

Education & Communication Working Group

Meeting Notes

Wednesday, September 6th, 2023 (6:00 pm)

WebEx Virtual Meeting

Present: Alissa Denham-Robinson (Chair), Janice Brown, Kristen McLaughlin, Julia Renaud, Sara Sandham

Regrets: Chuck Dimitry (Resigned), Robin McKee, Graham Carroll, Lisa Christie (Cultural Heritage Planner)

Also Present: Emily Bent, Cultural Heritage Planner

1. Changes to the Agenda

N/a

2. Declarations of Interest

N/a

3. Review of Previous Meeting Notes:

- a. July 5, 2023 - Approved by general consensus.

4. Policy & Administration

a. Special Project Update - Plaquing Policy Review and Recommendations

Previous Meeting: Was held April 12, 2023.

May 10th meeting was postponed due to the Heritage Awards.

Next Meeting: Date to be determined.

Next Steps:

- i. Alissa D-R to organise the shared files within the Google Drive
- ii. Working Group to simplify the proposal with key points including the importance of plaquing
- iii. Staff to advise on the following:
 1. How do we want to address a Plaquing Policy that has lost priority in light of Bill 23?
 2. What are the milestones to meet budget discussions?
 3. Area rating funding - How many properties require a plaque in each Ward?

5. Public Outreach and Events:

a. HMHC Heritage Recognition Awards 2023-24

i. Nomination Administration & Tracking

1. Alissa D-R has created the new 2023-24 Award Share File - link to be re-sent to all WG members.
2. Lisa Christie has spoken with the Comms-Team to make a request to have the webpage updated and a Facebook communication push on social media.
3. Notice of the nomination deadline has been promoted to various contacts.
4. The Working Group requested a date extension to September 29th to be updated on all communications.
5. The Story Board Template has been updated to include space for more project contact info.

ii. Review Nominations Received to date.

1. Nominations are being received through the website portal.
2. Clerks will continue to receive nomination information to be forwarded to the Working Group.
3. The Working Group has started tracking these for review
4. Members should continue to submit their ideas via the on-line nomination form.

iii. Review Schedule of Dates & Milestones (Pending Selection of New HMHC).

<u>Proposed Schedule</u>	<u>Date</u>
Deadline for Public Nominations:	EXTEND to Friday Sept. 29th
Deadline for HMHC & Staff Nominations:	October 27, 2023
Nomination Review by WG:	Sept. / Oct. / Nov. 2023
Deadline for Presentation of Award Recipients at HMHC	December 2023 (regular meeting) Or January 2024 (In the event that the December meeting is cancelled due to holidays)
Working Period (Story Boards, etc.)	Dec. 2023 / Jan. 2024
Deadline for Website Content	Monday January 29, 2024
Announcement for Heritage Day	Monday February 19, 2024 (until Sun. February 25, 2024)
Working Period (Notification of Winners, Awards Prep, etc.)	March / April / May 2024
Awards Celebration Event	June 2024

- iv. Possible New Category with linkages to Doors Open 2024 Theme: Music
 By general consensus, WG members felt that the current list of categories is fulsome and diverse. Heritage properties with musical links can be acknowledged under the existing categories, without creating a new specialty category.

b. Future 2023 / 2024 Opportunities

i. Dates Ongoing

1. Hamilton Magazine (HM) – Digital Content related to local history and heritage. WG member to continue sending content to Editors.

ii. September 2023

1. Mark McNeil's Heritage "Flashbacks" in the Hamilton Spectator – Re: promotion of Heritage Award Winners
 - a. Alissa D-R has reached out to Mark McNeil to provide contact and reference material.
2. Lincoln & Continental Owners Club of Canada Conference event to be held the week after Labour Day (4 day event) – Theme: Hamilton Auto History (Verbal Update – Alissa D-R)
 - a. Alissa D-R reached out to President Paul Denter. Thanks to Alissa G. and Caylee for preparing a package of Hamilton Heritage resources for conference attendees.
3. Heritage Event (Culture Dept. and Hamilton Wentworth Heritage Association)
 - a. No update - Alissa D-R to reach out to Lee Gowers and Culture Team for more information.

iii. February 2024

1. Heritage Day (Organized by the Hamilton Wentworth Heritage Association (HWHA) and City of Hamilton)
 - a. No update - Alissa D-R to reach out to Lee Gowers and Culture Team for more information.
 - b. WG members expressed interest in participating in a Heritage Day Event.

iv. May 2024

1. Doors Open Hamilton (Organized by ACO Hamilton Chapter) – Event Theme: Music

- a. No update. WG to await further information to be released by the local Chapter of the Architectural Conservancy of Ontario (ACO)
 - b. Tourism Hamilton would like to have copies of our activity books for the event. Heritage Planning Staff to coordinate.
 - c. WG members have expressed interest in having a table at a site or information headquarters.
- v. Other (Workshops / Lectures / Guest Speakers, etc.). - WG members to look at options for future events.

6. Publications & Print Projects:

- a. Heritage Word Search Puzzles – Review Status of Project Moving Forward
 - i. Chuck D. who had taken the lead on this project has resigned from HMHC, subcommittees and working groups.
 - ii. Alissa D-R to create the tracking list of topics and ideas for future work by other volunteers wishing to take on this project.
- b. Heritage Colouring Pages
 - i. Student Artist Project VOLUME 3 (2023 Edition)
 - 1. 5 new images have been received. Working Group to add text and logo to complete each page.
 - a. Mountain Hospital (Graham C. to provide text)
 - b. Kerr House (Graham C. to provide text)
 - c. Playhouse Cinema (Janice B. to provide text)
 - d. Maplelawn (Lyn L. to provide text)
 - e. Gateside (Janice B. to provide text)
 - f. 44 Chatham (Graham C. to provide text)
 - 2. WG to provide copies of Volume 3 to Mrs. Dywan to share with the students at Bernie Custis Secondary School - 15 copies. WG members suggested sending these books to the Ward Councillor & School Board Trustee so they can see the great volunteer work that these students have done.
 - ii. Student Artist Project VOLUME 4 (NEW 2023/24 Edition)
 - 1. Starting with the new school year, Mrs. Dywan will work with the students to create some new images including some sites within the Flamborough / Waterdown area.
 - 2. WG members to source additional ideas and reference images (ex. St. Mark's to coincide with the renovation project and new addition)

- iii. Flamborough Archives & Heritage Society 50th Anniversary Project
 - 1. Reference images have been provided to the students for 4 Flamborough properties. Student sketches should be completed in Nov/Dec 2023.
- c. Hamilton Tourism would like to have copies of our activity books for the Tourism Office; especially for Doors Open 2024. Alissa Golden (Heritage Planning) will coordinate with Sabine Andrisevich and Mara Benjamin (Tourism Hamilton).
- d. Educational Handout – Bill 23 Fact Sheet (Dated May 2023) – May need to update document with new Provincial Planning Policy Statement (Acorn) - no new update as per this meeting.

7. Other Business

- a. Potential for Hamilton to Host a Future Ontario Heritage Conference
 - i. Update - Alissa D-R spoke with Matt Gauthier (Clerk's) and Alissa Golden (Heritage Planning) to look at the best way to approach a request to host and best practice for submitting a proposal - Alissa D-R to follow-up.
- b. Communication Planning
 - i. Working Group to think about a future communication plan, which may include:
 - 1. Can QR codes be used as a promotional tool?
 - 2. Are there opportunities to make more heritage resources available on-line?

8. Next Meeting: Wednesday October 4, 2023 @ 6pm