



**TRADITIONAL TERRITORY OF THE TR'ONDEK HWECH'IN
REGIONAL ECONOMIC DEVELOPMENT PLAN
COMMUNITY BASED PROJECTS IMPLEMENTATION 2013-14**

Klondike UNESCO World Heritage Site Feasibility Assessment and Strategic Plan

Steering Committee Meeting - Tuesday March 5, 2013

In attendance:

David Rohatensky (Parks Canada), Barb Hogan (YG, Historic Sites), Micah Olesh (City of Dawson), Evelyn Pollock (Across the River Consulting), Mark Wickham (Across the River Consulting), Wayne Potoroka (TH, Communications), Jackie Olson (TH, Heritage), Gary Parker (Klondike Visitors Association)

MW delivered a backgrounder on the Regional Economic Development Plan (REDP), which is in draft form, anticipating approval or acknowledgement from 3 levels of government (soon we hope and then made available for distribution).

CanNor Funding for the suite of projects we have going on (including World Heritage Site work) falls under the purview of the Implementation department at TH, with community partners (KIAC, KVA, KDO, City, TH) implementing various plans & projects.

DR- Going back to the initial short list placement- we've been in process for a while. Best efforts to keep formal records have been made but will be especially important in moving forward.

Scope of work for 2013/14

A 5 month work plan for 2013 has been condensed to 4 weeks due to lateness of CanNor approving funding for this fiscal. 2014 fiscal work is on target.

- 1- Interim strategic planning
- 2- Economic Impact assessment

Included in strategic plan will be a package covering what work has been done to date.

Set out a communication and engagement strategy.

Committee structures may need to be finalized and signed off on by various participating orgs.

Develop work plan for year 2

Contracted consultant Steve Nicol via telephone conference-

Based in Vancouver, doing economic development and planning for 28 years. Randy Sunderman and I worked on the REDP last year. On this we are including Gary Robinson from Victoria. The three of us do economic impact work for parks and protected areas. Worked quite a bit with Parks Canada.

Q & A/general discussion between SN and group re:

1- Rough boundaries of anticipated area to be designated a WHS. Is it one area? Or specific sites with associated values?

2- Where Dawson is at in the process (between being short listed and in nomination process)

- That foundation community engagement has been done, that key stakeholders willing to work together collaboratively to move this forward.
- The education public engagement needs to be done.
- Need to compile info that will make up submission.
- That we have not actually started the nomination process yet.
- Govts. have approved to take next steps, but we have not yet taken
- economic impact piece is part of that feasibility, and could be included in the final dossier.

3- Key values and potential interactions, work plan and delivery dates. It will be important to have a development concept/project definition.

4- The need to clarify definition from both spatial and management perspective needs to be done very soon. Even if talking about options... must be clear to ensure the assessment reflects correct definition.

5- There are management plans in place for almost all sites considered in the area. General agreement that overall management will not change- existing levels of mgt and restriction would be sufficient.

6- The need to avoid re-visiting questions which have been answered in previous work.

7- Discussions around impacts:

WP- We have gone on short list for 2 reasons- 1- industrial/gold run, 2- TH heritage, living through impacts of gold rush- adaptation over time.

What illustrates those 2 universal values? What is it about this area that does the best job illustrating those- that's where features on the map come from. We know the ballpark we are working in, but that is the best we have at this point.

GP- We are not adding anything new- just looking to identify/celebrate what we do have. What would the impact be of identifying these things if we can get UNESCO designation.

SN- At fundamental level- assume more marketability, increase visitation, spending, business impacts- more services, etc. obvious starting point- so you think there are other than that cause/effect- do you see things above & beyond that, or is that the guts?

DR- Economic benefits- yes- also- we have all these separate managements levels/groups for our various heritage values- we see a value of coming out of this a holistic approach and view to overall management of the UNESCO designated sites- you know each separate group still has autonomy- but the cohesion that could be fostered through this would be a real benefit.

MW- In order to achieve anticipated benefits, what kind of investments or infrastructure might also be required?

SN- Could be different development paths here, options for ways to move forward. Different levels of community involvement, work, planning, marketing... so impacts & outcomes will be different depending on those kinds of things. We will want to discuss those potential futures at some point.

GP- allow adding UNESCO brand to our marketing materials. Market to broader audience, gives our location more credibility, leverage internal or external investments, in our existing assets, etc. KVA is engaging in a redeveloped market strategy tight now- already rethinking our marketing brand and resources.

DR- We will have the strength of multiple designations- other places in Yukon are designated- so UNESCO travellers can find a critical mass here.

JO- Also what kind of people are we going to be attracting- you know from FN perspective- what are they going to be looking for from us when they get here and will we be ready for them. We could use some guidance in terms of developing our heritage sites. How do our sites match the market?

8- Discussions about support:

MO- City council is supportive of this 100%

WP- I think mining industry is ambivalent.

MO- They worry that a new set of controls might be imposed on them. So we need to communicate accurately to them so that it is clear controls will remain the same.

GP- possibility of negative econ impacts if this UNESCO designation would encumber placer mining.

MO- possible concerns about people going through the land where they are working.

MW- There is a perception that some of management regimes may be enforced in a stricter manner than currently.

JO- on the other hand, we are promoting mining still as part of the life in Dawson, as a viable industry.

9- Example UNESCO sites to investigate:

Head-Smashed-In-Buffalo-Jump
Lunenburg
Grand Pre

9- Discussion about quantity and type of tourists to expect as a result of UNESCO designation.

10- Project Champion position:

Heritage Research specialist, with communication skills

Next year is based around the technical side...

Making steps forward while still calling it feasibility... putting more meat on the documents. All the bits up to & including drafts of docs to be submitted.

Deploy & employ other scholars, etc. as needed to address various components of the nomination.

Coordinate community engagement.

This will be a TH employee on a 1-year term.

JO- just finalizing job description, putting in a request for posting, ASAP. Ideally job starts close to April 1. Open to everyone. The position is just working on this UNESCO stuff. Don't know yet where they will work- we have a space crunch, but may be space in community support centre. Report to Jackie, working with the group.

ARC will be project managing overall: keep everyone in touch, help projects along as needed.

ARC will commence strategic planning piece and engage specialists on aspects & help formalize group structure.

11- Three tasks within strategic planning ideally before March 31

i.)- Community engagement

ii.)- Project reference piece, summarizing/compiling all past work

ARC to handle hiring of assistance as needed

iii.)- Formalization of advisory boards/steering committee

- Decision making versus advisory/guidance? Sometimes 2 groups with separate roles takes place in other locations.

May just need one group here.

General agreement that this group should start that way (one group).

12- Christophe Rivet - took a managed landscape (Grand Pre) to success with UNESCO last year. Could be useful to bring him here to lend his experience.

Before Mar 31. A public event, workshop with steering group, maybe staff if hired, stakeholder groups.

What are priorities in learning? Other experts you think would be useful to get here?

General agreement in value of meeting with Christophe.

13-Involving TH Chief & Council: General agreement that next time we involve chief and council we should be making a solid presentation with more of the details worked out.

Actions from this meeting:

Barb H to send an existing report on Economic Impact Assessment for World Heritage Sites to Mark and Steve.

Yukon Historic Sites will lead preparation of a reference package, outlining steps taken & decisions made over past years to date.

MW to send SN map of suggested boundaries.

SN & RS will review all documents they receive re: Dawson/UNESCO and put forward a definition to work from for the economic assessment.

MW to send Doug Olynyk's research to SN

MW to provide SN with contact info for all participants/stakeholders

SN- Outline his work plan

SN- Development concept to make sure we are all on same page

MW and SN to sort out deliverables dates.

All around the table to send any names of people they could suggest to do community engagement work on this project to MW.

GP to connect SN with new Dawson Region Tourism Marketing Strategy consultants (Outside the Cube)

JO- Will finalize UNESCO Champion job description, with posting made ASAP.

ARC will commence strategic planning piece and engage specialists on aspects.

Topics for future discussion:

- Who else we need to involve, re-engage (ex KPMA), any other foundation orgs, example KDO, or others?

- Formalization of steering group structure.