



# MINUTES

## Heritage Revitalization Advisory Commission (HRAC)

Wednesday, February 17, 2015 at 5:00 p.m.

Council Chambers, City Hall

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- PRESENT:** Chair – Marnie Craig; Members - Maureen Martin, Allen McDermid, Ann Rogers; LDHS Member - Bernardien Knol; Council Liaison - Mayor Stone; Staff Liaison & Recorder - Angela Vincent
- ABSENT:** Members - Jennifer Robinson, Tamara Hutchinson
- GUESTS:** Christine Meutzner, Archivist; Gerry Beltgens, representative of Pemberton Holmes Real Estate
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The meeting was called to order at 5:05 p.m.

### 1. AGENDA

It was moved, seconded and carried that the Agenda of February 17, 2015 be approved with the following addition: 4 (a) Informal Sign/Façade review of Pemberton Holmes Real Estate (516 First Avenue).

### 2. MINUTES

It was moved, seconded and carried that the Minutes of January 28, 2015 be adopted with the following edit to 5 (b) ... “Take5 Magazine will run Heritage Week information, and the Chronicle newspaper will publish an article by Ed Nicholson.”

### 3. COUNCIL REFERRALS/UPDATES

Mayor Stone noted that the Heritage Week Proclamation was presented at Council on February 2, 2015. The upcoming Heritage Week presentation by Rob Johnson has reached maximum registration, so the event will be recorded and also presented again at the Home Town Tourist event.

### 4. SIGN/FAÇADE APPLICATIONS

- a. Informal Sign/Façade review of Pemberton Holmes Real Estate (516 First Ave.)  
G. Beltgens presented a concept for new signage and minor changes to the façade at 516 First Avenue. Members provided input including a recommendation for using gold font on the awning instead of white, having projecting signs underneath the awning, and suggestions for signage on the doors.

### 5. HERITAGE PROJECT UPDATES

- a. Heritage Week  
A. Vincent reviewed Heritage Week initiatives, including the display of the large highway sign, an ad in Take5 Magazine, and completion of the Heritage Week posters, which are displayed at eight locations throughout the Town, and on the Town’s website and social media site. It was suggested that posters could be distributed to schools in future years.

Other Heritage Week initiatives throughout the town include an article in the Chronicle newspaper, information in Take5 Magazine, the presentation “If These Walls Could Talk”, a Facebook page with archival photographs, and a lantern-lighting event at Transfer Beach organized by the Rotary Club.

**6. NEW BUSINESS**

a. Community Heritage Register Presentation

Archivist Christine Meutzner presented to HRAC members on determining the heritage value of sites and buildings. She noted that Statements of Significance are not intended to provide a story of a heritage place, but to record the value. Types of value may include (but are not limited to),

- Aesthetic - Architectural style, the work of an architect, engineer or planner, or a contextual position in a larger landscape/streetscape
- Cultural/Historical Value - Association with a particular historical event, trend, person, organization, activity, pattern, etc.
- Scientific - Capacity of place to provide evidence that advances knowledge/appreciation of culture
- Social - Meanings attached to a place in the present time.
- Spiritual - Meanings attached to a place with religious or spiritual meanings.

C. Meutzner discussed examples within Ladysmith and HRAC members were invited to identify the value associated with the heritage place. She noted that the Community Heritage Register should include heritage sites or buildings that are representative of the general lifestyle and norms of a community, such as the miner's/worker's residences, and could consider entire residential blocks that demonstrate this history.

C. Meutzner also noted that while Ladysmith had a very ethnically diverse population, there is little representation of this on the Community Heritage Register.

Members thanked C. Meutzner for providing a thought-provoking presentation.

**7. CORRESPONDENCE**

a. Heritage BC – Heritage Week poster

Members viewed the 2015 Heritage Week poster and commented on the interesting photo compilation of new and archival photos.

**8. UPDATES**

Members are asked to confirm as early as possible if they are unable to attend meetings to ensure quorum or allow time to re-schedule the meeting. Meeting reminders will be sent the day prior to the meeting.

**9. NEXT MEETING**

Tuesday, March 17, 2015 at 5:00 pm – Council Chambers, City Hall.

**10. ADJOURNMENT**

It was moved, seconded and carried that the meeting be adjourned at 6:30 p.m.

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Chair (M. Craig)

RECEIVED:

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Corporate Officer (S. Bowden)