacity existed within the heritage community (either as individuals or formal organizations). There was also widespread agreement that no single option or single working group was appropriate to deliver all programs. Rather, a mixture of approaches would be more effective and could evolve over time as community capacity increased.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: There are no financial implications associated with these recommendations. Funding for these programs was previously included in the operating budget for the Advisory Committee. In 2016, the funding (\$14,340) was transferred to Tourism and Culture as an interim measure pending Council direction.

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

Following a Clerk's Division review of the City's Volunteer Advisory Committees, Council approved the dissolution of the HHB as an Advisory Committee on July 10, 2015, and directed staff to report to the Planning Committee respecting the creation of a working group (consisting of current and former members of the HHB, as well as members of other heritage groups) to work with Tourism and Culture Division staff to develop a strategy for contributing to heritage presentation in the City.

On December 1, 2015, Council approved that the former Hamilton Historical Board (HHB) budget of \$14,340 be transferred to the Tourism and Culture base budget as an interim measure to continue existing programs (PED15193).

Public consultation was undertaken in 2016, while Tourism and Culture staff continued to work with former members of the HHB to ensure ongoing delivery of heritage programs as an interim measure.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Primary public consultation sessions were held on February 17, 2016 at the Lister Building, 28 James Street North, and on May 4, 2016, in association with the Hamilton Wentworth Heritage Association at the Sarcoa Auditorium (formerly the Marine Discovery Centre Auditorium). Approximately 80 persons attended both sessions, including representatives and/or members of the following groups or institutions:

- The former Hamilton Historical Board
- Ancaster Township Historical Society
- Dundas Valley Historical Society
- Erland Lee Museum National Historic Site
- Flamborough Heritage Society and Archives
- Glanbrook Heritage Society
- Hamilton Mountain Heritage Society
- Hamilton Municipal Heritage Committee
- Hamilton-Wentworth Heritage Association
- Head-of-the-Lake Historical Society

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- Stoney Creek Historical Society

ANALYSIS AND RATIONALE FOR RECOMMENDATIONS

The Heritage Presentation Unit is part of the Heritage Resource Management Section of the Tourism and Culture Division. It offers a range of presentation programs including heritage plaques and interpretive signage, heritage events, and exhibits. Heritage Presentation staff aided and participated in all of the former HHB programs. Capacity exists within the Unit to deliver directly some but not all of the former HHB programs.

More significantly, the impetus for the HHB programs came from the community and continued community participation is vital for their success and value.

Consultation participants recognized capacity limits within both the Unit and the heritage community. In that context, a strategy emerged to deliver the programs using a mixture of approaches.

Annual City of Hamilton Heritage Day Awards: The consultation process noted that Heritage Day had been a partnership between the former Hamilton Historical Board and the Hamilton Wentworth Heritage Association (HWHA), with the event having originated with the HWHA, prior to HHB involvement.

The current HWHA executive expressed a desire for a partnership with the Tourism and Culture Division to continue.

Historicity Magazine: During the consultation phase, there was widespread support for continuing this publication, noting that the quality has improved dramatically in recent years and demand always exceeds the budgeted print run. There was discussion of establishing an annual grant, allowing heritage groups to submit thematic proposals, subject to adjudication.

However, former members of the Hamilton Historical Board editorial team pointed out that steep learning curves and technical requirements come with the production of the magazine. These would have to be learned or acquired by each new organization undertaking the project. They cautioned that even the best of publication proposals may go unrealised if dependent on small inexperienced volunteer groups.

A consensus emerged from the consultation that a volunteer editorial committee, reporting to and guided by staff could produce the publication, allowing for both continuity and stability.

George Hamilton Day: It was noted that George Hamilton Day, although enacted by Council, remains relatively obscure and poorly funded.

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As a one-day holiday event, George Hamilton Day is best suited to the service contract model. This offered the possibility of various heritage groups or neighbourhood organizations submitting proposals. Third parties could leverage funds in ways City staff could not.

Famous Hamiltonian Contest: No similar consensus emerged on the operation of the Famous Hamiltonian Contest. Concerns were raised that managing a broad-based, inclusive, and transparent process may be beyond the capacity of existing heritage groups. While transferring responsibility to a third party was considered a worthy long term goal, respondents felt that, for the immediate moment, staff should retain this project (recruiting and working with individual volunteers if possible). Staff would also work to develop the capacity of community heritage groups to undertake this project in the future.

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.

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