

Quarterly Report April-July 2010

Education and Training

After reviewing the questionnaires that have gone out to the museums and cultural centres over the past three years, YHMA has compiled a wish list of courses and workshops to bring to the Yukon for our members. These educational opportunities will benefit heritage workers who can apply to the Yukon Heritage Training Fund for financial assistance. The courses will be posted on YHMA's website and updated once a month. YHMA has applied for funding for a social media workshop to be held in October 2010.

The University of Victoria will be bringing two courses to the Yukon in 2010/2011; the first will be Archival Management and the second will be Programming Development. The Canadian Conservation Institute will continue to bring two workshops a year. Yukon College has a new Heritage and Culture program being offered starting in September.

Networking

Miles Canyon Railway Society hosted a Heritage After Hours and Dick McKinna spoke on the copper belt and mining in the area. Heritage Dr. Robin McLaghlan spoke at MacBride Museum's Heritage After Hours talk on Australians who came to the Gold Rush, he read their letters and perceptions they had of the Yukon.

Along with the daily office duties, YHMA's Executive Director attended AGMs at the Old Log Church, MacBride Museum, YTEC and CMA. The director also judged the Heritage Fair at Christ the King Elementary school and participated in the adjudication of the TIA awards.

Marketing/Awareness

The *Building Bridges* Marketing plan includes a five year strategy of what YHMA can do for the Yukon Heritage Attractions to save time and money for each of the centres. Print ads will be placed in the Mile Post, Condor in-flight magazine, *North of Ordinary* (Air North's in-flight magazine), PR Services' guides, and the territorial map.

Working with Marketing in the Department of Tourism and Culture, we have more information on the markets the Yukon Government is going after and how that works. Based on these discussions we have explored and promoted FAM and media tours for the Department of Tourism and Culture. The FAM groups come to the Yukon to scout out activities and capacity for larger groups i.e. conferences, bus tours or fly/drive groups and the media personnel write favourably about the Yukon as a destination.

During the Olympics, over 200,000 visited Northern House and 100,000 left their names saying they would like to come to the Yukon. From that group 500 people are coming this year. YHMA worked Tourism and Culture to put together three packages for these guests to choose from. The first is a Yukon Museums' pass, the second is a camping pass and the third is a park's pass. Guests can choose one of the categories and five out of 21 people have chosen the museum package to date.

We are updating our website with Thunder Brain Media. The new look will include a members-only section which will have educational opportunities, funding sources, contractors etc. The hope is to have an active site that will host information that Yukon Heritage Attractions can easily access in one spot.

As part of the strategy to keep up with news and information sharing, the Executive Director will be traveling throughout the territory to meet with all the centres to discuss their needs. This will continue on a yearly basis.

Advocacy

YHMA has received a request to look into the Culture Cruiser proposal; a bus to shuttle visitors between art galleries and museums. Discussions have taken place; basically there is lots of interest and no money to move forward on this idea. The Executive Director met with Harrison Tanner (YAAW); Al (YAC); Tammie & Alida (YAB) about the Culture Cruiser.

Governance

YHMA applied for funding to have the windows fixed at the Captain Martins house. Garth Stoughton was hired to remove broken glass and replace the damaged windows as well as repair windows so that they will open and allow for circulation.

YHMA has provided spots for two local food vendors in LePage Park; this project included discussions with the City of Whitehorse to obtain appropriate licensing and insurance for the vendors.

Our AGM was successful this year and we had 15 participants. Our new board consists of

President Marc Johnston, Vice
President Lara McDonald, Treasurer
Casey McLaughlin, Secretary Sally
Robinson and Directors: Darlene

Doerksen, Kerri Scholz, Yann Herry,
Leighann Chalykoff, Mary Bradshaw,
Anne Leckie and Dainry Chapple.

Heritage Awards

This year's recipients were Doug Davidge for the Annual Heritage Award, Ed & Star Jones for the Lifetime Achievement in Heritage Award, Charlotte Hrenchuk for the Helen Couch Volunteer of the Year Award, Anne Morgan and Jamie Toole for the Historic Places Initiative in Heritage Conservation Project of the Year Award and Mr. Gordon McIntyre received an honorary History Maker Award. The awards were followed by music and reminiscing.

YHMA worked on a grant application for the photo studio and met with photographers to gather information on equipment that would be needed for the set up.