

OIL SPRINGS HERITAGE CONSERVATION DISTRICT STEERING COMMITTEE MINUTES

July 22, 2008, 1:00 pm
Oil Museum of Canada

Present: Robert Tremain, Duncan McTavish, Christine Poland, Gord Perry, Dave Posliff, April James, Charles Fisher, Charles Fairbank, Connie Bell, Betty Lou Snetselaar, Ruth Kernohan, Martin Dillon, Mary-Pat Gleeson, Terrie Dewsbury, John Dickson, Robert Cochrane.

Regrets: Dawn Marie Gates

Also Present: Tamara Anson-Cartwright, Ministry of Culture (Advisor), Dr. Christopher Andreae, Historica Research Limited.

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

Robert T. introduced John Dickson, General Manager, Tourism Sarnia-Lambton and welcomed him to the committee.

1. Previous Minutes

The May 28, 2008 minutes were reviewed. Mary-Pat noted that the spelling of her name was incorrect. No other errors or omissions were noted.

2. Review of Action Items from May 28, 2008 Minutes

County Enabling Motion

Dave informed committee that item 4 has been dealt with and Tamara acknowledged receipt of his letter.

Complementary Studies Resource Library

April & Charles have been working on item 6 and they have accumulated many documents and April circulated a list of documents to date. She asked if any members that have access to any documents that relate to oil heritage tourism that they please forward them to her. Christopher asked what kind of documents committee was looking for as there is research and public history documents that are available at the University of Western Ontario. April indicated that book titles could be listed as well. Ruth suggested organizing the documents into different categories. Discussion took place regarding an image bank that could be created and could be available on the museum website. Bob thanked April and Charles for their work.

Plaque Designation

Charles F. noted that he hasn't received any wording from committee members. He is still looking for some general wording as he doesn't want the wording on the plaque to come from Parks Canada, rather it be driven locally. He offered two different ideas – “where the oil industry began” or “the start of the modern age”. John asked if there was a deadline date for a submission. Charles F. indicated that only the year of 2009 has been given for the installation. **Gord will look into making some inquiries to find out if a firmer date can be given to the committee.**

Christopher asked about the Roos report and Robert T. felt that it wouldn't be a help as this report refers to the “First Oil Well in Canada”, which is not what the committee wants to be used.

Delegating By-law

Gord informed committee that the lower-tier municipal up-delegating by-law was tabled at County Council until mid-August in order that more information can be supplied to County councillors about this issue.

3. Report to Council Council

Dave updated the committee as to the tabling issue. He has spoken to John McCharles, Mayor of the Town of Petrolia, regarding his questions about including Petrolia in this project. He has prepared a report to go to County Council on August 20th.

4. Draft Vision Statement

Robert T. circulated the second draft of the Vision Statement. R. Cochrane expressed concern regarding the wording “to ensure continuous operation of the world's first oil field” as he feels committee needs to be very careful. He suggested changing it to “ensure continuous operation of the historic Oil Springs field”. Ruth suggested the additional wording for the third bullet, which would read “to protect Lambton's oil attributes as the beginning of the modern oil age through formal designation”. Charles F. suggested changing the wording in the fourth bullet to “... honour Canada's early oil pioneers..”. **Robert T. will rework the statement and circulate it to members.**

5. Benchmarks to World Designation

Christopher circulated a flowchart of steps to achieve World Heritage District status. He indicated that it is grossly simplified as this is quite a circuitous process. The onus of proof becomes greater as the higher designation is requested by UNESCO and feels that the Vision Statement is crucial in the process of obtaining status. He feels that District Commissions are usually assembled in order to help promote oil heritage sites. He referred to the flowchart as a Process Roadmap and reviewed it

for committee. He indicated that the items listed below the dotted line can be completed by local stakeholder input ie. the committee, and that the items above the dotted line will require formal academic input. He touched on three items specifically with committee:

- a) Inventory – Research (below the dotted line)
He feels that this should not be broadly researched; rather specific items in Oil Springs should be used such as a site inventory.
- b) Implementation (below the dotted line)
Reaching this point can be viable and work could stop at this point however securing a spot on the UNESCO World Heritage List could not be obtained if the work of the committee is ended.
- c) Proof (above the dotted line)
Charles F. indicated that this is a large step to complete however he feels it is crucial to be able to be added to the tentative list with Parks Canada.

Duncan wants to ensure that the resources that committee is developing now are the ones that will be required down the road. He doesn't want to see all the work done now and later on the committee is told that it wasn't what was required or something else is missing. He feels committee has limited resources and they need to ensure that they are used appropriately. "Building blocks" need to be developed.

Christopher spoke of the Rideau Canal World Heritage Status process. He feels that the work that committee is doing now will not be a duplication or redundant in the process to obtain World Heritage Status. He indicated to committee that the "International Status", which is the process above the dotted lines on the flowchart, will be the expensive steps. Robert T. inquired about a university graduate student being retained to help. Christopher replied that currently there isn't a Canadian university that has an industrial archaeology department and that there needs to be one in order to develop an academic partnership in these types of projects.

Dave asked Christopher about the Management Plan that is listed in the Proof box on the flowchart. Christopher explained that this is proof that any historical documents will be managed very specifically. Parks Canada does not want tourism included in this. UNESCO requires this in order to ensure that the site is preserved and managed successfully. Christopher also touched briefly on the item of Outstanding Universal Value and informed committee that the idea has to be related to the entire world, which greatly increases the challenge committee faces.

Dave asked about the Commemorative Integrity Statement and how it fits into the flowchart. It was felt that this would be developed at the same time as the Management Plan.

Tamara informed committee that she had attended the UNESCO convention in Quebec City in June. From her experience there she has drawn up a matrix for the committee which lays out the required items (building blocks) that outlines the necessary steps, how they fit together and what they achieve. She felt that this could be used in partnership with the flowchart in that the flowchart could be considered the “process” and the matrix being the “content”.

Gord asked if Christopher felt that the Vision Statement is strong enough and he replied that he does.

Tamara asked about the timeline for the matrix. **The sub-committee members (Dave, Bob, Christopher & Charles Fairbank) will work on the matrix.**

Christopher Andreae thanked the committee for their time and withdrew from the meeting prior to the discussion on the Request for Proposals (RFP).

Tamara feels that there might be items that come out of this exercise that might need to be included in the RFP. Robert T. said that the sub-committee can continue to work on the draft RFP simultaneously with the work on the matrix. He feels it needs to be worked on for the committee to keep on progressing and added that if a suitable consultant is retained then a lot of answers will fall into place as they move forward.

Martin stressed that time factor is key. Charles Fairbank feels that the 5 year goal to obtain status is an impetus.

6. Draft RFP, Supervision and Schedule

Dave introduced the requirements which contain the content of what the consultant will be asked to do. The sub-committee worked with the County Purchasing Agent to develop the requirements and then he reviewed the document. He outlined two phases – Phase I is the inventory study & Phase II is the draft viable Heritage Conservation District Plan.

April asked about the actual authenticating of the significant inventory and wondered if it is going to be included in the RFP. Dave replied that it will be.

Discussion took place on Section 3.0 General Objectives in regards to the third bullet - Developing a conservation plan for the identified resources –

under the **Heritage Resource Inventory and Analysis** heading. It is felt that this should state “Devise and recommend the operational framework” as it is not the intent of the committee to take control or management of the oil fields.

Gord asked about the size of the Steering Committee listed as he doesn't want it to be considered a closed door where new members cannot be added. Robert T. stated that this will not be the case.

Discussion took place on Section 6.0 Area to be Studied. Committee wants the map to be attached to the RFP. Committee needs to decide what the appendix map needs to look like and define the areas. Dave suggested that the focus should be Enniskillen and Oil Springs. Charles Fairbanks stated the area must be large enough to ensure that valuable items are not missed. Ruth asked if the consultant hired would be starting from scratch seeing as there are lots of documents available already and Robert T. assured her that all of those documents will be made available to the consultant.

Robert T. suggested the word “aural” replace “oral” in Section 7.5 The Sensual Environment.

Dave concluded by asking committee if they had any additional comments and suggested that they might like to take time to digest the information and e-mail members of the sub-committee if they do.

Tamara indicated that Paul King, from her office, has lots of experience reviewing RFP's and offered that he could review Lambton's. She also feels that Doug Shearer could be helpful with the RFP due to his experience in Colbalt.

Gord asked if there was any significance to the listing of items in Section 7.0 - Scope of Study – should they be listed by order of importance in order that the consultant recognize the priorities? It was decided that it should be listed as follows:

- 7.1 History
- 7.2 Buildings, Structures & Site
- 7.3 Socio-Economic Environment
- 7.4 Commitments and Activities

Robert T. asked about the size of the studies requested in the RFP and wondered if there should be size limits. It was decided that the consultants can decide that in their bid.

Robert T. will forward the draft to Doug Shearer for his input, once Dave has it revised, and he will also send a copy to Tamara. Duncan asked for a timeline to be forwarded to committee regarding the hiring of the consultant.

Tamara questioned whether the evaluation criteria had also been developed. Dave replied that it can be attached to the revised copy of the RFP for the committee members. Robert C. asked if the committee was expecting the consultant chosen to do both phases. It was felt that the consultant's response should indicate how they were going to proceed with this. It was decided that the wording be changed to "Part 1" and "Part 2", rather than "Phase 1" and "Phase 2".

7. Proposal Evaluation Sub-Committee

General discussion took place regarding forming a sub-committee to evaluate the consultant proposals once they are received. Robert T. asked for volunteers, preferably with some experience in tendering/proposals.

8. Other Business

Tamara updated committee on her recent attendance at the World UNESCO conference in Quebec City. She updated committee about a new proposal unveiled called "serial site designation" which is partnering with another site to aid in the designation process. Each site must have a universal designation in order to be considered in the serial site process. She felt that this idea might help committee's profile. Charles Fairbank mentioned partnering with Iran as the first oil well dug in that country was in 1908 by a group of drillers from Petrolia and wondered if this would satisfy the criteria.

Tamara will forward some pamphlets to April from the conference.

Betty Lou informed committee of the upcoming Oil Baron's Ball on August 9, 2008 in Oil Springs and invited members to attend. She has tickets available.

9. Next Meeting

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

The meeting adjourned at 3:34 pm.