

# Quarterly Report January-March 2010

## **Education and Training**

Based on 2008 and 2009 membership surveys, YHMA and has come up with an education plan. As a first step, Iain Pennington provided a three day FileMaker Pro course. Nine students attended this course with a wait list of five more. YHMA negotiated with UVIC to bring in two more courses next year. YHMA is also working on a social media workshop, which will be two to three hours in length for 2010. All of these courses will utilize the Heritage Training Fund.

The Heritage Training Fund adjudication committee approved nine out of 11 applications for a total of \$19,204.58, in February. The Heritage Training Fund has been drawn down and there is currently no extra revenue left. YHMA will request additional funding for the 2010-2011 fiscal year to ensure heritage workers receive the best education.

The YHMA Executive Director attended CHIN's 2010 symposium with its first online segment. There were 70 attendees online plus over 70 in attendance at the Museum of Anthropology. This symposium showcased new interactive technologies being used in museums and for marketing purposes.

In March, the YHMA Executive Director attended the Provincial Museums Association meetings held by CHIN in Ottawa and a tour of CCI was part of the experience. CHIN staff discussed the new and old social media technologies and demonstrated the use of positive marketing by using this kind of media.

## **Networking**

Heritage After Hours had 113 people in attendance over the three months. Old Log Church Museum, The Yukon Beringia Interpretive Centre and The Yukon Wildlife Preserve all made great locations to hold some of the most interesting talks. YHMA is on the Tourism Industry Association board which meets every six weeks. Land use and marketing are the main topics of the meetings.

YHMA was co-chair to the Yukon Heritage Fair this year. The responsibilities included attending meetings, organizing the venues, arranging transportation and accommodations for the children, reporting and the finances. This year the Heritage Fair had over 60 students participate and 100 people attended. The federal Historical Fair has been dismantled and there is currently no future hope for this program. YHMA requested funding for the Yukon Heritage Fair from the Minister of Tourism and Culture and received \$14,000 out of the \$20,000 asked for.

The Doors Open event had 12 visitors to the Donnenworth house. It was very chilly Friday February 26<sup>th</sup> and everyone enjoyed tea and cookies.

## **Marketing/Awareness**

YHMA's Executive Director met with Brian Groves to discuss museum joint marketing and with Rod Raycroft to discuss domestic marketing. Brian and Rod were very helpful in suggesting ways to market Yukon Heritage Attractions as a unit including a joint museums pass, having an offer in different publications and heritage and cultural packaging for visitors.

The *Building Bridges* Marketing plan is complete. This five year plan is a working document meant to provoke discussions about what we can market and the importance of joint marketing. The draft of the *Building Bridges* was sent out to each of the attractions with a request for feedback.

YHMA worked with Inkspirationz Graphics on a flat sheet; a one page ad and smaller segment ads on the same page to list Yukon Heritage Attractions. This will help keep the brand in the fore front and help visitors recognize heritage institutes they can visit on their trip through the Yukon.

YHMA has delivered the poster contest again this year. Several of the schools were visited to promote the contest and its prizes and this year the first high school entrant was received. The winners received their gifts and a framed drawing from the Minister of Tourism Elaine Taylor at the opening ceremony of the Yukon Heritage Fair.

## **Advocacy**

YHMA's Board Director Marc Johnston took part in the Northern Aboriginal Economic Development Committee talks. The transcripts from this engagement are on the House of Commons Website. After waiting two months, YHMA called Larry Bagnell's office to follow up and ensure that the Northern Aboriginal Economic Development Committee was keeping the topics on the floor.