

Quarterly Report August-October 2010

Education and Training

Applications for the Heritage Training Fund have been adjudicated and four out of four applicants have received funding in the amount of \$ 6, 971.97. The Heritage Training Committee has met and discussed changes to the travel allowance there will be an increase to stay in line with Yukon Government travel allowances. The monitor meeting in September was an annual meeting in which YHMA and the Department of Advanced education discussed the obligations of the contract and ensured that all criteria are being met.

October 4, 2010, Outside the Cube was hired to do a Social Media workshop for YHMA with 12 participants. With workshops like this, YHMA continues to fulfill our mandate to offer educational courses. This workshop featured two key networking sites that are used for marketing on the web. The facilitators lead a discussion in the importance of marketing through Social Media and then walked the participants through opening an account. The feedback from the workshop was very positive and the participants would like to attend a more comprehensive workshop exploring more social media options.

YHMA hosted a Canadian Conservation Institute workshop on Storage and Planning for Cultural Facilities October 12 and 13, 2010. This workshop, held at the Yukon Archives, kept 13 participants busy over two days. The first day the workshop covered part of the planning process; marketing analysis, program options role of collections, space requirements, site selection, staffing and budgeting. It also dealt with setting priorities, decision making, human resources and how best to use consultants. The second day covered understanding the importance of a written preservation plan, understanding the causes of deterioration in museum or gallery collections, how to create plans for upgrades and how to determine storage needs for different collection types, including storage furnishing and finishes.

YHMA contracted the University of Victoria to provide the Managing Archival Collections course in Whitehorse in October, 2010. This course provided information to 14 participants on managing archives in cultural and museum facilities. Laura Millar from B.C. instructed the course which included two onsite tours at MacBride Museum and the Yukon Archives. Both sites provided a wealth of information on what, why and how they collect archives for their institutions.

Networking

YHMA attended the Last Spike Ceremony in Carcross where WP&YR announced their plans to bring the train to Whitehorse and on to Carmacks. This will help with the transport of ore being mined in the Carmacks area. They are working with the Department of Tourism, Economic Development and Department of Highways to bring this idea to fruition.

YHMA booked a table at the Canada Games Centre for the annual Registration Day. We promoted Heritage and Culture, gave out flyers on upcoming workshops and courses as well as information on what the museums are offering over the winter months.

The table at the Yukon College Orientation day helped YHMA secure new volunteers, build our membership and promote heritage and culture.

YHMA attended the Yukon Convention Bureau(YCB) Familiarization Tour (FAM) at MacBride Museum to meet potential conference groups. Sue Lamothe from the Canadian Museums Association (CMA) was invited to attend this FAM and enjoyed her stay in the Yukon. The YCB and YHMA were able to showcase the Yukon as a destination for the 2012 CMA conference.

Partnerships

YHMA met with the Miles Canyon Historic Railway Society who is looking at running a rail bus from Spook Creek to Schwatka Lake and back. They are looking for grants and advertising support. The self-propelled rail bus, also known as the Red Line, was built in 1999 for the WP&YR Railroad by Beartown Mechanical Design of Durango, Colorado. For several years it ran between Fraser and Bennett, BC carrying hikers back and forth from the Chilkoot Trail. In 2005 the Yukon Government purchased the diesel-hydraulic rail bus from WP&YR. This unit has a capacity of transporting 28 passengers with an overall size of 156 meters long, 24 meters wide and 36 meters high. It weighs 27,000.00 kg has a Caterpillar 450 hp engine, two Kawasaki hydraulic motors and a top speed of 20 km/h.

Keeping up with what is happening in the communities, the Executive Director was able to meet with a number of Yukon Heritage Attractions' staff. YHMA is helping a few attractions with some of their concerns and has offered guidance and information to others. One item that has come up on several locations is Highway Signage, which YHMA is currently looking into.

Marketing/Awareness

TIA and Marketing Department Meeting Notes

Over 100 Media tours and FAMs happened this year. TIA is making a list of performance measurements, for example: a ten step list to meet standards to come to the Yukon. This list would be detailed enough to meet the targeted market needs. There were discussions on an ADM to assist in helping meet the needs of the Tourism Marketing Department. This will allow the programmers to do their work without being buried in paperwork and it will help the different marketing units to work closer together.

Condor will be cutting one flight weekly to the Yukon starting in May 2011. Shortly after the announcement TIA received an email announcing a new flight from Zurich, Switzerland to Whitehorse every Monday from May 30 to August 29, 2010. Edelweiss Air will operate an A330-200 with 30 Business and 255 Economy seats.

Heritage Fairs

The national heritage fairs are still struggling and this means still no funding coming from the federal government. A national study has been completed for the Fairs program and it identifies areas in which this program can expand with deliverables that will encourage national sponsorship.

Each province and territory gave an update on what is happening with their fairs and how they are coping with the loss of funding.

The conversation led to exchange of emails with YHMA, Nunavut and NWT and the Pan- northern territorial fairs. I had a discussion with Mindy and Ken from NWT and Nunavut about the pan-territorial heritage fair. NWT is securing funding from Heritage Canada; this will help with a fair in Yellowknife in 2011. Although this is good news, the Yukon heritage fair committee is struggling to send students for 2010 as Yellowknife will host the fair in February and Yukon's fair is in May. After meeting with the fair committee we unanimously decided to say no to this year's fair in Yellowknife but will participate in 2012. The committee is currently working on the 2012 fair with the expectation that students will go. The department of education has assigned Jesse Jewel to help with the Heritage Fairs.

Discussions with NWT & Nunavut also brought up the cost of the fairs. They are estimating \$5,000 to \$10,000 to help cover the difference in cost that Canadian Heritage funding will not be able to cover. The Pan-Territorial Fair in Yellowknife would be a five day event for the children, (1) arrival, (2) full day of cultural activities, (3) judging and dignitaries, (4) All day of cultural activities, (5) travel home. This may change with funding but this is the ideal scenario. YHMA is sitting on the Yukon Heritage Fairs Committee and the planning process has begun for the Whitehorse May 2011 Fairs. We are currently looking for educators to sit on our committee.

Governance

YHMA had some work done on the Captain Martin House and the windows now open for ventilation. Work on the Smith House windows included turning the windows right-way around and securing them properly in the frames. Funding in part was provided through the Historic Properties Assistance Program.

Walking Tours

The 2010 summer walking tours were a great success. YHMA had 768 visitors this year and last year we had 563. Ursula and Sebastien were the guides for the summer giving tours in English, French, Spanish and German as needed. CBC joined a tour with Ursula and L'aurore boreale wrote an article about the summer walks with Sebastien.