

HMHC Education and Communication Working Group

Meeting Notes

Wednesday January 5th, 2022 (6:00pm – 8:00pm)
City WebEx, Virtual Meeting

Present: Alissa Denham-Robinson (Chair), Janice Brown, Graham Carroll, Chuck Dimitry, Robin McKee,

Regrets: Kathy Stacey, Tim Ritchie

Also present:

Stacey Kursikowski – Cultural Heritage Planner – Heritage & Urban Design Div. (Meeting Host)
Alissa Golden – Heritage Project Specialist, Tourism & Culture Div.
James Croft (Co-op Student) – Heritage & Urban Design Div.

RECOMMENDATIONS:

N/a

1. Changes to the Agenda

1. N/a

2. Declaration of Interest

1. N/a

3. Previous Meeting Notes

1. October 20, 2021 – reviewed and generally approved by W.G. members
2. November 3, 2021 – reviewed and generally approved by W.G. members
3. November 18, 2021 – reviewed and generally approved by W.G. members
4. November 25, 2021 – reviewed and generally approved by W.G. members

4. Policy & Administration:

1. Plaquing Process Review and Recommendations

- .1 The W.G. generally reviewed the Plaquing Process for the following discussion items:

- a. What do we know about the plaquing process of the past and how it used to function? (Timelines, roles, responsibilities, process, etc.)
What were the pros and cons?
- b. How does the process currently work? What are the pros and cons?
- c. What recommendations can be made to improve the existing plaquing process?
- d. What are other municipalities doing?

- .2 The W.G. generally reviewed the presentation provided to HMHC in August

Education & Communication Working Group

Meeting Notes

January 5, 2022

6, 2021 by Christopher Redford, Heritage Presentation Coordinator, Heritage Resource Management Section, Tourism and Culture Division.

.3 The following points were documented:

- a. Currently there is no process in place for a funded designation plaquing program. The plaquing budget was restructured at staff's discretion to focus solely on the production of commemorative plaques. The former process for the production of City-funded designation plaques was eliminated around the time of the disbandment of the Hamilton Historical Board (HHB) and the Joint Plaquing Subcommittee which was run in coordination with the Hamilton Municipal Heritage Committee.
- b. The Tourism and Culture Division facilitates the creation of 3 large commemorative plaques each year, for an approximate cost of \$10,000, as part of their existing budget. The plaquing is coordinated by Christopher Redford, Heritage Presentation Coordinator in the Heritage Resource Management Section.
- c. Plaquing Stats:
 - 246 properties – The number of designated properties eligible for plaquing
 - 156 properties – Has been reviewed and documented for plaque status (150 plaqued, 6 with owners who were contacted and declined a plaque)
 - 76-91 properties – Approx. # of properties currently without a designation plaque. (The number of properties is growing annually)
- d. It was suggested that a budget request specific to designation plaquing be requested under HMHC and Heritage Planning (Planning Division); separate from the Tourism and Culture Division. – Alissa D-R. to confirm with Loren how this request should be made to fall in line with the City's Budget talks.
- e. W.G. to review HHB reports to review the disbandment that took place and whether or not consultation discussed the process for designation plaquing.
- f. Janice provided an overview of the process other municipalities are doing.
- g. Robin raised a number of questions for further review including:
 - Insurance coverage for replacement plaques – If plaques are owned by the City, would replacement of a plaque be covered?
 - If the plaque is purchased by the Owner, would replacement be covered?

Education & Communication Working Group

Meeting Notes

January 5, 2022

- Would an agreement be required?
- .4 W.G. to generate a recommendation in the coming months. The following points were noted for further discussion:
- a. Clearly state the importance of a designation plaquing process.
 - b. Engagement with Council – (Suggest recommendation) may be able to approach Councillors for funding – where designation plaques are needed in their area. (Area Rating Funds could be used) – this could lead to an event opportunity for the community. Alissa Golden may be able to assist with generating a list of all unplaqued designated properties for each Ward.
 - c. Is funding for municipal plaques available through other City resources – can this come from other funds at time of designation? Heritage Planner to communicate with other City Departments to see if there is a budget to pull from.
 - d. Currently City Museums are not plaqued for designation; unless there are other commemorative plaques on site. (Suggested recommendation) That the City identify which of its City-owned designated properties are not yet plaqued and investigate funding options to have designation plaques installed, as appropriate.
 - e. Moving forward – make this part of the conversation – taking a more engaged approach – include as part of the CHIA (Suggested recommendation) - Text for designation plaques should be included with each CHIA. Consultant to draft text as part of their submission.
 - f. Administration: What would be the process? Staff roles? Who would apply for permit to install plaque? Property owner to sign-off? Agreement
 - g. HMHC to create a Communication Plan:
 - a. Need to address Past properties with a letter campaign
 - b. New Designated property package – info package. There is an opportunity for better integration – less sterile experience – grants & loans – new pdf production
 - c. Educating the community – (Interactive Mapping) Heritage Plaque layer is already available to the public, but staff continue to update it with new information, including cross-referencing Robin's list of pre-amalgamation heritage property plaques.
 - d. Potential tie-in to Hamilton 175 – as a Tourism strategy

5. Public Outreach and Events:

1. HMHC Heritage Recognition Awards 2021

The W.G. generally reviewed the following discussion items:

- .1 Status of Nominations – Awaiting Council’s decision at upcoming January Meeting.
- .2 Awards Event Planning:
 - City Website to be updated – members to provide content text and photos for Stacey to coordinate.
 - Alissa D-R provided a copy of the Draft Communication Plan from 2020- 21; plan to be reviewed and updated for current event.
 - Alissa D-R provided a template story board page. Members to create 1 story board page for each award. Pages to be completed for next meeting – Jan. 19, 2022.
 - Video Production – Stacey and Alissa to coordinate with Cindy Csordas and Communications staff. Four videos to be produced (23 awards in 9 categories).

6. Publications & Print Projects:

- 1. N/a

7. New Business:

- 1. N/a

8. Next Meeting: Wednesday January 19th, 2022 at 6pm.