

**ICH Celebration & Transmission Committee  
Meeting Minutes  
04 June 2009  
Memorial University, St, John's, NL**

In attendance:

Mu Li, Lloydetta Quaicoe, Karen Hewett, Tom Artiss, Dale Jarvis; by phone: Patrick Carroll, Diana Quinton, Anita Best; recording: Lara Maynard

1. School Program:

Lloydetta explained that the Sharing Our Cultures program is primarily for junior and senior high school students, with 2-3 day events which include an information piece and a performance piece.

Dale referred to the Elders in the Schools program.

Karen explained that the Cultural Connections Program in the province has, to date, tended to focus on artists and the arts and not so much on the heritage/tradition aspect of culture.

*Action: Dale to meet with Karen, Ken Murphy of Newfoundland and Labrador Arts Council, and curriculum developer Charlotte Dinn to plan towards having something along the lines of a tradition-bearers in the schools program in place for the 2010/11 school year, with any necessary application form for schools ready in advance of that.*

Karen told the committee about an Arts Smarts Conference planned for this fall, where Dale will interview a local tradition-bearer, and then teachers and artists will work on art inspired by the interview.

2. 'Living Treasures' Program:

This program should avoid duplicating existing awards programs like the Order of Newfoundland and Labrador, and the Dept. of TCR's commemoration program. The focus should be on recognizing people who maintain a tradition at a local level, within communities.

During the course of the program, the committee should be able to gather material for the ICH database (photos, videos, etc.).

Two subcommittees will work on this program:

- a. Criteria Committee: Tom, Pat, Karen, Dale. *Actions: To consider definition of "tradition-bearer," other ways or words to communicate that concept, think about how to judge/rank nominations; process for nominations (inviting the general public and municipalities, MHAs to nominate; think about awarding by electoral district or by local newspaper regions, etc.);*

*consider a Canadian Idol-esque public voting system for choosing winners; develop a nomination form; plan for how those individuals chosen will be acknowledged (plaque, web site profile, etc.); consider how many awards to do per region and/or per year; consider sending certificates to all nominees;*

- b. Promotion Committee: Diana, Dale, Lloydetta. Actions: Plan how to market the program, publicize winners, etc. Perhaps do a promotional video – the CBC archives (contact Christine Davies, CBC archivist) or Jim Furlong at NTV might have useful footage. Seek media partnership with CBC – meet with Maureen Anonsen re: CBC Community Partnership Program.*

Aim to launch the program around October, maybe Thanksgiving, and plan the deadline for nominations.

The committee will need to find some funds for the program, and do a budget.

Dale reported that he is working on securing funding to hire an intern to do research on folklife festivals. Anita suggested that the existing Folk Festival could be broadened into a folklife festival, and this is a good time to start working towards that, as the Folk Festival board is working on a new 5-year plan. The Folk Festival might also be a good venue for announcing an award.

*Action: Dale and Anita to follow up on these items, discuss with Folk Festival reps.*

Pat suggests that this program might tie in with identifying funding tradition-bearers to do school programs, in the way that artists go to schools for arts programs. Discussion followed about tradition-bearers themselves may not always be suited for presenting at schools, and Lloydetta suggested that a collaborative approach between tradition-bearers and presenters/teachers to deliver workshops could solve that potential problem.

Anita suggested that the committee should consider alternative names for the program, rather than Living Treasures.

*Action: Committee members to think about other names for next meetings.*

*Action: Dale to send committee members web links to different Living Treasures programs.*

### 3. Executive:

Diana Quinton will chair the ICH Celebration & Transmission Committee.

*Action: Diana to let Dale know about her schedule for July so the next meeting date can be set.*

### 4. Next meeting: TBD

-LM, 04 June 2009