

# Grand-Pré UNESCO- Advisory Board

## Notes of the February 5, 2009 meeting

**Present: 6 out of 11 voting delegates in attendance**

Louise Watson	Nova Scotia Economic Development (NSED)	
Marianne Gates	Kings CED Agency (Kings CED)	
Erin Beaudin	Kings CED Agency (Kings CED)	Voting Delegate
Gérald C. Boudreau	Société Nationale de l'Acadie (SNA)	Voting Delegate
Victor Tétreault	Société Promotion Grand-Pré (SPGP)	
Christophe Rivet	Parks Canada (PC)	
Chrystal Fuller	Municipality of the County of Kings	
Beth Keech	Kings Hants Heritage Connection	Voting Delegate
Robert Palmer	Grand Pre Marsh Body	Voting Delegate
John Fuller	Municipality of the County of Kings	Voting Delegate
Jenni Fetterly	Kings CED Agency (Kings CED)	
Claude DeGrace	Parks Canada	
Barbara Kaiser	Community Member at large	Voting Delegate
John Jonhston	Parks Canada	

### Regrets:

Chief Shirley Clarke	Glooscap First Nation	Voting Delegate
Vaughne Madden	NS Office of Acadian Affairs (OAA)	
Bill Greenlaw	NS Department of Tourism, Culture and Heritage	
Neal Conrad	Nova Scotia Economic Development	
Brian Banks	Atlantic Canada Opportunity Agency (ACOA)	
Barbara Kaiser	Community Member at large	Voting Delegate
Greg Young	Eastern Kings Chamber of Commerce	Voting Delegate
Hanspeter Stutz	Community Member at large	Voting Delegate
Stephanie Smith	NS Department of Tourism, Culture and Heritage	
Lillian Stewart	Destination Southwest Nova Scotia	Voting Delegate
Stan Surette	Société Promotion Grand-Pré (SPGP)	Voting Delegate

12:00 Lunch and presentation from Parks Canada

1pm – 3pm Meeting

### 1. Welcome / Opening of the meeting

Gérald Boudreau welcomed everyone to the meeting and thanked them for attending.

### 2. Approve the agenda

*Agenda is approved by consensus*

### **3. Approve minutes from previous meetings**

*June, September, October and November meetings are approved by consensus*

### **4. For Discussion and approval:**

#### **a. OUV Committee Report: John Johnston (Attached separate PDF)**

- The OUV working group was created and individuals were invited to join the group. The group consisted of mainly academics and community members. The group did their work through three meetings and continuous contact between members. The group came together to find a common ground to provide the report. John is now working on the comparative study and what comes out of that analysis may alter the OUV report. The management plan will be working on the buffer zones. The final decisions will be made by the Advisory Board. If the Board approves report today they will have to approve any revisions in the future. The intent of the report was to look through an academic respect at the proposed area. Barbara commended the OUV Working group for all their work and the wonderful document. The report will be translated soon. Chrystal asked how important John thinks it will be to UNESCO that criteria 2's lack of tangibility. John responded that they are not completely sure yet but the comparative study and community input should help.

*Report is accepted by consensus*

#### **b. Communications Plan Report: Report from ICON: Steering Committee**

- The communications plan report identified two main topics which the steering committee feels needs to be addressed. The first is the issue of sensitivity of the target groups. Erin received feedback from community members who felt the categorization of the targeted audience could be offensive. The steering committee does not want to send wrong messages and believe they need to soften the message. The second point was about strengthening our brand and reflecting on it. Beth commented she had an issue with the picture on the front which looked quite modern. Barbra commented she does like what the slogan says and thinks it reflects the OUV but doesn't think the logo reflects it very well and believes it looks very Acadian. The steering committee did struggle with the logo and they saw the church as an identifier for Grand Pre but decided to change it so the church was to the side instead of the middle. Beth suggested blomindon could be more distinct maybe a brown color or larger shape. The steering committee will change blomindon on logo and go back to ICON for minor changes to the two identified issues.

*Report is accepted by consensus*

#### **c. Recommendation: Proposed Acquisition of Trenholm Property:**

- The steering committee struggled with how this recommendation would fit in with the project. They recommended a second parallel group to work as a funding initiative. There should also be more studies done on this issue which maybe could be part of next summer's interpretation study.

**d. Director and Board Liability Insurance: Erin Beaudin**

- Erin informed the Advisory Board that if they would like this board to be a sub-committee of Kings CED they would be protected by Kings CED Liability Insurance.

*UNESCO Advisory Board will be considered a Kings CED sub-committee*

**5. For Information:**

**a. Financial and administrative report: Erin Beadin**

- Erin gave an outline of the budget and explained the current expenditures for the heritage planner's position, sub-committee costs for the OUV working group, fees for printing and meetings and travel fees.

**b. Community planning and engagement report: Chrystal Fuller**

- Community has identified its vision and goals. The next step is where the real decisions will be made. Seamus is working on developing a community work book which he will be taking with him to kitchen meetings in the community. He will then bring the information back to develop the community plan. The values in the community are very in line with preserving a rural community yet allowing for growth.
- The community process will start to merge with the management plan which will be looking at the management of the proposed area. There are a lot of synergies between the two which is exciting. The community plan will guide development in the community. The big challenge in process is getting people to understand there are two objectives; The UNESCO process is to preserve the value of the proposal where the municipal process is about the people living here. Robert Palmetter commented that it is going to be confusing that there is two different boundaries; John Johnston's proposed and the community's.

**c. Acadian Engagement Update: Gérald C. Boudreau**

- Gerald updated the board on how the Acadian engagement is going. The Acadian organizations got together to work on a project to gain support of the Acadian community for this UNESCO project. They wanted to reach out the Acadian community and felt it was necessary to have a person to engage the community. They could not get funding for this project. The new idea is Gerald as co-chair send out letter to the 7 Acadian organizations working in the Atlantic Provinces to contribute this year and next \$5,000 (over the two years). This would generate about \$35,000. The total funds we are seeking is \$55,000, for the extra \$20,000 we would like to take it from the budget. The steering committee would revise budget so we can put about \$20,000 towards this budget for a part time position. We need to demonstrate support for proposal in the nomination proposal.

**Discussion**

Louise – diversion of funds could cause a delay and possibly jeopardize funding.

Gerald- There is a section in the budget for communications and public relations.

John- The individual going out to the communities would really benefit from spending some time with Ronnie Geil.

*The Board delegates to the steering committee discussion of the \$20,000 and revision of the budget*

**d. Nomination Grand Pre Upcoming Events to be held at the National Historic Site**

- Funding Announcement Press Conference: February 16, 2009 1:00PM
  - Open House: February 19,2009 2-4PM and 6-8PM – Steering committee will be mailing invites to the community. The open house will be an opportunity for the community to ask questions. At 7PM there will be a panel discussion titled “*Living in a World Heritage Site*”
- c. Project Managers Update and progress report: Christophe Rivet
- Christophe gave an update on the project. The steering committee visited Joggins and meet with their nomination group. It was a valuable trip. The steering committee is planning on having another retreat in the next couple weeks. The steering committee is happy with the idea of John Johnston writing a book on the Grand Pre site for the world to understand why Grand Pre is a nominated UNESCO World Heritage Site. The working title is Grand Pre site for the world. There is an upcoming Heritage Living Conference in Lunenburg for more information please contact Chrystal Fuller. Claude mentioned there is a chance the Canadian Winter Games’ torch may be brought here. Christophe has been invited to give a talk in November to a nomination group in the United States.

**6. Other Business – No other business**

**7. Next meeting:** April 2, 2009 1:00-4:00pm

**8. Adjournment – Meeting adjourned at 2:50 pm**