

Quarterly Report October–December 2009

GOVERNING UNDER THE MIDNIGHT SUN CONFERENCE

The *Governing Under the Midnight Sun* Conference took place from October 22 to 25, 2009 and was very successful. Organizing the conference was a top priority throughout the fall as flyers and advertising went out and guest speakers, accommodations, venues and catering were confirmed. After the conference YHMA held a debriefing meeting and a BBQ to thank the volunteers and employees.

MARKETING AND PROMOTIONS

Stefanie Richardson continued to work on YHMA's Marketing Plan, which includes information from the membership, statistics and a five-year plan. YHMA had discussions with a local writer about writing articles in local and national magazines. We gathered contact information, advertising costs and submission deadlines and included this information in the marketing plan. YHMA also met with Tammy Beese from *What's Up Yukon* to negotiate the cost for summer advertising.

HERITAGE POSTER CONTEST

YHMA discussed the upcoming Heritage Poster Contest with Jen Edwards, Yukon Historic Sites. The contest will be launched in late December before the students go on Christmas break. YHMA also set up appointments with schools to inform teachers and encourage participation in the contest.

HERITAGE AFTER HOURS

YHMA worked to bring in interesting speakers for the Heritage After Hours program, which offers Yukon heritage workers a chance to socialize and discuss issues of concern in the heritage field. The Department of Tourism and Culture expressed an interest in presenting at the Heritage After Hours in January.

OTHER ACTIVITIES –YHMA met with Yukon College, Yukon's Tourism and Culture Department and the Yukon First Nations Heritage Training Coordinator to establish some training that the membership has requested including FileMaker Pro, programming, archival and collections courses. There were also discussions regarding the Heritage Training Fund and what can be applied for when training a large group of heritage workers.

In October YHMA met with the Yukon Government's Museums Unit to discuss funding and joint initiatives to benefit museums.

The Executive Director of YHMA attended the Canada Science and Technology Museum (CSTM) meeting where partnerships and other initiatives were discussed. The Ottawa-based CSTM was evaluating its programming to see if it still met the needs of smaller museums in the way it offers artifact loans,

education kits, travelling exhibits and distant learning classrooms. In the future it will look to partner with Yukon museums to gather northern stories. CSTM uses virtual website/ Flickr/ Twitter/ Facebook and Skype to collect and distribute information and programming materials.

YHMA will be working with volunteers to create a history of YHMA and develop a timeline. This will help with new initiatives and better define the role that YHMA will play in promoting and preserving Yukon's heritage.

The Federal Government Standing Committee on Aboriginal and Northern Economic Development on Tourism, Culture and Transportation asked YHMA to give a five-minute presentation to the committee. YHMA board member Marc Johnston gave the presentation on behalf of YHMA.

The Tourism Industry Association of Yukon would like to see more tourism-related non-profit organizations housed in one central location. The Senior Marketing Committee is working on better recognition for the heritage and cultural side of tourism marketing.

YHMA participated in the Santa Claus Parade on December 5, 2009. Tracey Anderson, Sally Robinson and Lara McDonald dressed up and walked along Main Street in downtown Whitehorse handing out cards which encouraged people to visit Yukon museums.

Tracey participated in YTEC- revision of Heritage Interpreters skills to define and assess the skills currently needed to develop interpretation programs. This national program helps to build skills and confidence in the participants.