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**THE RICHMOND HILL HERITAGE CENTRE
ADVISORY COMMITTEE
HCAC#03-17
Tuesday May 24, 2017
6:30 p.m.**

Minutes

A meeting of the Heritage Centre Advisory Committee of the Town of Richmond Hill was held at Elgin West Community Centre (11099 Bathurst Street) on Tuesday, May 24, 2017 at 6:30p.m. with the following members in attendance:

J. Vollmershausen
Councillor D. West - Left at 7:10pm
M. Andre
J. Dobson
S. Deebrah
S. Collier

Staff:

K. Ash. Manager of Cultural Services

Regrets:

M. MacKenzie, Heritage Services Coordinator

Call to order by: J. Vollmershausen at 6:35 pm

Approval of Agenda:

Moved by: J. Dobson

That the agenda be adopted as distributed.

Carried by Councillor D. West

Adoption of Previous Minutes

HCAC#02-17 held on March 28, 2017.

Moved by: M. Andre

Carried Unanimously

Heritage Services Update – K. Ash

Programs and General Operations:

- Summer Camp registration is strong 6/8 camps are now above 30 campers going for the maximum of 40.
- Spring Programming wrapping up – successful session. Only Burr House programs cancelled near the end of the session.
- Interviews for summer curatorial staff have taken place. References currently being checked
- Received the following student grants
Young Canada Works – 1 curatorial 12 weeks, 1 Camp Supervisor -12 weeks
Canada Summer Jobs – 3 Curatorial – 12 weeks, 3 Camp Councillors – 8 weeks, 2 Curatorial – 12 weeks
Summer Experience Programs – 1 Curatorial – 7 weeks

Upcoming Events

- Teddy Bear Picnic to be held Saturday June 10 - 3 hour event, new features
- Walking Tour on the first day of Farmers Market - June 18 – Focus on the Spring Fair and agriculture history
- Summer Teas start July 11
- Corn Roast will also be offered at the Farmers Market starting Aug. 13 to Labour Day.

Exhibits and Collection:

- Coming up Roses exhibition is now open – Opened May 13 at Doors Open

Doors Open Event:

- M. Mackenzie just waiting for surveys from 2 more sites
- Volunteer participation was down
- Attendance was down an estimated 20%
- Heritage Centre, Mill Pond Gallery, Hindu Temple and Coptic Church over 250 visitors – most popular.
- Five sites under 100 visitors.
- Overall the sites so far were happy to have had the turnout they received
- The Gormley Tour was not well attended this year - since the horse wagons have not been in place there has been a significant drop in attendance at this site.
- The Mill Pond Tour was not well attended - Suggestion for the tour to start at the Art Gallery in order to capture some of that audience
- Sites overall were great at engaging attendees and providing details and welcoming visitors
- S. Collier mentioned the brochure was slow and difficult to download and suggested an app or online tour site would be very helpful and useful

- Some new locations were not well prepared and needed more signage
- It was suggested that new sites should have a dedicated point person to familiarize them with the process and event
- Sports Hall of Fame location was not well signed and was difficult for attendees to find
- Suggestion was made that all sites should commit to providing some sort of refreshment. Most do now, but to be able to promote the location as having refreshments would possibly help draw crowds.
- Suggestion was made to see if we can get Lake St. George and L'Arche Daybreak to participate again.
- S. Collier suggested a shuttle option for visitors and activities promoted at each site.
- M. Andre asked about provincial level feedback on the event and numbers year to year
- A discussion was had about doing the event every other year and everyone agreed it should continue every year.
- S. Collier said the event needs increased amounts of engaged volunteers and getting the MTO to promote with signage on highways in advance of the event
- It was suggested to incorporate a scavenger hunt into the event
- Insurance, lack of volunteer/staff commitment main obstacles for sites.

Vision, Mission and Mandate Discussion – K. Ash

A. Review of Draft Statements

- A discussion was held around the Vision, Mission and Mandates since it has been reworked following a review by the town communications and marketing staff
- M. Andre expressed concern over the word 'storytelling' in the Vision. K. Ash confirmed she would look into another word option.
- Councillor D. West suggested looking at the bigger picture for the vision as providing a direction.
- K. Ash explained that the Vision/Mission/Mandate document is to guide staff in their actions and planning and funding requests.

B. Next Steps

- K. Ash advised when J. Vollmershausen asked what the approval process would be that it will go to council for final review as it is an important part of the Heritage Services Ministry Standard documentation required for the Museum Operating Grant.
- M. Andre asked how long until the document gets reviewed again. K. Ash said 5 years.

Heritage Richmond Hill Update: M. Andre

- 33 Roseview is applying for renovations
- 44 Trench Street - Reviewing options
- K. Ash updated that the David Dunlap Observatory is undergoing a facility assessment through Asset Management Department and the town will be maintaining the telescope and staff is being trained.
- S. Deebrah mentioned that the phone line to the observatory just rings and suggested a message or answering machine or call forwarding

New Business:

- K. Ash updated that she and M. Mackenzie met with Brian Boyle the photographer at the Royal Ontario Museum and they had a tour of the ROM photography facility with him. He gave suggestions on how to photograph and digitally archive artifacts.
- M. Andre showed the design of the new pin for the Historical Society.
- M. Andre advised that June 19, 2017 is Historical Society Strawberry Social Tea for Historical Society Members

Dates of Next Meetings:

Tuesday, September 26, 2017 - 7pm

Tuesday, November 28, 2017 - 7pm

Adjournment:

Moved by: K. Ash

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 7:40pm



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**THE RICHMOND HILL HERITAGE CENTRE
ADVISORY COMMITTEE
HCAC#04-17
Tuesday Sept 26, 2017
6:30 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, Sept 26, 2017 at 6:30p.m. with the following members in attendance:

J. Vollmershausen
Councillor D. West
M. Andre
J. Dobson

Staff:

M. MacKenzie, Heritage Services Coordinator

Regrets:

K. Ash, Manager of Cultural Services
S. Deebrah

Absent:

S. Collier

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

Approval of Agenda:

Moved by: J. Dobson

That the agenda be adopted as distributed.

Adoption of Previous Minutes

HCAC#03-17 held on May 24, 2017.

Moved by: D. West

Heritage Richmond Hill Update: M. Andre

At the September 12 meeting of Heritage Richmond Hill they review the budget and grants and allocated funds.

They also review a request for demolition for 35 Wright Street and 273 Jefferson Sideroad.

Heritage Services Update – M. MacKenzie

Programs and General Operations:

- Summer Camp registration at A.J. Clark was 38-40 campers each week (40 max.)
- Summer Camp at Heritage Centre – 1/2 day 10 – 15 children each week. (16 max.)
- Summer afternoon children's programs: low attendance - will review for next year
- Summer Teas: Steady all summer - biweekly
- Corn Roasts
 - Concerts: sold out each week, one week rained out.
 - Farmers Market: low sales, not a profitable venture.
- Summer Grant Students successful. Visit from MP Majid Jowhari.
 - 14 grant students
 - 4 students fully paid by grants
 - 5 students working at the collection during the summer
- Teddy Bear Picnic: New crowd, however low attendance. To review for next year.
- Fall program registration has been steady. Holiday programs remain popular.
- Active Net was introduced as the new registration system.

Upcoming Events:

- Harvest Tea – September 30, 2017: New menu
- Walking Tour on the last day of Farmers Market: Oct 1, 11a.m.
- Notes and Quotes, RHCPA October 22. - Serving Tea 2-4pm
- Spice Tea – November 28, 2017
- Victorian Christmas Tea – December 16, 2017

Exhibits and Collection:

- Studio Tour October 14 and 15
- New photography equipment at the collection. Summer students digitized collection. Professional looking images for on-line database.

Doors Open Event:

- Wrap up meeting held at St. Mary and St. Joseph Church in June.
- Although attendance was down, the sites were very happy and felt event was a success.
- Sites want to continue as an annual event

- Discussion on the volunteer decline. Sites will now recruit their own volunteers in 2018. Volunteer Services will assist with advertising through the database for sites that need more resources. Town sites will continue to use town volunteers.
- Possible option to be explored is newcomer tour on bus in combination with Doors Open - in conjunction with the Welcome Centre and the Community Development Coordinator.
- Researching potential use of buses to go from site to site for Doors Open 2018 - need to investigate liability insurance, scheduling and other logistics

Mission, Vision and Values

The committee was presented with the final version of the Mission, Vision and Values Statements (Appendix A).

Moved by: M. Andre

That the Mission, Vision and Values Statements be adopted as distributed.

M. Andre suggested that once approved by council the document should be included in an upcoming Historical Society newsletter.

Museum Feasibility Study Update:

- New Recreation Assistant -Heritage Services Assistant posted. Closed September 14th. 59 applications to review.
- This position will be instrumental in assisting the Heritage Services Coordinator in moving forward with a number of initiatives to increase community awareness and the importance of heritage.
- Advertising plan has been implemented through our Marketing section. Includes branding, plans for a transit shelter ad (at Major Mackenzie and Pugsley) for next spring/summer, various printed Advertisements and a Heritage Video.
- M. MacKenzie spoke to the Heritage Video that was filmed on September 25 to promote Heritage Services in Richmond Hill.
- M. Andre said the Historical Society may be interested in posting the video and some still photos on their website.

New Business:

- M. Andre updated that on the afternoon of October 22, 2017 The Richmond Hill Historical Society will be presenting "Notes and Quotes" at the Richmond Hill Centre For the Performing Arts - an event that will celebrate Canada 150 with a performance by the Richmond Hill Concert Band and a telling of the history of Richmond Hill.
- M. Andre updated that on October 22, 2017 evening there will be a fundraising event entitled "The Secret Path - Richmond Hill". The event will feature photography, a film presentation and a panel discussion about residential schools and the life of Chanie Wenjack.

- J. Vollmershausen updated that the Historical Society will be hosting its next meeting on October 16 and will feature Randy Barber speaking about the art of barbering.

Date of Next Meetings:

Tuesday, November 28, 2017 - 7pm

Adjournment:

Moved by: M. Andre

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 8:25 p.m.

Appendix A

Heritage Centre Museum Feasibility Study

Mission, Vision and Values Statements

FINAL VERSION: May 29, 2017

Richmond Hill Heritage Services

Mission

Heritage Services enriches the community by creating opportunities to experience Richmond Hill's cultural heritage.

Vision

Inspire and connect through engaging exhibitions, programs and celebrations.

Values

To increase community awareness and importance of Heritage Services by:

- Enhancing programming to increase participation and attract a broader demographic of residents and new visitors;
- Engaging the community to support the growth of exhibitions, programs, and events;
- Using innovative technology to showcase the history and heritage of Richmond Hill;
- Acquiring, documenting, preserving, maintaining and exhibiting the collection of artifacts related to the cultural heritage of Richmond Hill, past and present.
- Effectively and creatively promoting Heritage Services initiatives through strong marketing collateral

Heritage Services encompasses the Heritage Centre, AJ Clark Interpretive Centre and the Collection, and all associated initiatives.

Cultural Heritage is defined as an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values.

Heritage Services Values and Key Action Items

1. Enhancing programming to increase participation and attract a broader demographic of residents and new visitors;
 - a. Consider the characteristics of “New” community museums in program development: Storytelling, uniqueness, experience, risk taking and community building (page 59 of the MFS)
 - b. Investigate and develop new programs that can be offered
 - c. Create quarterly events to attract visitors to the Heritage Centre
 - d. Develop more curriculum-based outreach / travelling exhibit programs to take the programming out into the community (schools, community organizations, etc.)
 - e. Continue to use AJ Clark site with a program focus on First Nations and Environmental issues

2. Engaging the community to support the growth of exhibitions, programs, and events;
 - a. Develop partnerships with community organizations to co-develop new programs, exhibits and events to broaden the scope of the topics covers by Heritage Services (page. 64 of the MFS)
 - b. Involve the Heritage Centre Advisory Committee members in the program development for the Heritage Centre
 - c. Use program evaluations to gather feedback on existing programs and events
 - d. Support the programs and initiatives with volunteers

3. Using innovative technology to showcase the history and heritage of Richmond Hill;
 - a. Implement an online database system for the collection, so that the collection is accessible for research and study.
 - b. Improve the online presence of Heritage Services on the Town’s website, including up to promotional details (program, location and contact info) and content details (collection highlights, links to resources)
 - c. Investigate the use of technology to enhance the exhibits (tour apps, interactive screens, etc.)
 - d. Showcase the Celebrated Stories projects to share the history of Richmond Hill

4. Acquiring, documenting, preserving, maintaining and exhibiting the collection of artifacts related to the cultural heritage of Richmond Hill, past and present.
 - a. Manage and care for the Richmond Hill collection

- b. Identify gaps in the collection and seek community donations for collection items, to represent all eras of Richmond Hill's heritage, including recent Richmond Hill history.
 - c. Publicize the collection as a Town resource and important asset
 - d. Develop on-site programs and tours at the Collections Storage
- 5. Effectively and creatively promoting Heritage Services initiatives through strong marketing collateral
 - a. Work with the Marketing and Communications teams to develop plans that will guide the promotion of Heritage Services
 - b. Develop an identifiable brand for Heritage Services
 - c. Maximize the reach of the marketing strategy through various means (print, online, participation in events, etc.)

