

NOV 18 2011

Mr. William MacKenzie
Clerk of the House of Assembly
Main Floor, Confederation Bldg., East Block

Dear Mr. MacKenzie:

RE: 2010-11 ANNUAL REPORT

It is my pleasure to provide ten copies of the 2010-2011 Annual Report for the Provincial Historic Commemorations Board for tabling in the House of Assembly. An electronic copy has also been provided as required.

Sincerely,



DERRICK DALLEY, M.H.A.
The Isles of Notre Dame
Minister

Attachment

c: Ms. Kimberly Puddister, House of Assembly
Mr. Andy Fowler, House of Assembly
Ms. Wanda Mazerolle, Transparency and Accountability Office

Provincial Historic Commemorations Board

Annual Report

2010-2011

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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 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 \$50,000. The majority of these funds are used to promote the program and to educate Newfoundlanders and Labradorians about subjects that have been commemorated.

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 operates 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 2011, the Department of Tourism, Culture and Recreation will have supported and promoted the development of the tourism and cultural and heritage industries, fostered creativity in the arts and the recognition of artists, preserved tangible and intangible heritage resources and increased participation in physical activity and sport to improve the economic, social and physical well being of the people of Newfoundland and Labrador.

Specifically, the Provincial Historic Commemorations Board contributes to the mission of the Department of Tourism, Culture and Recreation by increasing awareness and therefore protection of tangible and intangible heritage resources of Newfoundland and Labrador.

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 nominations. 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 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.

PHCP Board Members (July 31, 2011)

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

Program administrator: Kate Wolforth, Provincial Historic Sites Officer

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Department of Tourism, Culture and Recreation
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Website: www.seethesites.ca/commemorations

Financial Information

The program budget for the Provincial Historic Commemorations Program for 2010/11 was \$50,000.

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 2010-2011

- Three new designations were announced at a ceremony held at The Rooms in St. John's in October 2010:
 - 1929 Tsunami, Event of Provincial Significance (2010)
 - Founding of the Royal Newfoundland Constabulary, Event of Provincial Significance (2010)

- Rescue at Sea and Heroism associated with such Events, Distinctive Cultural Tradition or Practice (2010)
- The program administrator received ten requests for information and received twelve nominations.
- The Board met to review nominations in October 2010 and February 2011.
- In May 2010, the program website was launched:
www.seethesites.ca/commemorations
- Ads promoting the program and new website appeared in all of the province's major newspapers in June 2010.
- Promotional materials were developed, including new brochures, posters, and pop-up displays. Brochures were mailed out to over 500 organizations across the province in Jan/Feb 2011.
- A new school program designed to encourage nominations from Grade 8 and 11 Social Studies students was developed.
- Four legacy activities were developed by designate groups:

Designation	Nominator Representative	Grant Amount	Activity
Rescue at Sea and the Heroism Associated with such Events (Ann Harvey)	Isle aux Morts	\$1,000	Assist artist Lloyd Pretty in completing artwork already in progress about the Harvey Rescue and purchase creative works telling the story of the Harvey rescue for distribution to schools.
Founding of the Royal Newfoundland Constabulary	RNC Historical Soc.	\$2,500	Assist writer Keith Mercer with completion of research towards a book about the RNC. Work is in progress, has received provincial funding.
Rescue at Sea and the Heroism Associated with such Events (Pollux and Truxton)	St Lawrence	\$1,000	Community event, and essay contest prize for students in Feb 2011
Kelly Russell	Kelly Russell*	\$2,500	Assist with development of a multi-media presentation for distribution to schools on DVD and on web.

* Note that in the case of tradition bearers, the individual nominated, not the nominator receives funding to support their practice.

4. Report on Activity Plan

The Provincial Historic Commemorations Program is a new initiative of the Government of Newfoundland and Labrador. While making recommendations regarding nominations is the Board's main objective, promoting awareness of this new program and encouraging the public to make nominations was also a special priority in 2010-2011.

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.

Objective 1: By March 31, 2011, the Provincial Historic Commemorations Board will have provided recommendations on nominations.

Measure: Provided recommendations on nominations

Indicators:

- Held semi-annual meetings to review current nominations and recommend commemorations to be announced at a September 2010 event.

Performance for 2010-2011:

- Recommendations regarding commemorations were submitted to the Minister of Tourism, Culture and Recreation on April 26, 2010. (Note that these nominations were reviewed in March 2010).
- Accepted nominations were commemorated at an event held at The Rooms, in St. John's on October 5, 2010. (Note that the actual date of the ceremony, while initially planned for September, occurred in October as per the Minister's and Chair's availability).
- Board meetings to review current nominations were held on October 4, 2010 and February 22, 2011. Note that these meetings were held to review nominations under consideration for commemoration during the 2011/2012 fiscal year. The timeline from nomination to commemoration is approximately 18 months.

Objective 2: By March 31, 2011, the Provincial Historic Commemorations Board will have advised on ways to increase the public awareness of the Provincial Historic Commemorations Program.

Measure: Advised on ways to increase the public awareness of the Provincial Historic Commemorations Program.

Indicators:

- Advised on the launch of a website promoting the program.
- Developed a brochure and other promotional materials raising awareness of the program.
- Developed legacy activities for the two commemorations announced in March 2010.

Performance for 2010-2011:

- Advised on the creation and development of a website promoting the program by reviewing and commenting on website content. Program website was launched in May 2010.
- A brochure and other materials promoting the program were developed in September 2010.
- Legacy activities were developed by one of the designates (Kelly Russell) announced in March 2010. The other designate (Dildo Island) was not able to provide sufficient information regarding their plans for a legacy activity. Funding for their activity was re-allocated for 2011-2012.