

**ICH Celebration & Transmission Committee
Meeting Minutes
10 September 2009
Memorial University, St. John's, NL**

In attendance:

Mu Li, Dale Jarvis, Patrick Carroll, Diana Quinton

Intangible Heritage Awards:

Launch Date: Heritage Day, Monday, February 15, 2010

Deadline for nominations: April 1, 2010

Announcement of award recipients: starting June 21, 2010 (tentative)

Criteria

Committee members decided to offer five to six awards (one for each region of the province as described on the provincial tourism map: Labrador, West, Central, East, and Avalon).

The backgrounder was reviewed. Multicultural aspects of the program were discussed.

Action: Patrick to update backgrounder.

The entry requirements for the program were explained. Applicants must be alive and a resident of Newfoundland and Labrador.

The group agreed to keep the nomination/application form simple (one-page), and include:

- Biographical information (name, birth date, place of birth)
- Tradition preserved
- Description of why it is important to keep tradition alive
- Photo of nominated person (optional)
- Additional supporting information
- Signature of applicant and nominated person

Action: Dale to prepare.

It was decided that the selection criteria should be based on:

- The applicant's excellence in applying their skill
- Dedication of person in terms of their willingness to encourage/share/teach others (transmission of skills)
- Ability of person to pass on knowledge or skills

Action: Dale to send out UNESCO link with their selection criteria.

Action: Need volunteer to develop selection criteria.

Launch (Heritage Day: Monday, February 15, 2010)

The group agreed that the launch event needs to be planned: Where will it be held? What time? Who will attend? What will be the format? Who will cater? Audio/Visual needs? Will there be assistance provided by HFNL for promotion/advertising? What website will be used for nomination information?

Action: Dale will talk to the executive director and report at next meeting.

Patrick presented the group with a quote from Christopher Newhook, graphic artist, regarding the development of a logo for the awards.

The group discussed possible promotional elements of the launch. Target groups include MHAs, the public, and others. The message needs to get out through traditional, online, and social media networks, print materials – posters, invitations, advertising, sponsorship through CBC, etc.

Once the launch is over, it was agreed that promotion has to continue until the deadline for nominations (April 1, 2010).

Action: Discuss launch at the next meeting.

Awards

Different types of awards were discussed. Options include a framed certificate or a slate award (Images in Slate). The type of award depends on the budget.

Presentations will occur regionally at public events throughout the regions.

Action: Anita to find out about tie-in with the Folk Festival.

Action: Group needs to discuss other public events occurring in the regions.

The group discussed ways to promote the award recipients. Ideas include profiles on the web site, a post-event booklet showcasing award recipients, and audio interviews with winners.

Budget: Group agreed that the budget needs to be itemized.

Action: Dale to develop.