



# MINUTES

## Heritage Revitalization Advisory Commission (HRAC)

Thursday, March 10, 2016 at 5:00 p.m.

Council Chambers, City Hall

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**PRESENT:** Chair – Marnie Craig; Members: Maureen Martin, Allen McDermid, Ann Rogers, Tamara Hutchinson, Bernardien Knol (LDHS member); Council Liaisons – Duck Paterson; Staff Liaison & Recorder – Margaret Paridaen

**ABSENT:** Jennifer Robinson

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The meeting was called to order at 5:05 pm

**1. AGENDA**

It was moved, seconded and carried that the Agenda of March 10, 2016 be approved.

**2. MINUTES**

It was moved, seconded and carried that the Minutes of February 11, 2016 be adopted.

**3. COUNCIL REFERRALS/UPDATES**

2016 budget update

D. Paterson presented the Council Strategic Priorities for 2016-2019. Commission members discussed where HRAC priorities and values fit into Council's 16 priorities.

**4. SIGN/FAÇADE APPLICATIONS**

a) April's Tack Boutique

b) Jim Scott Accounting

M. Paridaen provided an update on the status of two pending sign applications. Email review requests had been sent to HRAC members, and no issues were noted with either sign. Both applications are approved and the sign permits have been sent to the applicants.

HRAC members expressed their preference for sign review at HRAC meetings in order to facilitate more meaningful discussion. M. Paridaen indicated non-urgent sign requests would be brought up at the monthly meetings and only urgent sign applications would be sent for email review.

**5. HERITAGE PROJECT UPDATES**

a) Heritage Week 2016 Debrief

HRAC members observed good attendance and interest in Rob Johnson's Historical Waterfront slideshow at the Legion on February 19th. B. Knol mentioned a new Ladysmith Museum volunteer was recruited at the event. B. Knol also commented that few visitors came to the Museum on the special Saturday opening. Members suggested greater visibility for Heritage Week could be attained by erecting a town banner over the week. Members also suggested starting Heritage Week planning in September and also inviting community groups and businesses to participate in event planning, in order to get more ideas, activities, earlier promotions and public support for the week-long event (e.g. 5 cent sale, striped aprons in the butcher shop). Members also suggested that greater event promotion should happen on social media, and there should be greater youth outreach and involvement in the event.

b) Transfer Beach Pictorial

M. Paridaen reported that the Transfer Beach panel design process is completed and now the panel designs are in production. The goal is to have the Transfer Beach Pictorial installation completed by the end of June, in order to meet the Destinations BC funding deadline. Commission members viewed a printout of the panels.

c) Heritage Building Plaques

The plaque project is on hold until the Transfer Beach Pictorial project is completed.

**6. NEW BUSINESS**

a) Heritage Strategic Plan

M. Paridaen provided a timeline from the HRAC minutes indicating recorded actions toward updating the Plan. M. Martin and M. Craig noted that members had worked on a review update which had been provided to Development Services in 2015. Members expressed that the next step needed is to have a heritage consultant assist with developing an update of the Implementation Section for the next five-year period (2016-2021). The original author, Donald Luxton, was suggested for this task.

**MOTION: HRAC recommends that Council add an additional \$2,500 in the 2016 HRAC budget to update the five-year out of date Heritage Strategic Plan (2008-2012), in order to help tie in to the Town of Ladysmith Council Strategic Priorities (2016-2019).**

b) Heritage BC Conference May 5-7

M. Paridaen stated that there is \$1200 in the 2016 budget for HRAC members to attend the 2016 Heritage BC Conference. A. McDermid, A. Rogers and M. Craig expressed interest. Development Services staff can arrange conference registration for interested members, however, members must submit credit card receipts in order to receive reimbursement.

**7. CORRESPONDENCE**

None.

**8. UPDATES**

None.

**9. NEXT MEETING**

Thursday, April 14, 2016, to be held at 5:00pm – Council Chambers, City Hall

**10. ADJOURNMENT**

It was moved, seconded and carried that the meeting be adjourned at 6:45 pm.

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Chair (M. Craig)

RECEIVED:

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Corporate Officer (S. Bowden)