

Provincial Historic Commemorations Board

Annual Report

2012-2013

Contents

1. Message from the Chair	1
2. The Provincial Historic Commemorations Board	2
3. Lines of Business	4
4. Report on Activity Plan	5
5. Opportunities and Challenges	10

1. Message from the Chair

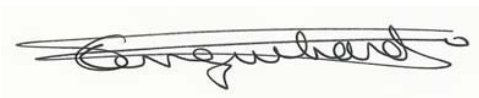
The Provincial Historic Commemorations Board (PHCB) is a Category 3 Government Entity created to advise the Minister of Tourism, Culture and Recreation on official designations of people, places, events and traditions of historical and cultural significance to the Province of Newfoundland and Labrador. 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 Strategic Direction I of 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 \$40,000. 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 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 Tourism, Culture and Recreation:

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 Tourism, Culture and Recreation 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 (Dept TCR).

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 Tourism, Culture and Recreation and the Board is also appointed a secretary from the staff of the Provincial Historic Sites Division.

PHCP Board Members (March 31, 2013)

Françoise Enguehard, Chair
Terry Bishop-Stirling, Vice-Chair
Robert Hobbs
Anita Best
Gary Baikie
Jerry Dick (Dept of TCR)

Program administrator: Chris Martin, Provincial Historic Sites Officer

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Room 323, Arts & Culture Centre
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A1B 4J6

Website: www.seethesites.ca/commemorations

Financial Information

The program budget for the Provincial Historic Commemorations Program for 2012/13 was \$40,000.

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, advise regarding annual expenditures under the program, advise regarding legacy activities under the program, review promotional materials developed for the program).

Highlighted Accomplishments for 2012-2013

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

- Six new designations were announced at a ceremony held at The Mount Peyton Hotel in Grand Falls-Windsor in October 2012:
 - Trapping. Distinctive Cultural Tradition or Practice (2012)
 - John Nicholas Jeddore. Tradition Bearer (2012)
 - The *S.S. Newfoundland* sealing disaster of 1914. Event of Provincial Significance (2012)
 - The Founding of the Royal Newfoundland Regiment 1796. Event of Provincial Significance (2012)
 - Fish & Brewis. Distinctive Cultural Tradition or Practice (2012)
 - Resettlement. Event of Provincial Significance (2012)
- The program administrator received fifteen requests for information and received nine nominations.
- The Board met to review nominations in October 2012 and March 2013.
- Ads promoting the program and website appeared in all of the province's major newspapers in March 2012 and the Newfoundland Quarterly in the 2013 Spring, Summer and Fall editions.
- The program was promoted at the following conferences:
 - Museum Association of Newfoundland and Labrador's Annual General Meeting in Trinity in October 2012.
 - The Hospitality Newfoundland and Labrador Conference in St John's in February 2013.
- The school program was promoted through the newsletters for the School Board and the Newfoundland Historical Society.
- Seven legacy activities were developed by designate groups in 2012 (See Issue 2: Development of Legacy Activities for a detailed breakdown of 2012 legacy activities.)

4. Report on Activity Plan

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 2012-2013.

Issue 1: Commemoration Recommendations

As per Strategic Direction 1 of the Department of Tourism, Culture and Recreation: *(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, 2013, 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 2011-2012:

- Board meetings to review current nominations were held October 26-27th, 2012 and March 26, 2013. Note that these meetings were held to review nominations under consideration for commemoration during the 2013/2014 fiscal year. The timeline from nomination to commemoration is approximately 18 months.
- The Board commissioned five research papers in the 2012/2013 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 April 25th, 2012.
 - Accepted nominations were commemorated at an event held at The Mount Peyton Hotel in Grand Falls-Windsor on October 27th, 2012.

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 Strategic Direction 1 of the Department of Tourism, Culture and Recreation to (*Preserve and safeguard tangible and intangible heritage*). The Board will report on this objective each fiscal, as indicated in the 2011-2014 activity plan.

Annual Objective:

By March 31, 2013, 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 2012-2013:

- The Board received seven legacy grant applications. Six were for 2011 designations thus achieving a 100% completion rate, doubling the rate stated in the indicator, this is the first time the program has had a 100% completion rate for its legacy activities. They also received a grant application for a 2010 designation. (Note that special arrangements were made to advise and guide the nominating organization to develop an appropriate legacy activity that fit the program guidelines, with the understanding it would run in a future fiscal year).
- The Board reviewed all proposed legacy activity grant applications and, where required, suggested changes and provided advice to three nominators to ensure that the proposed legacy activities conformed to program guidelines.
- The completed legacy activities are as follows:

Designation	Nominator	Grant Amount	Activity
Founding of the Royal Newfoundland Regiment 1796 (2012)	The Royal Newfoundland Regiment Advisory Council	\$2,500.00	Development of a brochure that promotes the history of the Newfoundland Regiment. To be distributed at the Signal Hill Tattoo, during classroom visits and at national and international events that deal with the regiment's history.
John Nicholas Jeddore (2012)	Shayne Macdonald, Miawpukek First Nation	\$2,500.00	Stipend to help carry out the writing and publication of John Nicholas Jeddore's memoirs.
The S.S. <i>Newfoundland</i> sealing disaster of 1914 (2012)	Jeremy Roop on behalf of the Elliston Heritage Foundation	\$2,500.00	Development of two curriculum linked, interactive lesson plans for use in schools throughout Newfoundland and Labrador.
Trapping (2012)	Labrador Heritage Society	\$2,500.00	Funding used in conjunction with a larger research initiative to

			research and produce a comprehensive study on the history and impact of Trapping from which will derive publications and interpretation plans to help guide the expansion of this narrative in future interpretive endeavors.
Fish & Brewis (2012)	Jackson Arm Heritage Society.	\$2,500.00	Procurement of supplies and equipment required to establish a culinary celebration of Fish & Brewis as an on-going part of the Scoff and Scuff Festival.
Bonne Bay Cottage Hospital (2010)	Bonne Bay Cottage Heritage Foundation	\$2,500.00	Development of an interpretive plan for the Bonne Bay Cottage Hospital to help guide the development of the site over the coming years.
Resettlement	Elliot Premises Management Committee	\$1,000.00	Creation of a bursary for each grade level at St. Joseph's Elementary and King Academy, as well as a community event to raise awareness of the event commemorated.

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 2:

By March 31, 2013, the Provincial Historic Commemorations Board will have successfully promoted the program among Aboriginal communities across the province.

Measure:

Successfully promoted the program to Aboriginal communities.

Indicators:

- Initiatives to increase awareness of the program among Aboriginal communities undertaken.

Performance:

- In February of 2012 the Provincial Historic Commemorations Program was promoted at the Aboriginal Women's Conference in Happy Valley-Goose Bay
- The 2012 Commemorations Ceremony was held in Grand Falls-Windsor. Members of Miawpukek First Nation and Glenwood Mi'kmaq First Nation were on the list of dignitaries invited to the 2012 Commemorations Ceremony in Grand Falls-Windsor.
- To date the Provincial Historic Commemorations Program has received two applications from Aboriginal communities in Newfoundland and Labrador. One application was returned to the community with suggestions by the board as to how to work the application to fit the scope of the program. The community decided against working further on the application. The second nomination was approved and commemorated in October of 2012.

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 all municipalities across the province.

Indicators:

- Initiatives to increase awareness of the program to all municipalities in the province undertaken.

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.

While the program endeavors to deal with identifying and understanding our collective provincial identity, it is a community driven program. As such the Board can not seek specific nominations to represent the voice of some of the province's smaller populations such as our Aboriginal groups and French communities. While the program has successfully reached many geographical communities, as the nominations received to this point have indicated, one of the main challenges faced by the Board is the continual need to engage and encourage these smaller cultural communities to submit nominations to ensure their voice is included.

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.