

UNESCO World Heritage List Nomination 'The Klondike'

Planning Meetings March 25 to 27, 2013

Location: Dänojà Zho Cultural Centre

Guests:

Christophe Rivet (Project Manager for Landscape of Grand Pre), Steve Nicol (Consultant working on economic impact assessment for this project)

Attendance:

Lee Whalen (TH Heritage), Wayne Potoroka (TH Communications), Glenda Bolt (TH Heritage, DZCC), Barb Hogan (YG Historic Sites), Gary Parker (KVA), Rose Hebert (Parks Canada), Mark Wickham (ARC), Evelyn Pollock (ARC)

Monday, March 25, 2013

Intro Mark- UNESCO WHS designation feasibility investigation is taking place as part of Regional Economic Development implementation.

Intro Christophe- Background. Looking forward to sharing experience of the community going through process- pitfalls and opportunities.

Intro Wayne- Background – Introduction of Klondike WHS proposal to TH council resulted in initial trepidation, fears over reduction of ability to hunt. Giant mapped out area for designation looked like WHS was meant to cover entire traditional territory of TH. There is a new Council now, interested in pursuing this again. Still there are worries around land and restrictions, but they do see value in investigating. YG a couple of years ago prepared an initial draft of values and TH Heritage dept. has also worked on relevant research i.e. it has refused to die.

Lee- The difference now is that it is TH saying 'my community is important'. It's not a message or initiative coming from outside the community.

Christophe- Coming up with our list of values was the longest, most complicated part of the process. We envisioned what our process would be to satisfy our aspirations. Kept our value statement to one page. That was partly about brevity, partly about what perceptions would be taken in community.

Wayne- We would like to get a better sense of the steps that need to be taken so we can pass this on to the staff that is being hired.

Christophe- there was a great deal of suspicion in the community at first, but it forced us to listen and address issues.

Building an awareness of what the community would look like in future. Thinking big- we have something special that needs to be defined, then protected, then nurtured and even added to.

When looking at the community- our criteria was primarily 'what is the essence of the community'... the human experience aspect was closest to what we were trying to convey. But you need to find physical assets that help you tell that human story. Capture an experience, something that is alive. Our focus was not so much on the technical. For us that worked.

Wayne- When the original nomination went in, it seemed to focus on the Parks Canada sites. Now with a smaller geographic focus it makes sense to focus more on the story of the TH. Same families here now as 12000 years ago... doing similar activities. They experienced exceptional circumstances- gold rush, first contact with traders, residential school, and yet they are still here as a strong and identifiable group of people.

Lee- There is a benefit to changing the weighting of the Klondike Story to encompass a balance between gold rush and First Nations experiences.

Christophe- There seem to be some similarities with Grand Pre. Acadians- a mix of Mic'maq and French- self identified as different. They were in constant conflict between French and English colonial powers. Acadians were perceived by English as being French. Acadians did not want to pledge unconditional allegiance to England. 1755 new governor decided to ship the Acadians out. Went on to 1763. Migration created pockets of Acadians all over the world- they are the ancestors of Cajuns in Louisiana for example. In 1760 British settlers were brought in to Grand Pre and they then farmed the productive arable lands in the intertidal zone that were made possible by the Acadian dikes that drained the seawater from the marsh land.

Longfellow's poem Evangeline tells story of young Acadian lovers separated in deportation... searching for each other, families dying...etc. Grand Pre became a centre of tourism because of this popular poem. In 1917 Acadians got some land to build church on- this has become the main monument in Grand Pre. The Evangeline story was so huge it was hard to actually include more elements of the history. We had the broad brush strokes of a story but it took some effort to figure out where, and how to flesh it out. The actual landscape in the designation is only 2% government owned, while the rest is private land.

Wayne- Here the TH identify with a huge traditional territory- is there a value in site-specific discussions? Or?

Christophe- It's something to think about initially- our big challenge was to convey the point that we are **making an argument** not crafting a history. It is a very important distinction to keep in mind when completing the proposal. Especially when you have many potentially conflicting stories or histories or sectors of the community. One way to think about it is as being committed to preserving heritage, being committed to protecting outstanding universal value- and determining what are the mechanisms and resources to protect it. **As opposed to trying to protect or convey the**

whole story. Our process allowed all values to be put on the table. When recruiting for the committee- we opened it up broadly. We needed to understand:

1. The essence of the place, and
2. What the boundaries of it were.

We used 4 lenses to look at Grand Pre:

1. Aboriginal Mi'kmaq
2. Natural
3. Acadian
4. Contemporary community Grand Pre

Got all kinds of people together to tell us their stories- we asked 'what is special from your perspective'? Then worked towards consensus of what would stand out.

Looking for the exceptional.

We came up with:

Continuity of an agricultural way of life. The way it was farmed. It's still drained and farmed in a way very similar to the past. We could celebrate the accomplishment of the farmers everyday life.

The story of the deportation reflects on modern Acadia. UNESCO is not necessarily sympathetic to tragedies. So we looked at the broader story. Tied dispersed origins and deportation to what Grand Pre has become (symbolic homeland) to create sense of continuity.

Natural- Grand Pre has some of the highest tides in world.

Aboriginal- hero of Mi'kmaq - Moosecow... elders could not tell us though a specific story tied to Grand Pre. So we focused on the peaceful co-habitation of Acadians and Mi'qmaq.

Remember we are building an argument... not a history. So not all stories or sites need to be included.

Starting from a very open beginning prevented us from making too many assumptions about what it should be and prevented alienating sectors of community.

The terms of reference used by the outstanding values committee are online- feel free to use.

Barb- Presentation of summary & timeline of work done towards WHS.

NOTE- Reference: package of summary materials- this package is still being worked on via Historic Sites Department and can be made available to others upon request (can coordinate distribution through Evelyn at ARC as needed).

Christophe- In Grand Pre, an independent society with one paid position coordinated this WHS work. The society now operates on a Trust Fund created by Province of NS. Its mandate is to manage the WHS. Key players are involved, supported by technical

committees, to find collective solutions to WH matters. There is a consulting process. Share resources to promote and preserve the site. Prior to designation the province had committed funds. Although it had not been confirmed prior to our submission.

UNESCO does not impose anything, but when proposing your community as a place of real significance... it needs to be backed up by a commitment of funds and management structures that ensure you will be able to maintain it.

We had a regulatory framework in place already, but had to do more.

1- Despite existing regulations, did not know what we needed until the values were articulated.

2- Lots of the area is under private ownership- we empowered the community to decide if they wanted to preserve it. The community developed their own municipal plan. We said we would not influence how they would do it.

It was very challenging, different smaller communities did not work well together. They started a combined Community Association.

We tried to make communications about what we were doing concrete- we **avoided using the term heritage actually because there was somewhat of a conflicting history with heritage in the community.**

Now people have the sense that nothing has really changed. Because the community really decided what kinds of regulations, etc. were going to be instituted.

Commitment- the evaluators want to see this.

It was more powerful and enabling for us to let the community develop mgt plan. It took the strategic use of resources to engage and push this forward. Needed a lot of resources.

At the beginning of the process there were already management regimes, but there were gaps. Example development in the form of wind turbines. The farmers chose not to let this go ahead.

For Grand Pre, architectural features did not play a role in the universal values. We focused on the human and environmental evolution. Field shapes, road shapes for example- more specifically, the natural adaptation to hydrography. The activity, the understanding of landscape.

Barb- so if we were to include placer mining- that would be a parallel thing- you are showing the historical activity is still ongoing.

Christophe- Yes, it really depends on the values development.

We had a committee with reps from across community (see above, 4 lenses)

UNESCO actually changed the statement of values we submitted. The meaning remains the same, but they changed the articulation of it.

We needed to find a balance between humility and pride- the point is that you have to make the best argument possible. Different sectors of the community brought forward different interests or focus or story, but which stories support your strongest argument?

It's also a challenge trying to make it understandable to ministers, general public, etc.

Staffing:

Christophe Project Manager

The Regional development agency handled admin.

Hired out some communications and promo activities.

We needed 3 levels of government, development agency, First Nation, Community groups. Volunteers were essential. Very substantial contributors.

Gary- Can you clarify what the role of Parks Canada was or is?

Christophe- With Grand Pre Pre, they submitted the application. The application HAS to go through Parks Canada. They will guide you. Likely contacts: John Pinkerton, Rebecca Kennedy.

Many of the local community were not convinced that they had something universally special. Didn't trust it until they had some international experts visit.

It took just less than a year to get the story down (more or less). 2.5 years from start.

Re: getting trust fund for site management (2.5M over 10 years):

Developed Strategic plan to identify what would be needed to manage this WHS.

What would it mean to conserve, interpret and promote.

We approached the potential funders and pitched it.

What was the degree of involvement of tourist association or DMO?

Christophe- In NS there are a number of groups involved in tourism...

We involved them in our working groups and seized opportunities to speak publicly in their meetings, etc. to raise awareness, encourage communications, to start aligning messaging, future branding, etc.

A coherent message for the region was most important. Multiple ambassadors.

Participated in trade shows, etc.

Community engagement was very important

We felt it was really important to keep the two main reasons for nomination tied together, that they were linked importantly.

Tuesday, March 26, 2013

Christophe- re: process:

2007 started with a tentative list- that met UNESCO criteria 3, 4, & 6.
Met with all community stakeholders- they gave us some caveats and some actions.
Great deal of effort.... Built a process with standard project management framework

A community association was created. Agreed to set up steering committee and advisory board.

What are requirements of UNESCO?

What questions do we ask... etc?

Gave us parameters to build budget and work plan. Feb 2008.

Needed to go through everything sequentially.

Eventually revised our statements of universal value to address criterion 5 and 6 instead.

For Dawson, some questions...

- What is the impact of gold rush? On people who came, on those who left, on those who are here today?
- What is the continuity?
- Which creeks are most important?
- What could your boundaries be?
- What are the landmarks that exist to speak to the important stories?
- Connection of Gold Rush story to First Nation story- interconnection
- Environmental versus social and cultural aspects?
- Balance is more positive now than it was when 1898 gold rush hit... a story of overcoming? Growing to collaborate? Withstood intense period of invasion in history and are nevertheless thriving today.
- Did this happen anywhere else to this degree?
- Impact on creation of Territory?

Within boundaries:

- Must be able to manage it
- Be able to establish value
- Argument for the boundary must be technical and well thought out
- Must represent Authenticity
- Depends on how you describe your place.
- Questions about use and restrictions flow from how you define your values.

Grand Pre argued we were exceptional rather than unique- unique is too difficult to argue.

Focused on established values- important to have these first.

Engaged in conversations with experts on the validity of the arguments I was making for the site. Christophe did the analysis. You need a lot of sounding boards but one person focused on the writing.

Establishing the symbolic side of the argument was most difficult.

We looked at other places that had forcible removals, displacement, difficult war-related...etc. to compare. Scottish highlands, other places in N America. Parameters for comparison were based on tangible elements in the site and cultural elements...this took months.

For the technical sales pitch of comparative analysis we left public consultation out of it. Public consultation happened prior- so we could do our best to include their perspectives. Project Mgr focuses and worked with experts . So this part happened a little bit in isolation from community discussion.

Don't make it subjective. It has to be tangible and measurable. It has to stand up to scrutiny.

Grand Pre looked at comparing 10 sites for the memorial aspect. Another 10 for human experience. You have to argue how you even got to those 10 comparison sites. This is an even longer list.

You must also say why are you focusing on those criteria.

It is expected that you compare yourself with other WH Sites. Show difference between existing sites and the site you are proposing.

Provided a list of experts in the field that helped us... letters of support or reference.

What is a cultural landscape- how do you articulate and argue for this?

Why did Grand Pre seek this designation?

For Acadians- part of long road to acknowledgement of what happened.

For locals- tourism, heritage.

Farmers- benefit in supporting their way of life.

It is a full time job and more- including a lot of volunteers, etc. all of which are very committed.

Some definitions:

Integrity in the UNESCO context means how complete the place is in its ability to represent the values.

Authenticity is how credible the information is that supports the argument for values

Approached authenticity for each of the two types of arguments-

For agriculture: form, design location, setting, use, function, materials, etc.

Provided info to support these in argument.

We used mapping, & comments on credibility of those maps, same for the technology- the abboiteaux- how it was used. Same with memorials- showed evolution over time- had not changed in form or function.

Dykes- looked at material- living quality important.

Demonstrating continuity of settlement- through archival info and records and through archaeology work.

Authenticity in spirit and feeling: symbolic- was challenging to find tangible evidence of this. An example solution: we used the school children's artwork competition to demonstrate how the place lives in peoples imagination. Another approach we took is using art and music. Example the artist Colville's paintings that use Grand Pre as inspiration... we used a variety of artistic media to reflect the symbolic values of Grand Pre. We also approached singer-songwriters and writers... asked them to let us use some of their poetry, etc. in our proposal. We asked a famous poet to write a few lines about Grand Pre (she is Acadian).

Authenticity in traditions of management- we found and submitted records of this.
Authenticity around story, around use of place, communal approach and emotional identity stuff

Integrity:

- 1- include all elements needed to express value
- 2- size of boundary should allow complete interpretation
- 3- no adverse effects from development or neglect

Gary- in some ways adversity is part of our values.
Wayne- thriving in adversity.

Focus on tangible things that support your arguments.

Barb- how do you deal with remains that have been neglected? Example: Yukon Ditch

Christophe- Forces of nature cannot be beaten.

Deterioration versus neglect:

Neglect could be a choice- what else are you going to do?
If your argument has to do with constant adaptation... some of your disappearing elements may be incidental- need to think about those things- how important are they to your argument for the site designation.

What are you trying to describe- is it something representative of a period?
Living landscape and then relics... then maybe it's the adaptation story.

Wayne- In our land use mgt plan- we have an attachment to various phases or eras represented in our community- so its not one tiny time period.

Gary- it always seems to come back to what are the outstanding universal values- so we really need to articulate those and soon.

Christophe- our process stirred up a lot of discussion and tension around heritage issues in Grand Pre. We tried to diffuse this- which ones are actually relevant to the story you are arguing? Not the whole history of the place but the values you are arguing for?

Buffer zone

Boundary

Viewscape needs to be protected according to UNESCO

In Dawson what would the important viewscape be? From Midnight dome? From banks of Yukon?

What does your eye actually catch- the setting as what you are actually drawn to?

Parameters of integrity inform parameters of boundary.

You must ensure complete representation.

Did a number of exercises

Presented 3 or 4 options to committee- asked for feedback

Wanted opinions but also to trigger local knowledge.

Cultural landscape mapping- everything we knew about the place. To get a picture of what we were dealing with.

Development, zoning, archaeological, etc.

Considerations around politics- yes- but we decided not to follow them. Let process complete itself. Need to be able to justify your boundaries- have real technical answers.

Gary- imagined a site comprised of separate sites- is that acceptable? Is there precedent?

Christophe- They encourage you to consider things that are coherent, connected. Routes, landscapes, sites. If you choose a bunch of sites- you might get the question why are you not looking at the routes joining them or the overall landscape?

In Grand Pre We chose not to include some areas because we felt they weakened the argument and the strength of the message.

WP- instead of the yellow blob version of the boundary for Klondike- could you just have satellite sites with connectors like the river or roads?

CR- There are examples of this. It depends on the tangible artifacts.

Need to be boundaries, need to be precise.

Wayne- In terms of management plan- we can rely on existing mgt plans.

Christophe- In management plans we didn't have to change anything but we had to clarify some things and strengthen others. Ex. Archaeology sites- we had to add our own legislation for the region to work with province and municipality to set aside resources- inform public of obligations in terms of arch sites, procedures, set up funds to help landowners address arch concerns.

After the Designation...

Lunenburg struggled with being able to manage the WHS. Grand Pre had planned ahead for that.

Grand Pre can't yet demonstrate that we have enjoyed economic development impacts- it has certainly drawn attention to the area.

There was an immediate sense that people were aware of the UNESCO designation. Provincial gov't has adjusted marketing to notify include Grand Pre as UNESCO site. We had a website ready to go for as soon as we were inscribed by UNESCO. Very helpful. Didn't want to change any of the messaging of the national heritage site... NHS is the entry point- this is where we measure attendance numbers.

The hope in Dawson is that we will be able to leverage UNESCO designation to eke out more financial support from YG, Parks, others to continue maintaining heritage sites.

Economic Impacts with Steve Nichol:

Can you help give me a context for what it might look like...

- Capital investments
- Land use
- Facility management

(See Steve's slides)

Benefits to be gained from designation will depend on amount we invest and promote. What are our goals and what are our resources?

KVA commits to redirect or focus more marketing on UNESCO brand and visitors.

Wayne- I could see the day when more resources could be put into Tr'o check for example.

Barb- One example for Heritage Sites is if there was a community group who wanted to develop a trail along the Yukon ditch, then we would be interested in working with them. We do co-manage 40 mile, and there is potential for further investment in that.

Wednesday, March 27, 2013

Christophe-

Management System- or umbrella for existing plans:

You may discover areas where additional policy or procedures need to be set up. We discovered gaps- so created sub-plans for things like coastal management etc. Framework for decision-making and protocol- ex. for archaeology- set up a sharing between two levels of government, and set up assistance program for property owners who discover archaeological remains.

Dawson will have to think about viewsapes.

Will need to think about potential builds that might interrupt viewscape.

You may not be able to promise economic benefits, but you can promise increased attention on your community from 3 levels of government.

Faith and trust building is very important.

Grand Pre built a viewing platform as a legacy project. It was a strategic decision to leave something tangible at the end of the process.

Formalizing the steering committee...

Finding champions and advocates for the project- need personalities who can find solutions, build consensus.

Grand Pre Advisory board- served a leadership role- we invited the gamut of orgs to participate.

Steering committee- dealt with day to day.

Community association was taken as the primary voice- others in community had voice through com assoc.

In Grand Pre we welcomed participation from any group who cared about Grand Pre.

For speaking to media, we concentrated on the co-chairs to be spokespeople.

Finding the particular people who can contribute to board in various ways is key.

Demolition regulation.

Vernacular- Dawson style: combination of Edwardian and Victorian.

Adaptation to environment and mind set of people in this place.

You need to retain the soul and grit of a place. Reflects function and practicality.

Sense of place being the thing you are protecting rather than just the physical aspects?

Possibility that through this process there is an opportunity to support functions like the Heritage Advisory Committee. Also to work on City bylaws, etc.

Development of the town and its character.

How far do you push the analysis on what is the character of Dawson... Is it architectural or something intangible or a combination?

What do we need our staff to do?

- Development of values
- Resource procurement
- Advisory board- Needs to be formalized, members recruited, role clarified- champion, collaborate, advise. Can they put something on the table- either in kind or cash or ??
 - Decision about whether you want two boards or just one- different roles, different levels of involvement and commitment
 - (Grand Pre Steering committee was talking every day while advisory was once a month).

- Scoping exercise- mapping what there is to work with at various agencies, what are the info gaps.
- Strategic plan- how are you going to tackle
 - committees-
 - community engagement
 - may be some starting frameworks for guiding the work
 - communication
 - development of values and how they work together

Steve- Economics-

Will inscription inspire more commitment within Parks Canada to preserve, to invest resources... etc.

Or if tourism numbers go down is there a threshold that would be reached which means more cutbacks?

What about Kluane? Has the UNESCO designation made any difference in terms of visitation?

Economics- will focus on sustainability of community rather than pure numbers increase. SN- a positive but small increments is likely. Might not be in visitation numbers, but in the broader socio-economic development. That will inform your pitch.

Incremental community investments- upping of private sector involvement?

Do they see the UNESCO initiative as providing increased confidence?

What about spin-off into increased sales of products- example skookum parka, SOVA?

Opportunity questions- if it took 1 million to get inscribed- what else could you do with that 1 M, but also- would the community ever has gotten that money without this initiative?

Grand Pre saw itself in the spotlight over various economic sectors- products, tourism, roads, etc.

Is the heritage UNESCO position going to report to TH Heritage Dept. or to the Advisory or steering board? Or both? Hiring process to begin- who to involve TBA.

Who is going to be responsible for resource sourcing and advocating?

Is it board? ARC/Proj Mgt?

Reference materials available at: Nominationgrandpre.ca

Sourcing outside expertise-

From Canadian Universities. They were very willing to donate expertise, feedback.

Cachet of WHS nominations helps.

How do we commence process of engaging with those people?

Across the River Consulting have been engaged to craft strategic approach for next year. These meetings are part of the process of researching and informing that plan. ARC may also be tasked with seeking funding for future work on this.