

Public Outreach & Education Sub-Committee

Minutes

Wednesday, January 08, 2020

Ante Room at 12:30pm

Members:

Brian Narhi
Gail Benjafield
Lorraine Giroux

Staff Liaison:

Chloe Richer, Heritage Planner, Planning and Building Services
Connor Wright, Student Planner, Planning and Building Services

Guests:

Steve Henschel, Corporate Communications Officer, Office of the Chief Administrative Officer

1. Call meeting to order (Staff Liaison)

Chloe Richer called the meeting to order at 12:33pm

2. Recognition of Traditional Territories

3. Additions/Deletions to the agenda

3.1 Appointment of Chair

Moved by: Gail Benjafield

“That the POE Sub-Committee appoint Lorraine Giroux as Chair for the 2019 to 2022 term.”

CARRIED

3.2 Potential Heritage Projects

Steve Henschel suggested a number of additional heritage projects that Corporate Communications would be able to offer assistance with. Steve asked about heritage content that could be posted on the City's social media accounts. Suggestions included 'heritage property of the week' or 'fun facts.' Gail suggested Steve reuse content from the former heritage blog and find a way to post the content on the City's website. The St. Catharines Museum & Welland Canals Centre has a blog, which may offer the opportunity to partner on posts.

4. Motion to approve the agenda

Moved by: Lorraine Giroux

"That the POE Sub-Committee ratify and adopt the agenda for this POE Sub-Committee meeting held on Wednesday, January 8, 2020, copies having been previously distributed."

CARRIED

5. Declarations of Interest

6. Business

6.1 Review of existing walking tour brochures

The existing brochures do not meet AODA standards and need revisions. The Sub-Committee is to revise the content and Steve Henschel will conduct a review to improve the graphics.

6.2 Review of existing Designated Property Grant Guidelines and draft brochure

The City of St. Catharines 2020 budget, approved in December 2019, does not include funding for the Designated Property Grant Program. The Sub-Committee will work with Steve Henschel to improve future marketing of this program in anticipation of funding in 2021. Should funding for the program be included in the 2021 budget, the new brochures can be kept at the front Planning and Building Services counter to be given to interested parties.

6.3 Review of Significant Individuals List

The Sub-Committee suggested finding an improved location for the Significant Individuals List on the City of St. Catharines website, as it is currently difficult to locate. The Sub-Committee will continue to review the

existing Significant Individuals List and suggest additions to the list at the next Sub-Committee meeting.

6.4 Researching Your House Guide

The Sub-Committee examined the City of Toronto's guide on this topic as an excellent example. Chloe Richer suggested preparing a draft of a similar guide. Brian Narhi will work on a first draft, to be reviewed by Chloe Richer and Steve Henschel.

Moved by: Lorraine Giroux

"That the POE Sub-Committee begin drafting a Researching Your House Guide, with the first draft prepared by Brian Narhi."

CARRIED

6.5 Doors Open 2021

The St. Catharines Museum & Welland Canals Centre's funding request for Doors Open 2021 was approved in December 2019 through the 2020 budget. The Sub-Committee expressed interest in assisting the Museum with Doors Open 2021, which is a complex event to organize. Chloe Richer will reach out to the Museum regarding how the Sub-Committee may be of assistance.

Moved by: Lorraine Giroux

"That the POE Sub-Committee explore options for assisting the St. Catharines Museum & Welland Canals Centre with Doors Open 2021."

CARRIED

7. Date of next meeting

Wednesday February 12, 2020

8. Information/Correspondence

- Gail Benjafeld requested that Steve Henschel confirm protocol for speaking with the media. Mr. Henschel advised that the SCHAC should appoint a spokesperson to speak with the media and that the other Committee members may speak to the media as private citizens.

- Chloe Richer advised that the City of St. Catharines 2020 budget, approved in December 2019, does not include funding for a Downtown St. Catharines Heritage Conservation District Study.
- Gail shared that she will no longer be able to attend the monthly or by-monthly Sub-Committee meetings on Wednesdays at 12:30 pm for personal reasons, but would still like to continue assisting with the projects in her own time.

9. Motion to Adjourn

The meeting adjourned at 1:32pm