

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

In attendance:

Mu Li, Lloydetta Quaicoe, Dale Jarvis, Diana Quinton (Chairperson), Patrick Carroll; Regrets: Anita Best, Tom Artiss, Karen Hewett; Recording: Lara Maynard

1. Intangible Heritage Awards:

a. Criteria:

The committee needs to decide how many awards to give out, along the lines of how many Regional Economic Development (RED) Boards and coinciding regions are in existence in NL.

Action: Diana to find out how many RED Boards exist, and which regions they cover.

The committee discussed some points around criteria as raised by Patrick by email. There was discussion around the use of the word "heroes" in the phrase "unsung heroes" and whether the award should focus on the sort of people who tend to be recognized as "heritage heroes" (ex. Rufus Guinchard the musician) versus the people who are less likely to have come to public attention as practitioners and protectors of ICH. The consensus was that the latter group should be the focus.

The award information should also be designed in such a way that it is clear that we are interested in the ICH of multi-cultural Newfoundland and Labrador, including the ICH of new Canadians, ethnic groups and aboriginal communities, as well as the larger NL population.

Action: Dale to work up a background piece, with about a paragraph explaining the type of ICH practitioners who might be eligible for the award, with examples (ex. "Bob makes cheese in the tradition of his community and family, using practices passed down over generations...."). Patrick agreed to think of some examples that might be used.

The committee agreed that the awards program should be promoted heavily to the Members of the House of Assembly. MHAs should be encouraged to nominate, but the public should also be able to nominate individuals for the award.

Nominations for posthumous awards will not be accepted.

The awards program will be launched on Heritage Day on Monday, February 15, 2010. The Heritage Foundation's publicity staff person can assist. The deadline for nominations will be April 1, 2010. The award winners will be announced around June 21, 2010, with the awards being presented regionally in conjunction with community groups, town councils, or special community events rather than at one central event organized by the ICH committee. Perhaps programming (such as demonstrations, live interviews on stage, etc.) showcasing award winners from around the province, could be incorporated into the Folk Festival in St. John's in the summer.

Action: Dale to speak with HFNL staff regarding publicity assistance and the launch on Heritage Day. Have a discussion with Anita about having programming arising from the awards at the Folk Festival.

b. Promotion:

Lloydetta met with Maureen Anonsen of the CBC, who seemed interested in the awards program.

Action: Dale, Diana and Lloydetta to have another meeting with Maureen to further discuss CBC's potential involvement as a formal community partner or other kind of promotion the corporation might provide, and bring the background piece about the award.

Diana brought up the possibility pursuing of corporate sponsors of the award program. The committee agreed to work on a budget first, then think about whether corporate sponsors are worth the work and/or required. A post-event booklet showcasing winners, and for use in schools or elsewhere, is one idea where a corporate sponsor might be useful.

Action: The committee needs to work on branding around the program and events, designating a spokesperson, and planning the launch event, including a list of invitees, social media strategies, and web site promotion on the ICH site. Patrick to check with Christopher Newhook about logo design and ask for a quote. Diana to consider costing of post-event booklet.

c. Budget:

Budget items:

Logo design... (Patrick to get initial quote) ...

Launch:

Advertising... (Dale will check with HFNL)...

Poster...

Catering...

AV equipment...

Announcement events and presentation ceremonies:

Awards/certificates and framing...

Shipping...

Post-event:

Booklet... (Diana to cost)...

4. Next meeting:

September 10, 2009, 2-4 pm, possibly at Folklore Dept, with the Heritage Foundation headquarters in the Newman Building, 1 Springdale Street as back-up.

This meeting will focus on award criteria, with the full Celebration Committee.

-LM, 12 August 2009