

ICH Celebrations and Transmissions Committee Meeting  
Tues. Jan. 11, 2011, 12:45p.m.  
1 Springdale St. Newman Building

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Attendance: Diana Quinton, Ryan Davis, Dale Jarvis, Pat Carroll (telephone), Karen Howlett,  
Missing: Lloydetta, Anita, Mu (Regards)  
Note taking: Melissa Squarey

## Agenda

### 1. Mummers Festival Summary-Ryan Davis

The whole thing was done with \$800. Increased awareness and promotion than last year. Working on funding for next year via grants. Moving outside of town is 2-3 years away. A programming manual may be in the works.

Diana: CBC National advertising/recognition. People are talking about mummering on a national scale.

Ryan: The whole idea of the festival is to have that element of ripple through the general interest in mummering.

Dale: A mummers walk- collected money for the food bank (in Flower's Cove).

Karen: Walking through town as mummers to get to the festival. Interaction was incredible.

Successful this year.

### 2. The executive meeting summary:

Dale: There will be a summary after our next exec. meeting. We looked at the 2006 strategy and looked at what has been done and where to go next. We set strategic goals/directions for the next few years. Identified themes that were under threat. Development of a plan for the inventory. Develop a communications plan. Try to devel. better links with the educational institutions.

### 3. Folklife Fest 2011 Theme:

Dale: We need to nail down the theme and it has to happen today. I thought we could do something on folk poetry and folk speech. I don't feel it's broad enough focus for the festival.

Pat: What were the themes you were thinking of ?

Dale: Recitation, rhyme, prose. Then we moved into bread and bread making but Jerry Dick didn't think it was broad enough. Since 2012 is the fishery focus.

Pat: I can see how the fear of language is important but I think that this can work toward a broad focus for all ages/backgrounds. The larger potential is there as long as it is marketed outside of the storytelling side of things. I see this as having a huge potential and I don't think we should just throw it aside.

Diana: When is the festival?

Dale: Melissa is here until October. We will also have a placement during the summer. So I'm thinking mid-late august would be the best time. It would have to avoid the NL Folk Festival so it will not swallow up the "folklife" side of our agenda. If we look at the other themes, agriculture, health and healing.

Diana: Can we do one on weather?

Dale: It needs to capture an audience.

Karen: We would be talking about things that we don't know about if they were presented to us.

Dale: The Roots and Shoots festival is a good idea for the time of year.

Pat: Think we can speak against the healing topic. We shouldn't rush.

Melissa: I think the Shoots side can be dealt with quite easily whereas the roots is more a preparing sort of thing.

Pat: Natural Dying.

Diana: Is this a provincial or a St. John's Festival?

Melissa: We can shift towards CBS and Goulds/Mount Pearl Area.

Karen: It has to relate to what's going on in that time of the year?

All: Care-taking

Melissa: It's more of a focus on what's going on in between. There's no celebration of what's in between.

Dale: Think about the in between.

Karen: We can think about the bread in there.

Dale: We are in agreement is the agriculture?

All: Yes.

Dale: So let's put our thinking caps on about names, themes, and ideas. I will suggest actions: **Send me a list of ideas about agriculture and don't be afraid to be crazy. It drives media attention. Think about whether there are other groups that we should be in contact with?**

Put it in over a two-week period.

#### 4. Folklife 2012:

Pat: The Make and Break Festival. He'd like to get a bunch of people to talk about their motors. Focus on a show or workshop kind of idea.

Dale: If we had the theme being "the working/inshore fishery" we could have the festival in Bonavista.

Pat: The oral experience of it would be the best part. I was thinking that the make and break as a focus could take us out into the other areas of folk life. We could have a "make and break" in all areas rather than just toward the fishery.

Dale: Making-do idea from the strategic meeting was also an important topic to participants.

Pat: Look at the history of that since 1992-2012 (20 years).

Karen: Does the moratorium bench still exist? We should let the speakers talk while sitting on that.

Dale: Make and Break theme for 2012. Should we jump in to 2013 for the Healing Arts?

Ryan: The Smithsonian goes to the communities to see what is needed by the communities rather than the way we do it. I'm concerned about deciding these things prior.

Melissa: In agreement that we must reach out to see what they are interested in.

Diana: Use your social media to go outside of your province.

Karen: I can see this health and healing implemented in these two festivals.

Dale: We will leave 2013 as is but note the suggestion of Health Arts.

Pat: I want to highlight Gerald Bashard (?) who came up with this idea.

### 5. Tradition Bearer Project

Mel: Presents documents

Karen: NL Teachers Bulletin (Similar to Arts Smarts) publishing this in that. There is one that focuses specifically on a tradition bearer.

Dale: Who will identify the tradition bearer?

Karen: You! We are calling it Arts Infused Curriculum. The second point, arts work conferences. There is a key note/ tradition bearer role in the conferences.

Melissa: The professionalization of tradition bearer.

Diana: We should remove the reward aspect of this tradition bearer thing.

Melissa: How do we set the criteria?

Pat: Transcontinental.

Dale: ICH Website Page. ICH Newsletter. Send it out as a Media Release.

Commemorations Program:

Dale: We are working on an application to the provincial commemorations program (for information only).

End: 2:11p.m.