

## **Workshop: Building Heritage Together Heart's Content-New Perlican-Winterton-Hant's Harbour**

**November 3, 2018, Winterton Recreation Centre**

### ***Introduction:***

A workshop involving the four communities of Heart's Content, New Perlican, Winterton, and Hant's Harbour was held in Winterton as a follow-up to 2 previous meetings in which the value was expressed in creating greater collaboration between the four communities to protect and develop their collective heritage resources. The first meeting took place in Heart's Content in which an inventory of the Registered Heritage District was presented and a discussion held on opportunities for preserving and developing the valuable heritage assets of the district. The sentiment was expressed that there was greater potential to develop that community's heritage by combining forces with a number of neighbouring communities.

The session started with a presentation by Jerry Dick of Heritage NL on some of the factors that have made for success in heritage protection and development in other communities around Newfoundland and Labrador along with some of the different organizational models for regional collaboration.

### ***I. Success Factors for Effective Protection & Development of Heritage Resources***

- sharing resources, capacity, expertise
- sharing info - coordination
- sum is greater than parts (as an attraction)
- gov't favourable to regional efforts
- strong leadership
- shared vision
- a long-term development plan
- incremental process - no quick fixes
- partnerships
- work with what you have - be true to your identity
- draw on resources beyond community
- place efforts in regional/prov. context
- learn/borrow from others

## **II. Collaboration Models**

1. Regional committee - relatively informal
2. Heritage corridor - more formalized with stronger focus on product development and marketing of tourism region
3. Heritage development corporation - formalized structure that allows for the acquisition, leasing, management and disposition of heritage properties. Examples include: Bonavista Historic Townscape Foundation; the Sir William Ford Coaker Foundation; and Cochrane Centre (which owns and manages the Cochrane Street United Church building)

(Note: might start with a more informal mechanism and move to more formal as need arises)

## **III. Heritage Assets of the Region**

### ***Winterton - Wooden Boat Museum***

- museum - exhibits
- documentation province's boat-building traditions
- interested in packaging region
- heritage walk - visit local heritage sites
- outside Pond Park
- Sugarloaf Trail - Pirate's Box
- SUF #2 lodge
- need more community involvement -> committee

### ***New Perlican***

- 1675 founding - early history 1619-20
- ship building Pittman Yard late 19th-20th c
- goats of New Perlican - booklet revenue generator
- heritage landing structure - local graphic design; local labour fundraising
- 818 members Facebook
- collection of local history
- heritage room in town bldg.
- cemeteries
- harbour & stages
- d'Iberville Trail
- Hefford Plantation & artifacts & display
- good support from town
- story boards
- 16 municipal heritage sites & plaques (the hole, liberal rock)

- Peter's Lighthouse
- memorial benches
- heritage day - 2nd week July

### ***Hant's Harbour - Willow Tree***

- the wreck of Fanny 1835 -monument, willow tree
- old methodist cemetery
- museum -artifact collection 800+
- the Bag Ladies -600,000 items SA Citadel
- fishing stage 1905
- storyboards
- Sister Lydia's prayer for fish
- fundraising for windows
- old post office
- root cellars
- rock walls
- 25th ann of society
- genealogy records/headstone inscriptions
- community garden
- Hant's Harbour to New Chelsea Trail

### ***Heart's Content - Mizzen Heritage Society***

- museum & craft shore (opportunity to enhance museum)
- regional arts centre - Heyfield Church
- archives town hall
- munip. Heritage regulations draft -> protection
- aiming towards World Heritage Status status
- Registered. Heritage district
- cable station & story of a fishing community and the cultural clash between the two
- cable housing
- a number of Registered Heritage Structures
- SUF #1(Landmark Heritage Structure)
- cemeteries with tales to tell
- boat building history
- rail transit point for paper shipments to Europe
- war history - veterans
- oral histories
- opportunity to enhance museum
- House of Commons - fishing store where people met to visit and discuss things
- lighthouses in region (H.C., Hant's Hr., Foghorn New Perlican)

### **Traditional Skills & Knowledge in Region**

- rug hooking - (HH)
- Mizzen dancers - inactive -> trying to get youth involved (HC)
- sustainable food production
- blacksmithing -forge & tinsmithing (HC)
- sawmilling
- knitting, textile arts
- fishing
- sealing, whaling

## **IV. Top Opportunities for Collaboration**

### **New Perlican**

1. Repair existing hiking trails
2. Shared heritage day
3. Tourism experienced focused on trad. Way of life
4. Boat/ship building - shipwrecks research
5. Cemeteries/records

### **Hant's Harbour**

1. Joint lobbying for funding for community initiatives
2. Meet regularly to share ideas
3. Shared comm. Calendar of events
4. More communications/networking between communities

### **Winterton**

1. Regional org capture strength/weaknesses
2. Regional map (social media) attractions & offerings
3. Tourism packages -incl. \_??\_ -accommodation

### **Heart's Content**

1. Develop a long term plan
2. Foster leadership
3. Get community participation

### **Heritage NL Recommendations for Establishing Priorities:**

- Committee to prioritize top priorities identified by 4 groups
- Identify some easy-to-achieve initiatives as initial projects (such as joint calendar of events; regional map; coordination of community heritage day events)
- Develop an easy-to-use and effective communications strategy amongst communities and stakeholders
- Place high priority on creating a regional development plan that lays out long-term priorities for action and work with existing agencies to develop framework/approach for creating the plan (e.g., DMO / Heritage NL / TCII/ACOA)

## **V. Next Steps**

1. Establish a Regional Heritage Committee comprising representatives from heritage groups, municipal councils and business community:
 

Winterton	-Bev King, Lori Hiscock, Stephanie Piercey
Hant's Hr	-Doris, council members to be identified
New Perlican	-Trudi Martin, Joan Butler, Ruth Burridge
Heart's Content	-Darlene King, Betty White plus another to be identified
2. Bev to organize the first meeting in late November
3. Hold 3 meetings per year
4. Develop clear mandate/objectives for organization

## **VI. Potential Resources to Assist (financial/staff/capacity/expertise)**

- DMO -expertise on marketing and product development
- Heritage NL -planning & facilitation
- TCII Comm Capacity Building Program to help get started and undertake strategic planning
- programs for consultants CBDC
- internships Young Canada Works (possible collaboration with Heritage NL)
- Enactus Memorial - digital access
- MUN (students/classes to undertake research/develop strategies)
- local -business contributions
- municipalities core funding
- project administration funding from TCII/ACOA
- CEDP Heritage Project Funding

## Appendix I: Notes from Discussion Tables

### i) Notes from Micaela Muldoon - Mainly New Perican represented

Breakout Session #1 – Top 4 Ideas:

- Fix the trail(s) -- show things recently built, connect to trails
- Yearly “heritage day” – each community has one over the summer, total of 4 (band together for heritage day or days)
- Tourism experiences of traditional way of life
- Boat/ship building, old-fashion motorboat, shipwrecks, fishing industry -- garner more info, collaborative research, building a harbor, recovery diving from shipwrecks
- Find cemetery records, family records, genealogy

Breakout Session #2:

- Initially leave out municipal council (different agendas) to start the organization, get Destination Marketing Organization, Legendary Coast Organization, and Heritage Foundation to help in developing regional organization
  - o Representatives from each heritage group
  - o Councilors and businesses
  - o Get “community champions” involved
  - o Together, will coordinate community calendar
  - o Talk to ENACTUS Memorial – Google Ads funding for non-profits
  - o Town websites, maintained social media – show people how to use the Internet
  - o Apply for funding to get one paid individual to coordinate all this

### ii) Notes by Akseli Virratvuori - Mainly Heart’s Content

Winterton Community Centre

Saturday, November 3, 2018, 1:00 – 4:00 pm

Breakout Session #1

What things could a collaboration between the 4 communities undertake to maximize the potential of heritage resources in each community and collectively? Select 4 opportunities.

Potential hiking trail going through all communities? Reportedly in “phenomenal” condition. Could bring in lots of people? Only break between Winterton – Hearts Harbour.

How can we get organized so we can draw tourists there and to stay for days, or even a weeks. How to organize around that. "They want more than see" – Experiences . Packaging it for a week? Are there enough places to stay and eat? B&N's. What kind of a regional structure is needed? Need to come up with a plan from here , from this day. Lots of assets and potential and interesting things. Best activities / Top activities in NL and LAB, talking to locals. Visiting lighthouses and museums, all top activities. The food, reasons to stay and spend money. Getting businesses to have a vested interest.

Assumptions, getting people to want to come here as tourists, seasonal operation. Tourism as a sustainability operation. But what does the community want. Strong tourists involvement will get people in. Identifying the gaps.

Winter tourism, Fall tourism. Identifying the tourist seasons and planning around them.

Example: The Bona Vista peninsula. Took a 25 years, but started with a plan. "The STAR" program, a plan to sustain the community and invigorate the tourism industry. Working with government agencies and the importance of co-operation between communities. UNESCO-site as a major draw that needs to be prepared for. Portugal Coves struggle with capacity, few places to eat and stay, can't get gas. Tourism as a sustainability-piece, a need and desire for coming-together, where leadership comes in. Benefits and disadvantages of tourism.

Looking locally. Concentrating on an are as a whole.

1. Forming a committee / organization and coming up with a development plan / shared vision
2. Fostering leadership (motivated and devoted, able to motivate others)
3. Getting people (volunteers etc.) and businesses involved.
- 4.

## Breakout session #2

A heritage structure for every community. A committee. A representative for each community and one for the municipality and business community. Other partners. Ends up being a big committee? Four communities, four heritage groups, four town councils, one business person from each community (or service, accommodation). At least sixteen people? Starting with a committee and moving towards bigger things. Applying for funding a factor, doing work on a regional basis. Getting money for the organization to get organized, is it possible? Incorporating as a body (4 communities), applying for funding for a development plan. Some other organization could also do it starting off, consultancy (might be expensive)..Possibility to get 5000 from depart. Of tourism for a planning meeting. Can be done more by getting staff, the danger of work being unloaded on one person. Volunteers have a bunch on their plates and then they just get more, importance of paid workers. Chamber of commerce active in Bona Vista, membership fees from businesses and projects pay for a resource-person who manages projects within the region. One way to look at it, everyone contributes to paying a full time / part time -individual, municipalities and businesses pay a membership fee (300-500) and that money is used for various activities. There are ways of making it happen. Need for a specific long-time project. Could one of the town clerks be used for this stuff, maybe not, current workload too much already. Concern about meeting as a group and nothing happening. A membership-based group or a board of directors that represents each of their towns? If a regional-development

group represent all the other people. First: from a committee from a people in this room. Who takes the lead? Call a from committee, getting someone to step up as a leader. Need to get to a meeting from this.

Getting a committee of people together. Need for people who do the work. Heritage organizations and council-representatives and business representatives. Identifying who's going to lead all of this.

### iii) Notes by Katie Crane - Mainly Winterton

Building Heritage – November 3, 2018

Breakout Session #1: What things could a collaboration between the communities do to maximize potential of heritage resources?

Suggestions:

- Individual communities have unique aspects – from a business perspective, tourism package – hiking meets museums meets craft in all 4 communities
- Studio tour – focus on crafts in communities
- Storytelling
- Event – include accommodation packages
- Food – traditional
- Entertainment –
- Tourism packages for different demographics
- o What is the target? What is going to attract them?
- o Joint marketing
- o Identify weakness and and who can help fill the gap

Top 3 Opportunities:

- Tourism package
- o event, hiking, studio tour, storytelling circle, culinary
- o accommodation and transportation
- map of tourism information from all communities
- o social media – regional
- form a regional organisation
- o identifying strengths to be shared and weakness to be addressed

Breakout Session 2: What would be the most effective type of organization to support the types of collaborations/initiatives?

1. Regional Committee
  - 2 members from each town
    - i. Heritage member
    - ii. Community member (optional)
    - iii. Municipal member
  - 3 meetings a year



- Objectives: mandate, paid members, sharing resources

#### **iv) Mariana Esquivel – Hant’s Harbour residents mainly**

- 1) Joint lobbying for each others funding.
  - 4) More regional meetings, every three months to follow up.
  - 5) Community calendar of events.
  - 6) Networking, more communication among communities.
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- 6) Fishing stage.
  - 7) Posters and Facebook for promoting events.
  - 8) Get more government funding as a region. Communities can come together to apply for joint funding.
  - 2) Promote regional tourism, rather than just to one community.
  - 3) More support between the groups (attend each others events)

#### Question #2

- 1)Regional committee. Having a representative from each community to attend to town meetings, every 1-2 months.

#### Tasks:

- Have a plan and set goals.
- Have a connection with the town council.
- Marketing, get brochures.
- Working to get funding for the coordinator.