



TRADITIONAL TERRITORY OF THE TR'ONDËK HWËCH'IN REGIONAL ECONOMIC DEVELOPMENT PLAN (REDP)

COMMUNITY-BASED PROJECTS IMPLEMENTATION 2014-15

TR'ONDËK-KLONDIKE World Heritage Project

Advisory Committee Meeting – Thursday, June 19, 2014

Tr'ondëk Hwëch'in Lands Board Room, 12 noon

Members in attendance: Myrna Butterworth (Resident), Dan Davidson (Chamber of Commerce), Greg Hakonson (Resident), Rick Lemaire (YG, Tourism & Culture – by phone), Laura Mann (Dawson City Museum), Micah Olesh (City of Dawson), Paul Robitaille (Klondike Visitors Association), David Rohatensky (Parks Canada), Lee Whalen (TH, Heritage), Paula Hassard (TH, Heritage, WH Project Manager)

Regrets: Debbie Nagano (TH, Heritage), Frank Blanchard (TH Resident), Dick Van Nostrand (Resident), Barb Hogan (YG, Historic Sites)

Chair: Paul Robitaille

Recorder: Paula Hassard

Business arising from Minutes of April 3, 2014

Re: Testimonials

Discussion of clips selected for the PowerPoint presentations, and intention to have them and the longer versions edited for viewing on the website when there are funds.

Business arising from Project Management Report of June 19, 2014

Presented.

Much of the last month and a half was working on deliverables for the previous year. One of these was the strategic plan, which also helped plan for future years and fed into the funding applications. Our biggest pressure is to get funding in place.

Re: Outstanding Universal Values Study

The Project Management Committee continues to work with Ottawa advisors to refine the draft OUV. We are aiming for an approach with the best chance for success - a core story that will work - while reflecting the values of the community. One of the most recent adjustments is to narrow down the timeline to just before the gold rush (ca. mid-1800's) to the present. Ottawa confirmed

that continuity to the present day can be included as a value, which means that we can speak to land claims, co-management, living First Nations, Dawson and placer mining.

This concept hasn't yet been presented, but the message doesn't change that much, as the thousands of years of First Nations way of life will be framed as part of the story demonstrating resilience. The focus is still on how the physical landscape illustrates both cultures, and how the past shaped who we are today.

The GA has been postponed to August. Paula said this will provide more opportunity to prepare communications for the discussion.

Re: Seeking Support for funding

Report on meeting with Minister of Tourism Mike Nixon, the Premier, and the KPMA President.

Re: Current Resource Situation

Paula noted that the CanNor and YG funding will be retroactive to April 1st and June 1st respectively, and TH will be reimbursed for some of their expenditures to date. Other funding was suggested: YG short-term Strategic Industries Development (SID) included. Discussion occurred about the pros and cons of staying within Strategic Industries, or out-of-budget expenditure within another department, and the need for budget flexibility.

Re: Comments on Strategic Plan

While this was already submitted as a deliverable to all our funders, it is still an evolving document, and endorsement of the Advisory Committee was requested. Because it was revised at the same time that the funding applications were being developed, the budgets are now in accordance.

Committee felt it was a good summary and roadmap.

Decision: The World Heritage Advisory Committee endorses the Strategic Plan, May 2014.

Re: Comments on the Executive Summary

This document does outline for funders how KPMA had been involved in the past, and just needs to be re-engaged.

Paula summarized that the Advisory Committee indicated a preference for a 'moderate' approach in investment, no changes to regulations and moderate marketing. With this scenario, the economist projected a 3% increase in visitation, (which may not seem like a lot but is incremental over time), and a reasonable 13% rate of return. The Advisory Committee needs to weigh the pros and cons,

but the overall conclusion was that the benefits of designation outweigh the costs, and it would make for more sustainable tourism and enhance the well being of the Dawson region. This is in contrast to a passive approach, which would not capitalize at all on the designation, and would provide no benefit.

Discussion occurred about sustainability.

Optimistic that WHS visitors may be more likely to travel in shoulder season.

Discussion that the community should be able to handle an increase in summer visitation as well because there's been a decrease since the decade of centennials. Paula pointed out that we have a few years to figure this out - UNESCO wants to know that we're ready, that we have assessed the values we have, that we can protect them, we have plans for marketing and a management plan to handle visitors.

Discussion of the importance of community support and having key representatives at the table, providing opportunities for people to contribute. Discussion occurred around the degree of consultation required in Grand Pré e.g., door to door, but that Dawson is hopefully a more cohesive community. Others commented that there is no need to change processes, they are pleased with the level of detail of information provided and have confidence that the steering of the Project Management Committee is appropriate and well managed. Members felt we should continue to engage the community, and keep going.

Re: Recommendation to proceed, or not

Decision: Pending other approvals, the Advisory Committee recommends the project proceeds with the nomination phase of the project.

Date for Next meeting

Thursday, July 31, at 12 noon.

(Note this was subsequently changed to August 7th in the Tr'ondëk Hwëch'in Lands Board Room).