

OIL SPRINGS HERITAGE CONSERVATION DISTRICT STEERING COMMITTEE MINUTES

May 28, 2008, 1:00 pm
Oil Museum of Canada

Present: Robert Tremain, Duncan McTavish, Christine Poland, Dave Posliff, April James, Charles Fisher, Charles Fairbank, Connie Bell, Betty Lou Snetselaar, Ruth Kernohan, Martin Dillon, Mary Pat Gleason, Terrie Dewsbury.

Regrets: Gordon Perry, Dawn Marie Gates

Also Present: Tamara Anson-Cartwright, Ministry of Culture (Advisor)

NOTE: "Action Items" are shown in the minutes in **bold** type.

1. Previous Minutes

The April 2, 2008 minutes were reviewed. Tamara asked for correction to the portion of the minutes regarding the \$100,000.00 grant from the Province. She is to e-mail Dave the exact wording required. She also asked if the grant could be included in Dave's portion of the Planning & Development Budget approval.

2. ICOMOS Canada Spring Event 2008

Tamara updated the committee members on the meeting she had attended that evaluated the ICOMOS Symposium that had been held in Oil Springs and Petrolia on April 18, 19 & 20, 2008. This tour and symposium had been held to mark the 150th anniversary of the first commercial oil well in North America. She indicated that the Ministry of Culture had donated money towards the guest speakers for this event. The goal of this meeting was to pursue publishing a report for ICOMOS members, in both official languages, before September.

The next step for the organizers is to release a two page executive summary of the symposium which they are hoping to release soon. It was felt that the visioning and scope of the symposium was captured and the networking was invaluable. They indicated that the map that accompanied the announcement could have been more detailed.

Members discussed the symposium and it was felt that it helped make Lambton County known globally and that the weekend was an overall success. It was noted that the participants were thrilled with the tour of the Town of Petrolia. It was felt that the Steering Committee's relationship with Parks Canada needs to be pursued.

3. Colbalt Meeting

On April 21, 2008 Robert, Tamara, Dave, Charles & April met with a representative from Colbalt. This presentation was an example of what Lambton would like to achieve for the Oil Heritage District. It was felt that we can draw parallels from Colbalt's experiences, including making an identity for the community through economic development, tourism and marketing and using Heritage assets to further our goals regarding World Heritage status. Heritage and Culture can be used as assets to attract residents to the community.

Members felt that there were lots of examples in the presentation that Lambton can use to help develop the Oil Heritage District but one important piece is aligning with Parks Canada. Tamara noted that Colbalt seems to be 5 years ahead of Lambton in this project. She stated that their scope and vision appears to be a very important piece of their plan and that visitor accommodation challenges was a big hurdle for them. She also discussed their strategy on youth retention and engaging the youth.

Committee felt that these were all issues that Lambton has to address however they might already have been dealt with by other groups. Robert stressed the importance of having data available online.

A Petroleum Trail idea was discussed which would connect interpretive sites from different provinces. This could be presented as a local story that has grown into a national story.

Dave talked about "finding your niche" and "Silver Streak" marketing in which markets are targeted specifically. Lambton has to look at this strategy also.

4. County Enabling Motion

Dave informed committee that a report and motion to pursue the preparation of the Oil Heritage Plan and lower-tier municipal up-delegating by-laws had been sent to County Council and was subsequently approved. Dave indicated that he has already provided both municipalities with a draft by-law.

The question of who this committee will report to was asked. Dave indicated that committee will report to County Council. Steering Committee minutes will be sent to Council through the Planning and Development Department's regular reports to Council. **Tamara asked that Dave officially inform her of this in order that she can record it as a benchmark in her progress report which she has to provide due to the funding received from the Ministry of Culture.**

5. Local Municipal Report

Christine indicated that the Village of Oil Springs council will be considering the by-law at their June 10th, 2008 meeting and Duncan indicated that the Enniskillen Township council had approved the by-law at their May 20th, 2008 meeting. Dave informed committee that the plans is to have County Council consider these by-laws at its July 2, 2008 meeting. **Dave will also prepare a by-law for County Council to accept the delegation of Ontario Heritage Act authority for that meeting.**

6. Complementary Lambton Studies

Robert asked Charles Fisher and April to explain how all these other studies affirm the direction the committee is going. Charles feels these documents should all be placed in one spot, possibly the Libraries website, in order that the community can see the progress that is being done in order to engage the community. It was felt that all these documents are stand alone documents and need to be brought together.

Tamara stated that these documents will help the committee in their plans and that for the present time they should be accessible only to committee members. She compared this process to an Environmental Scan, which is the gathering of all the required information, namely research, and stated that all members probably have documents that might be necessary or helpful to the committee. **April and Charles Fisher are responsible for creating a Resource Library in which to house all these documents.**

7. Vision and Mission Statement

Robert had prepared and circulated a draft for committee to review and asked for comments.

Vision Statement

Colbalt's Vision Statement was discussed as a model and members offered suggestions to Robert. **Robert will undertake to rewrite it the Vision Statement based on those suggestions.**

Mission Statement

It was felt that more action items should be added, such as Tourism, but that it needs to be kept short.

April suggested that a web link be created in order that interested persons can view this information. **April and Charles Fisher are to review this and report back to the committee.**

8. Study Phases

It was decided that in order to develop a work plan that the objectives of the committee need to be defined. Tamara suggested that critical dates

be identified and that the committee needs to develop a Commemorative Integrity Statement which entails research of two methodologies – Parks Canada and an alternative approach. She indicated that she can work on this. She informed committee that 2011 is the year that submissions have to be made for World Heritage Site designation.

Duncan suggested that all projects required to obtain World Heritage designation be compiled for the committee in order that they can move forward on the heritage plan. He also indicated that it needs to be identified which are critical to the world heritage plan and which are required for the district plan as this is important to the committee in order to prioritize the projects in order to ensure completion in a timely manner.

Tamara asked if this is something that a consultant should be hired to do. It was felt that all the objectives of the committee have to be met to ensure that no critical steps are missed.

Ruth asked if there were guidelines or documents from UNESCO or ICOMOS available for assistance. UNESCO does have documents but they are very difficult to follow and ICOMOS cannot help as they are reviewers of the submission. The question was asked if it would be helpful to review provincial documents that are available and Tamara indicated that it would be.

It was decided that County staff, during the month of June, would develop parameters (a road map) in order for a consultant to be hired in order to move ahead with obtaining World Heritage Designation. This will allow the committee to realize all the steps in the process and it was decided that once this document is complete it will be circulated to the members in order to have any input before the next meeting. Tamara informed committee that she is attending a UNESCO convention in early July and will do some networking with others that have already achieved their status.

Duncan felt that the road map will need to identify all the steps required in order that consultant can then be able to give advice on the document. It was suggested that a sub-committee be formed to work on this as well as a Request for Consultant Services. **Dave, Robert and Charles Fairbank will form the sub-committee. Dave and Charles Fisher will investigate County policy in regards to hiring consultant services.** Robert indicated that Christopher Andreae is very familiar with Lambton County and felt he would be a suitable choice to assist the committee.

9. Area of Study Boundaries

Robert asked committee if all the oil resources in Lambton plus the Bothwell field should be used for the Area of Study. A discussion took

place as it was unclear whether committee has enough resources to include all these areas. It was decided that the intent is to prepare a District Plan for Enniskillen and Oil Springs at this point. Robert asked how large of an area this will be and it was decided that it will encompass the areas of Petrolia and Oil Springs and then contain linkages to Bothwell, Wyoming, etc.

Dave suggested that this issue can be one of the tasks to be developed with the consultant and then that decision can then be made by the committee.

11. Other Business

Charles Fairbank asked each committee member to give some thought to the wording for the plaque designation and bring it to the next meeting.

Robert then asked members if they had any comments or ideas they wished to share with the committee.

Mary Pat informed committee that the Town of Petrolia is starting a Strategic Plan and felt this may be of use to the committee and also that the schools need to be approached in order to better educate the students about the oil history in Lambton.

Martin expressed his appreciation for the invitation to be part of committee and indicated he has his own website, www.petrolia.heritage.com, and encouraged the members to visit this site. Martin offered to post any relevant information for this project on his website.

Betty Lou produced two magazines, The Beaver and Our Canada, both containing articles on Oil History. She informed committee of the upcoming event at Talula's in Oil Springs, at which local author Bonnie Brantom Stevenson will be debuting her recent book, "Ahead of Her Time: The Tale of Bootjack Mary".

Christine asked what she is to do with all the archive material that she has amassed and it was felt that she will keep it for the consultant to review.

Ruth indicated that she had thoroughly enjoyed the ICOMOS Symposium and felt that Lambton County is becoming globally known.

Charles Fairbank informed committee that after the Oil Springs 150 Years-Back to the Future Conference, the display went to Calgary for the Canadian Society of Petroleum Geologists conference, where it was viewed by over 4,000 geologists.

Connie felt that both the ICOMOS event and working on the plan is good and that many connections are being made from these two events.

Dave asked about ties to the Economic Development department and also wondered if committee wanted representation from Sarnia-Lambton Economic Partnership. Charles replied that he has spoken with George Mallay regarding this issue and he is open to the idea however does not have any staff available at this time. Dave informed committee that Mike Lawley has left Tourism Sarnia Lambton and when a new manager is retained he will ensure that they are notified of this committee as he feels that it is important to extend the invitation to them.

Tamara told committee that she will be passing this position on to another staff member in the fall but will continue to help until then.

April requested that the action items in the minutes of this meeting be highlighted in order to draw attention to them. She informed committee that funding for parking spaces at the Oil Heritage Museum has been applied for.

Robert updated committee on a \$10,000 donation received from Shell Canada for a display at the museum.

12. Next Meeting

The next meeting of the committee will be at the call of the chair.

The meeting adjourned at 3:50 pm.