



Report to: Development Services Committee

Meeting Date: April 29, 2019

SUBJECT:	Recommendation Report- Update on Planning for the Ontario Heritage Conference 2020
PREPARED BY:	Regan Hutcheson, Manager, Heritage Planning. 2080 Ron Blake, Senior Development Manager, ext. 2600

RECOMMENDATION:

- 1) That the staff report titled “Recommendation Report, Update on Planning for the Ontario Heritage Conference 2020”, dated April 29, 2019, be received;
- 2) That two members of Council be appointed to Markham’s Local Organizing Committee (LOC) for the Ontario Heritage Conference 2020;
- 3) That up to \$5,000 be allocated from the Heritage Preservation Account (087 2800 115) for promotional material that will be used at the 2019 Ontario Heritage Conference and that any unused funding be returned to the Heritage Preservation Account;
- 4) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to provide an update on preparations underway for the hosting of the 2020 Ontario Heritage Conference and to secure funding for promotional materials to be used at the 2019 Conference.

BACKGROUND:

Community Heritage Ontario

Community Heritage Ontario (CHO) is the province-wide, non-profit umbrella organization of volunteer, municipally-appointed heritage advisory committees. The organization was created in 1992 and today has 952 members representing 117 Ontario communities. The City of Markham/Heritage Markham has been a member of CHO since it was formed. CHO’s mission is to encourage the development of municipal heritage committees and to further the identification, preservation, interpretation and wise use of community heritage. CHO publishes a quarterly newsletter, holds education training workshops across the province, offers liaison services and holds an annual conference in conjunction with the Architectural Conservancy of Ontario (ACO) and the Ontario Association of Heritage Planners (OAHP).

Markham submitted a bid to host the Conference in 2020

Markham was specifically invited to submit a bid to host the Ontario Heritage Conference for 2020. Heritage Markham Committee was consulted and was supportive. Consultation was undertaken with a number of Councillors and staff. On February 27, 2018 Council

authorized the Director of Economic Growth, Culture and Entrepreneurship to develop and submit a proposal to Community Heritage Ontario to host the 2020 Ontario Heritage Conference.

Further, in the event Markham was awarded the 2020 Ontario Heritage Conference, staff was authorized to create a Local Organizing Committee consisting of municipal staff, Heritage Markham members, individuals from local heritage groups and organizations and other appropriate community stakeholders in order to begin planning for the 2020 Conference.

Markham was awarded the Conference.

A detailed “Proposal to Host” submission was prepared by staff and submitted on March 9, 2018 to Community Heritage Ontario. The Joint Conference Committee received proposals from Markham, Sarnia, Thunder Bay and Peterborough, and on April 22, 2018 announced that Markham was the choice to host the conference in 2020. The President of CHO noted that given Markham's track record in heritage conservation, holding the conference here would give the community an opportunity to showcase its successes and let other communities see how Markham has dealt with the challenges that many in the heritage community face.

Conference details

The Conference is usually held in late May or June and runs from Thursday through Saturday. Attendance is usually in the 200-250 range including delegates, spouses, guests, speakers and exhibitors. The host city must have appropriate accommodations, meeting rooms and exhibition space.

DISCUSSION:

Local Organizing Committee (LOC) is being formed

Being selected to host the Ontario Heritage Conference is a great honour and reflects the positive heritage conservation work that has occurred in the past in Markham, and continues today. However, it will involve a lot of planning and organization.

The Director of Economic Growth, Culture and Entrepreneurship is leading this endeavor with assistance from Heritage Section and Corporate Communications staff. A Local Organizing Committee (LOC) is required to be created. The City of Markham is the sponsor of the LOC which will be comprised of Markham staff and community volunteers. Council has previously authorized the creation of the LOC and the staff team is currently assembling individuals from the heritage and cultural community to become members to assist with planning and organization tasks. The LOC is also responsible for banking, record keeping and providing a treasurer.

It is also recommended that 2 Councillors be appointed to sit on the LOC as a liaison to Markham Council.

Attendance at the May 2019 Ontario Heritage Conference

Two members of Heritage Section staff will be attending the 2019 Conference in Goderich in May to address a number of objectives. It is customary for the next hosting municipality to be provided exhibit space at the conference trade show to promote the next conference. Our materials should motivate people to come to Markham the following year. We will need to prepare a handout and display materials. Our working theme for the conference is “20/20 Vision – Clarity for a New Decade”

Also, the next host is provided the opportunity to give a short audio/visual presentation at the Gala Dinner event inviting people to the next conference in Markham. Staff attending the 2019 conference will also be able to monitor what works and what doesn’t from an organizational perspective at the conference.

To undertake the above tasks, it is recommended that up to \$5,000 be approved from the Heritage Preservation Account (087 2800 115) to produce the material for the exhibit booth and for the audio/visual “Welcome to Markham” presentation.

Memorandum of Understanding

Staff will be meeting with representatives of the Joint Conference Committee (CHO, OAHP and ACO) in late April to discuss responsibilities, tasks and timelines as well as expectations. A Memorandum of Understanding will also need to be signed by all parties.

FINANCIAL CONSIDERATIONS

Transfer of funds from the Heritage Reserve Fund (087 2800 115) in the amount of \$5,000 for promotional materials associated with the 2020 Ontario Heritage Conference.

HUMAN RESOURCES CONSIDERATIONS

Not Applicable

ALIGNMENT WITH STRATEGIC PRIORITIES:

Undertaking this initiative aligns with the City’s strategic goals of achieving an engaged, diverse and thriving city, as well as offering exceptional services by exceptional people.

BUSINESS UNITS CONSULTED AND AFFECTED:

Economic Growth, Culture and Entrepreneurship Department, Planning and Development Department

RECOMMENDED BY:

Biju Karumanchery, RPP, MCIP
Director of Planning & Urban Design

Stephen Chait
Director of Economic Growth, Culture and Entrepreneurship

Arvin Prasad, RPP, MCIP
Commissioner of Development Services

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