



The Richmond Hill Heritage Centre  
Advisory Committee  
HCAC#01-18  
Tuesday January 23, 2018  
7:00 p.m.

## Minutes

A meeting of the Heritage Centre Advisory Committee of the Town of Richmond Hill was held at McConaghy Centre (10100 Yonge Street) on Tuesday, January 23, 2018 at 7 p.m. with the following members in attendance:

Jim Vollmershausen  
Councillor David. West  
Marj Andre

## Staff:

Maggie MacKenzie, Heritage Services Coordinator  
Jillian Dobson, Heritage Services Assistant - Outreach

## Regrets:

Karin Ash, Manager of Cultural Services  
Sharon Deebrah  
Shannon Collier

Call to order by: Jim Vollmershausen at 7:05 p.m.

## Approval of Agenda:

Moved by: Marj Andre.

That the agenda be adopted as distributed.

Carried by Councillor David West.

## Adoption of Previous Minutes

Heritage Centre Advisory Committee#04-17 held on November 28, 2017.

Moved by: Councillor David West.

Carried Unanimously.

# Heritage Services Update – Maggie MacKenzie

## Programs and General Operations:

- 2017 statistics completed.
  - Birthday parties, rentals, March Break and Summer Camps were up, 10 – 30%
  - Number of rentals were down however, the quality of the average rental was up with longer hours, All Occasions/beverage added to package. This increased revenue 10%.
  - General year round programs and teas were down about 20%
- Winter programming traditionally quiet. Thursday knitting program and Etiquette 101 running weekly. February workshops for preschoolers.
- Program staff focusing on March Break preparation. Camps will increase to 40 children at Elgin West.
- Options for entertainment at the St. Patty's Day tea are being considered
- The Victorian tea numbers were down, likely due to the fact it was held a week later this year, so may have been too close to the holidays. Steven Cockle returned this year to read stories and was well received
- There have been a couple of weekday rentals for the Centre in January.

## Upcoming Events

- Heritage Week Open House – Saturday, February 24, 2018 – 2 to -4 p.m.
- March Break Camps – March 12 to-16 – Bright Ideas at Heritage Centre and Discovery Days at A.J. Clark Interpretive Centre.
- St Patty's Tea Party March 16.
- Maple Syrup Festival – March 24 at Elgin West.
- York Region District School Board Heritage Fair – March 5 in Aurora – We will run a workshop for grades 7to11.
- Doors Open – Saturday, May 12, 2018.

## Event Brainstorm:

Jim Vollmershausen brought forth a suggestion about having a Heritage event that brings together all the different heritage and historical groups in the community, like the cultural summit. Groups suggested included: Historical Society, BIA, David Dunlop Observatory, Library Archives, Burr House, St. Mary's historian.

Councillor David West liked the idea and suggested bringing the groups together to formulate an event together.

Councillor David West suggested creating ambassadors that share what heritage is across the Town to drive the larger picture and understand the long term impact of losing heritage structures.

Marj Andre suggested a Heritage Day with a full focus on Heritage to increase awareness about heritage and history overall within the Town.

Maggie Mackenzie will review the options to reach out to the groups to form a brainstorming session.

## **Exhibits and Collection:**

- Queen Victoria's Secrets and Freemasonry are currently being installed with the Grand opening on February 24.
- Past perfect has been installed and staff are "*learning the ropes*" targeted public launch at Doors Open.

## **Heritage Richmond Hill Update: M. Andre**

A discussion was held around the William Neal house at 41 Elgin Mills and its status.

## **Museum Feasibility/New Business**

- a) Branding/New Signage update
  - Maggie MacKenzie presented the new apron, table runner and tent banner.
  - Look for new sign in upcoming weeks. Hopefully up for Heritage Week.
  - Rose Exhibit to become travelling exhibit.
  - A.J. Clarke archaeology exhibit to be redesigned.
- b) Heritage Assistant Report
  - New initiatives/benchmarking
    1. On RH
    2. Connecting the Community
    3. Trip to King
    4. Trip to Welcome Centre
    5. Editing promotional material and exhibits
    6. Creating a communication plan for web presence
- c) 2018 Workplan
  - Continue with researching/benchmarking. New ideas for the Fall/winter session,
  - Community outreach – grant student to assist in summer
  - New Key event
  - Renovation design for Heritage Centre.

## **New Business:**

Marj Andre distributed postcard for High Notes Gala for Mental Health – Thursday, February 1 at the Richmond Hill Centre for the Performing Arts.

Maggie Mackenzie suggested doing some cross over event advertising with the Historical Society.

Marj Andre will be organizing a speaker series that will start in April at the Richmond Hill Centre for the Performing Arts.

**Dates of Next Meeting:**

Tuesday, March 20, 2018 at 7:00 p.m. at McConaghy Centre

**Adjournment:**

Moved by: Councillor David West.

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 8:45 p.m.