



CITY OF RICHMOND HILL
HERITAGE CENTRE ADVISORY COMMITTEE
HCAC #01-2023
Thursday June 1, 2023
1-3p.m.
Heritage Centre - Gardenview Room

MEETING MINUTES

1. The Meeting was called to order by: Maggie MacKenzie at 1:06 p.m.

2. Welcome/Regrets

Committee Members: Nancy Spinks, Cameron Telch, Councillor Simon Cui,
Mayor David West

Regrets: Rosina Fazzolari, Tabinda Jatoi, Tom Pachkovsky

Staff: Dan DiRuscio, Maggie Mackenzie, Carol Hughes

3. Adoption of Agenda The agenda be adopted as distributed

4. Disclosures of Pecuniary Interest and General Nature Thereof

There were no disclosures of pecuniary interest by members of the Committee under the *Municipal Conflict of Interest Act*.

5. Nominations

Nancy Spinks was elected Chair

Cameron Telch was elected Vice Chair

6. Heritage Services Update

EVENTS:

- Doors Open Richmond Hill 2023
 - RHDDO had over 1,000 visitors in each building – for 2024, visitors will be required to pre-register for this site to avoid long lines
 - Heritage Centre had 350 visitors, including two sittings of Mother's Day tea
 - Artifact Storage had 266 visitors
 - There were 10 sites for 2023, anticipating a few for more sites for 2024

- Suggestion to keep the event at one day due to high demand for volunteers

HERITAGE CENTRE

- Visitors to the Heritage Centre and bookings have increased since reopening after COVID.
- Website engagement is steady, marketing takes place through various forms of on-line advertising and social media. Both channels are working well.
- Summer Camps at the Heritage Centre are all full
- Tea Events are filling up quickly for the season. These events now include entertainment or a special speaker/activity for each tea. As expenses have doubled since the pandemic, participation fees have increased accordingly.

RICHMOND HILL DAVID DUNLAP OBSERVATORY (RHDDO)

- DDO private bookings have been steadily increasing. To date, 51 bookings have been administered which was a noticeable increase from 2019 (the first and last year of full operation) with 39 total bookings.
- The current partner contracts are up for renewal and being finalized.
- Looking at partnerships/sponsorship or preferred vendors for programs. (E.g. dinner at the DDO, possible increase to STEM programming, more programming for our younger ages.)
- Promoting this site for facility bookings as a unique spot to host an event, meeting, etc.

GRANTS

- Summer Student Grants for the Heritage Centre, Artifact Storage and RHDDO were approved.
- Some students have started and some will be coming onboard at the end of June. Eight full time positions in total as a result of this grant.

EXHIBITS

Exhibits for the Community Gallery for 2024

- Wedgewood exhibit in January
- RCAC Museum exhibit in the fall

7. Upcoming Programs/ Events

- Afternoon Teas at the Heritage Centre
 - Very popular – most have wait lists
 - Each Tea has a theme or entertainment
 - Various cultures are represented through the theme/entertainment
 - Offering bi-weekly Tues afternoon teas in the summer

- Tour of the RHDDO – began in May and will run until October
 - This was a successful pilot project in 2022 with about 5,000 visitors
 - Open evenings and weekends – free admission to take a walk through both buildings
 - There will be a gift shop and a donation box
- Live History Event – June 24th – pre-registered event
 - Actors portraying important characters – Dr. Chant, David and Jesse Dunlap and Helen Hogg. Participants will go from room to room finding clues to solve the “problem”
 - 20 people/hour at \$10/person pre-registration and \$15/person at the door
- Teddy Bear Picnic – July 20th at the Heritage Centre
 - Registered event with entertainment
- Heritage Summit – September 10
 - Richmond Hill Historical Society (RHHS) with the City will present a Heritage Summit in Celebration of RH150 at the Richmond Hill Centre for the Performing Arts (RHCPA)
 - An afternoon event of exhibitors and displays and an evening of presentations and music
 - Heritage Services will have exhibits and artifacts set up in the Plaza Suite
- International Astronomy Day – September 23
 - Running a two-three day promotion for Astronomy
 - There will be an Astronomy Tea at the Heritage Centre with a presentation from Royal Astronomical Society of Canada (RASC)
 - At the RHDDO a mix of our popular programs for all ages over the three days will be promoted.

9. **Scheduled Business/Action Plan Review**

a) Terms of Reference Review

- Requires updating
- Preference to change the committee name from “Centre” to “Heritage Services” to encompass citywide Heritage Services
- Will need to be a report to Council for approval

b) Strategic Plan Term of Council 2023 – 26

- The Strategic Plan from 2016 - 2018 requires updating to guide Heritage Services and also goes to the Ministry of Tourism, Sport and Cultural Industries to support the application for the Community Museum Operating Grant (CMOG)
- Based on Vision, Mission and Values which were approved in 2016
- What are the objectives for this term
- Reviewing programs and events – where are the gaps

- Obstacles and opportunities – strengths and weaknesses
- Marketing strategies
- Benchmarking – what are other places doing
- Community feedback – what do people want to see
- Who is our audience – how to reach new customers such as engaging with younger audiences – social media
- Committee to come up with the plan and staff will look at the feasibility and operational implementation

10. New Business

- Cameron Telch suggested the possibility of a Remembrance Day mobile exhibit from the Military Museum at the McConaghy Centre, the RHCPA, or one of the City owned Heritage Houses – a loaned exhibit would need to be staffed
- Discussion on Indigenous history and partnerships with Indigenous Groups. City staff would like to investigate this further to ensure we are including/representing any indigenous groups most appropriately connected to Richmond Hill that wish to participate in City programming, events, etc.
- Discussion about Immigration and inclusion with a year-long celebration, across the city of the different cultures represented in Richmond Hill
- Discussion around the possibility of setting up a MS Teams Group for the Committee

11. Meeting Schedule/Date of Next Meetings -

- Next meeting is Wednesday, June 28th from 1-3 pm at Artifact Storage, Operations Centre.
- Minimum of five meetings per year.
- Preference for the first Thursday afternoon of the month, starting in September from 1-3pm.

12. Adjournment

Moved by: Nancy Spinks
 That the meeting be adjourned.
 Carried Unanimously
 The meeting was adjourned at 2:50 p.m.