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**THE RICHMOND HILL HERITAGE CENTRE
ADVISORY COMMITTEE
HCAC#05-17
Tuesday, November 28, 2017
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, November 8 at 7:00 p.m. with the following members in attendance:

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

Staff:

M. MacKenzie, Heritage Services Coordinator

Regrets:

K. Ash. Manager of Cultural Services

Absent:

S. Deebrah
S. Collier

Call to order by: J. Vollmershausen at 7:10 p.m.

Approval of Agenda:

Moved by: M. Andre

That the agenda be adopted as distributed.

Carried by: J. Dobson

Adoption of Previous Minutes

HCAC#04-17 held on September 26, 2017

Moved by: Councillor D. West
Carried Unanimously

Heritage Services Update – M. MacKenzie

- Fall Programming is winding down with the Holiday Programs finishing off the session. Registration for children's and preschool programs down this fall, however the adult programs remain popular.
- 15 people attended the October walking tour. We will continue to offer two tours a year to the public. Better marketing is required.
- The Doors Open Application will be available the first week of December. The intent is to get a confirmation from current sites before the holidays and focus on new sites in the new year. New marketing material with the new brand will be created for 2018.
- Afternoon programs at Oak Ridges with 5plus for knitting and felt trees have been successful with 12 participants in each class
- The Etiquette program at Elgin West has been very popular
- M. Andre suggested the walking tour should involve the BIA somehow – either through promotion or stopping points
- Victorian Tea is filling up for December 16 – Stephen Cockle will read Victorian era
- M. Andre will follow up with the Mosque regarding participating in Doors Open
- The New Brand and Marketing material are ready for Doors Open
- The Town will no longer provide volunteers for the Doors Open sites. The sites will need to recruit their own volunteers to assist for the day. If a site needs volunteers they can reach out to community development and any volunteers will have to contact the site directly to make arrangements for training and shift scheduling
- The Emmanuel Anglican Church has been added as a new site for Doors Open

Upcoming Events

- Victorian Christmas Tea and Craft – Saturday, December 16
- Heritage Week Event on Saturday, February 24

Exhibits and Collection:

- *Queen Victoria's Secrets* and *Freemasonry* will be installed in January with the Grand Opening on February 24th
- Remaking of the From the Country Walks to Master Plans – Archaeology exhibit/panels will be mounted at AJ Clarke – 6 permanent panels about 1988 Archeology plan
- Travelling version of the *Coming up Roses* exhibit
- Smart TV purchase to run *Celebrating Stories* and other videos at the Heritage Centre
- The tea on November 28th was attended by 26 people and is a great affordable option for community groups to attend

- Travelling exhibit section on website was suggested – allowing schools to see what exhibits are available for schools to borrow
- Maggie will send Councillor West documents to promote upcoming exhibits in his newsletter and will send to all Councillors

Museum Feasibility/New Business

- a) Past Perfect is here!
 - Staff are getting familiar with the new database.
 - Past Perfect is half installed and there is an opportunity for a volunteer to help out with it.
 - Photography equipment is in place and artifacts and items are being photographed.
 - M. Andre asked what percentage is already in the existing database that is being transferred. M. Mackenzie responded that there are 1,000 pictures of 10,000 items and the artifact database of 5,000 items has been transferred so far.
 - M. Andre asked where the link will be on the website for the community to access. M. Mackenzie responded that it will be on the town site and discussions will be had about also sharing it with the library.
 - M. Andre recommended improving access to the archeology artifacts at AJ Clark and the indigenous history of the town.
 - Possible public presentation of Past Perfect at Heritage Week Event February 24
- b) Branding/New Signage Update:
 - Currently pricing out new signage for the Heritage Centre and AJ Clark
 - Main sign for Heritage Centre
 - House sign for open/close/hours
 - Sandwich boards
 - Promotional popup banners to place at Community Centre's & events
 - Banners for tent for events
 - Inside signs for doors and galleries
 - AJ signs
 - Shopping bags
 - Aprons
 - Table Runners
- New brand is in final stages of approval
- M. Mackenzie showed images of two new signage options for Heritage Centre and a discussion was had about how to best light the sign – goose neck options to point down at the sign were suggested
- M. Mackenzie announced that Jillian Dobson has accepted the part-time position of Heritage Services Assistant and the role will focus on assisting with the implementation of the Museum Feasibility Study, focusing on new program and event development, community outreach and marketing. J. Dobson will resign from the position as Secretary for the committee and M. Mackenzie will reach out

to the town Clerk's office to determine a plan to recruit for a new committee member.

c) Heritage Week Brainstorm

- Group to discuss ideas for Heritage Week event Saturday Feb. 24
- Two exhibits will open that day: *Queen Victoria's Secrets* and *Free Masonry*
- A discussion was had around how to cross promote Heritage Week with the Historical Society/Burr House and other community groups
- M. Andre suggested a display at Covernotes coffee shop/Library/Loyal True Blue and Orange and local churches
- M. Andre will connect M. Mackenzie to a contact at Loyal True Blue and Orange Home

New Business:

- Councillor D. West will be coordinating the second annual Maple Syrup Festival on Saturday, March 24 at Elgin West Community Centre and Twickenham Park
- J. Vollmershausen gave an update on the Historical Society Notes and Quotes event at the RHCPA and how well received it was.

Heritage Richmond Hill Update: M. Andre

- Last meeting of Heritage Richmond Hill included a review of the document *Identifying and Evaluating Cultural Heritage Properties* –copies given to committee
- M. Andre will be on a new Heritage Designation Sub-Committee
- December 5 is the next meeting for Heritage Richmond Hill
- M. Andre spoke to the Welcome Centre about placing a travelling exhibit there to promote Heritage and welcome new members of the community.

Date of Next Meetings:

Tuesday, January 23, 2018 - 7pm at McConaghy Centre

Adjournment:

Moved by: J. Vollmershausen

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 8:35pm