



# MINUTES

## Heritage Revitalization Advisory Commission (HRAC)

Thursday, January 14, 2016 at 5:00 p.m.

Council Chambers, City Hall

---

**PRESENT:** Chair – Marnie Craig; Members: Ann Rogers, Tamara Hutchinson, Jennifer Robinson; Council Liaison – Duck Patterson (alternate); Staff Liaison & Recorder – Margaret Paridaen

**ABSENT:** Bernardien Knol (LDHS member); Maureen Martin; Allen McDermid

**GUEST:** Rob Johnson

---

The meeting was called to order at 5:10pm

### 1. AGENDA

It was moved, seconded and carried that the Agenda of January 14, 2016 be approved, with the addition of presentation by R. Johnson related to Heritage Week, and the budget discussion be added as a matter arising from the December minutes which should be referred as a topic for the February meeting.

### 2. MINUTES

It was moved, seconded and carried that the Minutes of December 15, 2015 be adopted, with one correction to be made: Under 4, last paragraph, remove the “th” from 460 Realty,

### 3. COUNCIL REFERRALS/UPDATES

None.

### 4. SIGN/FAÇADE APPLICATIONS

None.

### 5. HERITAGE PROJECT UPDATES

#### a) Heritage Building Plaques

The plaques are in the final review stage. When this is completed, permission request packages will be mailed to the building owners.

#### b) Transfer Beach Pictorial

The pictorials are in the final review stage. Once final revisions are completed the pictorials will be produced and then installed by Ladysmith Public Works. The goal is to have the interpretive display installed by the summer 2016.

### 6. NEW BUSINESS

#### a) Rob Johnson presentation

R. Johnson’s presentation focussed on a goal of linking heritage with longer term tourism activities for the Town. R. Johnson was thanked and the presentation was received for information.

b) Planning for Heritage Week 2016

M. Paridaen introduced promotional items being prepared for Heritage Week:

- Town entrance signs to be installed week of February 8th
- Mayor's Proclamation is on the next Council agenda
- The Heritage Walk I & II brochures are being reprinted and distributed to the locations mentioned on the poster
- 17" x 22" and smaller 8.5 x 11" colour posters are being produced for distribution to public buildings, malls, schools and businesses
- Print Advertising: ¼ page ad will go in the Heritage Week feature in the February Take 5
- The poster will be distributed on the Town of Ladysmith Facebook page and will be posted on the Tourism Ladysmith website
- \$250 is budgeted toward a walking tour and refreshments

HRAC roles:

- Walking tours: A. Rogers will approach R. Johnson, the Historical Society and the Museum regarding the possibility of R. Johnson leading a walking tour on Saturday, February 21st based on the brochures, then ending up at the Ladysmith Museum where refreshments would be available.
- Poster/brochure distribution:  
D. Patterson offered to take posters to the Chamber of Commerce and the Downtown Business Association.
- Other poster distribution site suggestions were the Coronation Mall, local schools and local Resource Centre.
- Posters and brochures will be made available to HRAC members for distribution to their community contacts.

**7. CORRESPONDENCE**

None.

**8. UPDATES**

**9. NEXT MEETING**

Thursday, February 11, 2016, to be held at 5:00 pm – Council Chambers, City Hall

**10. ADJOURNMENT**

It was declared that the meeting be adjourned at 6:45pm.

---

Chair (M. Craig)

RECEIVED:

---

Corporate Officer (S. Bowden)