

Provincial Historic Commemorations Board

Annual Report

2013-2014

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1. Message from the Chair

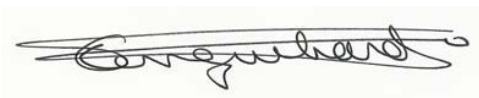
The Provincial Historic Commemorations Board (PHCB) is a Category 3 Government Entity created to advise the Minister of Tourism, Culture and Recreation on official designations of people, places, events and traditions of historical and cultural significance to the Province of Newfoundland and Labrador. The PHCB was created as part of commitments to raise the profile and awareness of significant heritage resources outlined by the Provincial Government's cultural strategy *Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture*. The Board's activities support the Strategic Direction of Government applicable to the Department of Tourism, Culture and Recreation, namely, to preserve and safeguard tangible and intangible heritage.

In addition to evaluating nominations received from the general public and making commemorations recommendations based on these nominations, the PHCB advises on the administration of the Provincial Historic Commemorations Program, including allocations for an annual program budget of \$37,000. The majority of these funds are used to educate Newfoundlanders and Labradorians about subjects that have been commemorated through the establishment of legacy activities and the production of research papers which are made available to the public on the program website.

The PHCB is a six-member body appointed by the Government of Newfoundland and Labrador. Its representatives are drawn from a range of citizens who have far-reaching experience in the fields of culture and heritage. One board member is a representative of the Department of Tourism, Culture and Recreation and the Board is also appointed a secretary from the staff of the Provincial Historic Sites Division.

The Provincial Historic Commemorations Board is accountable for the preparation and actual results reported in this annual report.

Sincerely,



Françoise Enguehard
Chair

2. The Provincial Historic Commemorations Board

Mandate

The mandate of the Provincial Historic Commemorations Board is to advise the Minister of Tourism, Culture and Recreation regarding commemorations under the Provincial Historic Commemorations Program. The Board also undertakes activities to promote the program and to educate Newfoundlanders and Labradorians about subjects that have been commemorated. This mandate supports the wider mandate of the Department of Tourism, Culture and Recreation (TCR) to preserve the province's cultural heritage and historic resources and to recognize their importance. The Board's mandate supports aims identified in the Provincial Government's cultural strategy *Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture*, namely to commemorate significant tangible and intangible cultural heritage resources.

Vision

The Vision of The Provincial Historic Commemorations Board is of a province whose citizens have a high level of appreciation and knowledge of the province's history and its cultural traditions.

Mission

The Provincial Historic Commemorations Board will operate the Provincial Historic Commemorations Program that maximizes public participation and that creates a high level of awareness of Newfoundland and Labrador's history and its cultural traditions. The Board operates under the mission of the Department of TCR:

“By 2017, the Department of Tourism, Culture and Recreation will have provided opportunities for enhanced participation by citizens engaged in developing and promoting tourism, arts, heritage and physical activity, recreation and sport so that the province is a better place in which to live, visit and work.”

Specifically, the Provincial Historic Commemorations Board contributes to the mission of the Department of TCR by providing opportunities for enhanced participation by citizens engaged in developing and promoting heritage.

In addition to supporting the department's Mission, the Board also supports a strong provincial cultural identity, and greater stewardship for, and development of, heritage resources as identified in the province's Cultural Strategy.

Values

In its deliberations, the Board will reflect an appreciation for preserving and promoting an awareness of the distinct, significant aspects of our culture; and ensure that the integrity of the Historic Commemorations program is upheld through:

Openness and Transparency

Board members will apply an open and transparent system for commemorations that encourages individuals and groups of citizens to nominate various aspects of Newfoundland and Labrador culture.

Thoroughness and Objectivity

Board members will be thorough and apply an objective, research-based approach to assessing and recommending commemorations. The Board will consider of equal value the tangible and intangible aspects of Newfoundland and Labrador's heritage and culture.

Primary Clients

The primary client for the activities of the Provincial Historic Commemorations Board is the Minister of Tourism, Culture and Recreation, to whom the Board provides advice. More broadly, the clients of the Board's activities are the residents of Newfoundland and Labrador.

Board Governance

The Provincial Historic Commemorations Board is a six-member body appointed by the Government of Newfoundland and Labrador. Its representatives are drawn from a range of citizens who have far-reaching experience in the fields of culture and heritage. One board member is a representative of the Department of TCR and the Board is also appointed a secretary from the staff of the Provincial Historic Sites Division.

PHCP Board Members (March 31, 2014)

Françoise Enguehard, Chair
Terry Bishop-Stirling, Vice-Chair
Robert Hobbs
Anita Best
Jerry Dick (TCR)
Vacant (one)

Program administrator: **Lucy Alway, Industry Development Officer/Program Officer**

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Department of Tourism, Culture and Recreation
Box 8700, St. John's, NL
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Website: www.seethesites.ca/commemorations

Financial Information

The program budget for the Provincial Historic Commemorations Program for 2013/14 was \$37,000. The program is funded through the Department of TCR and is not required to provide audited financial statements.

3. Lines of Business

The Provincial Historic Commemorations Board has one line of business, reflective of its mandate, which is the:

Promotion and administration of the Provincial Historic Commemorations Program. In serving this line of business, the Board:

- Reviews and evaluates nominations following the guidelines of the Provincial Historic Commemorations Program.
- Advises the Minister of Tourism, Culture and Recreation regarding provincial historic commemorations.
- Assists in promoting the Provincial Historic Commemorations Program and encouraging nominations from the general public.
- Provides advice on the administration of the Provincial Historic Commemorations Program (examples: review program criteria and guidelines as needed; advice regarding annual expenditures under the program and legacy activities under the program, and; review promotional materials developed for the program).

Highlighted Accomplishments for 2013-2014

By completing the following activities, the Board of the Provincial Historic Commemorations Program addressed the Strategic Direction of Government communicated by the Department of TCR, to “preserve and safeguard tangible and intangible heritage” through building increased awareness of historic places, persons and events:

- Five new designations were announced at a ceremony held at The Community Centre, Black Duck Brook in October 2013:

- The Establishment of Formal Schooling in Newfoundland and Labrador as Exemplified by Bonavista in 1727– an event of provincial significance
Nominator: Donald Johnson – Towns in Partnership Committee
- The Introduction of the Moose to the Island of Newfoundland– an event of provincial significance
Nominator: Valarie Simms- Anderson, Humber Economic Development Inc.
- Addition to the existing designation of Resettlement Under the Smallwood Era – an event of provincial Significance
Nominator: Peter Morris, Bar Haven Heritage Society
- Emile Benoit – person of provincial significance
Nominator: Florentina Stroia
- Root Cellars – a distinct cultural tradition or practice
Nominator: Kevin Aucoin, The Agricultural History Society of Newfoundland and Labrador.

The Board recommended that a sixth nomination for Thomas Ricketts as representative of those who served in the Royal Newfoundland Regiment during the Great War – person of provincial significance (Nominator: Clem Drake, Kiwanis Club of Kelligrews Inc.) be commemorated in 2014 during other commemorations of the First World War.

- The program administrator received fifteen requests for information and received twelve nominations.
- The Board met to review nominations in October 2013 and February 2014.
- Ads promoting the program and website appeared in the Newfoundland Quarterly, the Downhomer, and Labrador Life in Spring 2014.
- A direct email went to heritage organizations in January 2014.
- A new Provincial Historic Commemorations Prize was distributed to winning students at six regional heritage fairs.
- Grants were disbursed to five groups who completed legacy activities (See Issue 2: Development of Legacy Activities for details.)

4. Report on Activity Plan

Issue 1: Commemoration Recommendations

The Provincial Historic Commemorations Program is an initiative of the Government of Newfoundland and Labrador. Recommending publicly nominated commemorations to the Minister of Tourism, Culture and Recreation is the Board's main objective. As such the Board has committed to reporting on this same objective for 2011-2014 as indicated in the Provincial Historic Commemoration Board's activity plan. While making recommendations regarding nominations is the Board's main objective, promoting awareness of this program and encouraging the public to make nominations continued to be a priority in 2013-2014.

As per the Strategic Direction of Government, “preserve and safeguard tangible and intangible heritage, specifically addressing the focus area of building increased awareness of historic places, persons and events,” the Board’s main objective is to review nominations submitted by the public, and to make recommendations to the Minister regarding annual commemorations of significant historic places, people, and events, as well as significant cultural traditions and tradition bearers.

Annual Objective:

By March 31, 2014, the Provincial Historic Commemorations Board will have provided recommendations on commemorations to be designated at a ceremony to be held by October of that year.

Measure:

Provided recommendations on commemorations.

Indicators:

- Held semi-annual meetings to review nominations submitted by the public.
- Commissioned research to support commemorations recommendations.
- Recommended Commemorations to be announced at an annual event.

Performance for 2013-2014:

- Board meetings to review current nominations were held October 17, 2013 and February 26, 2014. Note that these meetings were held to review nominations under consideration for commemoration during the 2014/2015 fiscal year. The timeline from nomination to commemoration is approximately 18 months.
- The Board commissioned two research papers in the 2013/2014 fiscal year to provide insight and background to support commemoration recommendations and to determine the validity of nominations prior to making a final decision on recommendations.
- Recommendations regarding commemorations were submitted to the Minister of Tourism, Culture and Recreation on June 11th, 2013.
 - Accepted nominations were commemorated at an event held at The Community Centre, Black Duck Brook on October 18th 2013.

Issue 2: Development of Legacy Activities

Following each commemoration, nominees can access funds through the PHCP to develop legacy activities to further raise awareness about the program and each commemoration. Many of these legacy activities support the Strategic Direction of Government to “preserve and safeguard tangible and intangible heritage”. This objective was measured for each year of the plan.

Annual Objective:

By March 31, 2014, the Provincial Historic Commemorations Board will have advised on the execution of legacy activities developed for each commemoration made that year.

Measure:

Execution of legacy activities advised on.

Indicators:

- Successfully completed activities for 50% of commemorations.

Performance for 2013-2014:

- The Board received five legacy grant applications, and grants were disbursed based on these applications. The Board reviewed all proposed legacy activity grant applications and, where required, suggested changes and provided advice to the nominators to ensure that the proposed legacy activities conformed to program guidelines. Legacy activities for 100% of commemorations were completed.
- The completed legacy activities were as follows:

Designation	Nominator	Grant Amount	Activity
The Establishment of Formal Schooling in Newfoundland and Labrador as Exemplified by Bonavista in 1727– an event of provincial significance.	Nominator: Donald Johnson – Towns in Partnership Committee Disbursed to the Tip-A-Vista Wellness Foundation	\$2,500.00	Contribution to interpretive planning work for the Town of Bonavista.
The Introduction of the Moose to the Island of Newfoundland – an event of provincial significance.	Nominator: Valerie Simms- Anderson, Humber Economic Development Board Inc. Disbursed to the Town of Howley	\$2,500.00	Signage and promotional materials for a town park commemorating moose in the Town of Howley.
Addition to the existing designation of Resettlement Under the Smallwood Era – an event of provincial Significance.	Nominator: Peter Morris, Bar Haven Heritage Society	\$1000.00	Creation of a small exhibit in the resettled community of Bar Haven.

Designation	Nominator	Grant Amount	Activity
Root Cellars – a distinct cultural tradition or practice.	Nominator: Kevin Aucoin, The Agricultural History Society of Newfoundland and Labrador	\$2,500.00	Creation of a new travelling display system to promote the history of root cellars, the design and production of a table top root cellar model, and the furthering of research into gardening and food storage in Labrador.
Emile Benoit – person of provincial significance.	Nominator: Florentina Stroia Disbursed to the Association régionale de la côte ouest inc.	\$2,500.00	Storybook commemorating Emile Benoit.

Issue 3: Promotion and Accessibility of the Program

As the Provincial Historic Commemorations Program is still a relatively new program of the Government of Newfoundland and Labrador, the Board is continuing to place priority on promoting the program and encouraging nominations from across the province, and from all citizens. As a citizen-driven program, it is the goal of the Provincial Historic Commemorations Board to ensure that all residents of the province can easily access information about the program, and that the process for nominating people, places, events, cultural traditions, and tradition bearers of historic and cultural significance is straightforward and transparent. This goal supports the Strategic Direction of Government to “preserve and safeguard tangible and intangible heritage” in the province through building increased awareness of historic places, persons and events.

Goal:

By March 31, 2014, will have promoted and made the Provincial Historic Commemorations Program more accessible.

Measure:

Provincial Historic Commemoration Program promoted and made more accessible.

Indicator:

- Initiatives to increase awareness of the program developed and promoted.

Objective 3:

By March 31, 2014, the Provincial Historic Commemorations Board will have successfully promoted the program to all municipalities across the province.

Measure:

Successfully promoted the program to municipalities across the province.

Indicators:

- Initiatives to increase awareness of the program among municipalities undertaken.

Performance:

- In July 2013, on the recommendation of the Board, a letter from the Minister of Tourism, Culture and Recreation was sent to all Members of the House of Assembly. This ensured all districts were aware of the program.
- A direct email was sent to heritage organizations throughout the province in January 2014 promoting the program.
- Advertising was placed in a number of the province's major periodicals, including the Newfoundland Quarterly, Downhomer and Labrador Life, in order to expand outreach to municipalities and other organizations and individuals throughout the province.
- Website was redesigned to enhance public accessibility.
- Municipalities Newfoundland and Labrador was approached for an opportunity to make a presentation. While this has not yet occurred, the other activities noted above should raise awareness amongst municipalities in the province.

Three Year Goal Report

1. In Year 1 of the planning cycle (2011-12), the PHCB promoted the program to youth:
 - An external vendor was contracted to develop a school component of the Program for the Grade 8 social studies and Grade 11 Newfoundland and Labrador Studies courses. The school program was piloted to teachers from grades 7 to 9 from 15 schools in the Eastern School District.
 - In March 2012, the Board met with an Education Program Specialist to establish a direction for the employment and promotion of the program in schools in future years.
 - In working to develop a school component, the Board was given the ability to engage with a younger demographic, which allowed them to become involved in the understanding and promotion of stewardship of the culture and heritage of the province.
2. In Year 2 of the planning cycle (2012-13), the PHCB promoted the program among aboriginal communities across the province

- The Program was promoted at the Aboriginal Women’s Conference in Happy Valley-Goose Bay in February 2012.
 - The 2012 Commemorations Ceremony was held in Grand Falls-Windsor, with members of the Miawpukek First Nation and Glenwood Mi’kmaq First Nation on the list of dignitaries.
 - Applications for commemorations were received from Aboriginal communities, with one approved and commemorated in October 2012.
3. Combined with the 2013-14 objective of promoting to municipalities across the province, the meeting of these objectives has increased the awareness of the program. As a result, the Provincial Historic Commemorations Program was promoted and made more accessible.

5. Opportunities and Challenges

The Provincial Historic Commemorations Board will continue to encourage nominations of historic people, places, events, cultural traditions and practices, and tradition bearers from throughout the province and ensure that all residents have access to the program. The Board will strive to have nominations and commemorations representing the diverse history and cultural heritage throughout the province thus providing a more complete understanding of our collective provincial identity.

One of the particular challenges in administering the program is ensuring nominations by all sectors of the province’s population. The board would, for example, like to see more nominations from all of the province’s Aboriginal groups and from French communities in NL. This suggests the need for special efforts to engage these communities.

Nominations for the program have largely come from older sectors of our population, with few nominations from younger sectors. Youth engagement has been a goal of the Board from the outset and they established a school program to engage grade school students. They have also reached out to various departments within Memorial University and are continually looking for ways to increase youth involvement and address this challenge.