



**CITY OF RICHMOND HILL
HERITAGE CENTRE ADVISORY COMMITTEE**

**HCAC #01-2024
Monday February 26, 2024
10a.m. – 12p.m.
Microsoft TEAMS**

Committee Members Present: Nancy Spinks
Rosina Fazzolari
Mayor West
Councillor Cui

Regrets: Tom Pachkovsky
Cameron Telch

Staff Member Present:
Maggie Mackenzie, Carol Hughes

Call to Order:

The Meeting was called to order by: Nancy Spinks at 10:10am

Approval of Agenda:

The agenda be adopted as distributed.

Adoption of Minutes

HCAC#01-2024 held on February 5, 2024

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*.

Scheduled Business/Action Plan Review

- Strategic Plan Term of Council 2023 – 26
 - This is needed for the Operating Grant (CMOG)
- Reviewed the Strategic Plan for 2016-2018
- Looked at the 4 Main Goals

1. Improve marketing and communication strategies to increase awareness of the Heritage Centre, its services and the history and culture of Richmond Hill
 2. Create a compelling visitor experience that facilitates discovery of the City's cultural heritage and provide unique learning opportunities and encourage participation in programs and services by offering more affordable and accessible opportunities
 3. Continue to strengthen the collection to better support the Heritage Centre Mission Statement and to tell the story of Richmond Hill
 4. Cultivate partnerships and financial support by showcasing the Heritage Centre as a strong community anchor that enhances civic engagement, cultural opportunities and economic vitality
- What are the goals for this Council Term
 1. Raising Awareness
 - Monthly newsletter and eblasts –increasing press releases
 - Focusing on Education – eblasts for educators about curriculum based programs
 - Developing more demonstration programming – hands-on activities with artifacts
 - Social media – work with Communications as Heritage Services will not have its own account
 - Looking at a fall drop-in and 2025 Jamboree for Guide & Scouts
 - Provide incentives for return visits – loyalty cards, possibly discounts for school groups
 - More presence of heritage at events – with proper lead time
 - Possible annual events – venue size is an issue
 - Halloween
 - Jesse Dunlop Garden Party
 - Movie night
 - Looking at Phyllis Rawlinson Park
 2. Visitor Experience
 - Diversify exhibition content – connecting with community groups
 - More travelling exhibits
 - Visitor survey and program evaluation
 - Partnership/sponsorship to reduce costs for incoming groups/exhibits
 - Look at new exhibit spaces
 - Look at partnership opportunities – particularly with local groups
 3. Collections

- Heritage stories and exhibits
 - Donations – relevant to Richmond Hill
 - Online Collection – always growing
 - Partner with the Library
4. Cultivate partnerships and sponsorship
- Grants
 - Gift in kind
 - Possible employment grant for database work

Motion to Keep the Existing Plan and Build on it

- Strategic Plan will be updated to showcase plans for 2023 to 2026 term and presented at next meeting for Committee's approval
- Moved by Mayor West, seconded by Councillor Cui

Motion to present new Heritage Services Strategic Plan to Council

- Maggie to create presentation for information and promotional purposes and follow up for date to present to Council
- Moved by Councillor Cui, seconded by Nancy Spinks

Date of Next Meeting

Monday April 15, 2024 – 10am Location Operations Centre, Artifact Storage

Adjournment:

Moved by: Nancy Spinks

That the meeting be adjourned

Carried Unanimously

The meeting was adjourned at 10:45am