



Municipal Heritage Committee Report

Report Number: KLMHC2025-038
Meeting Date: May 1, 2025
Title: Osprey Heritage Awards
Description: Planning for the Osprey Heritage Awards
Author and Title: Emily Turner, Economic Development Officer – Heritage Planning

Recommendations:

That Report KLMHC2025-038, **Osprey Heritage Awards**, be received; and

That the Committee members and staff report back on identified action items.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

The Osprey Heritage Awards were developed in 2018 to recognize members of the community who have had a positive influence on heritage preservation throughout Kawartha Lakes. Community members and businesses could be nominated for a variety of categories and the awards were presented at a ceremony in November. The intention of this event was to raise awareness regarding heritage preservation and provide recognition from the City for community members making a positive contribution.

The original program parameters for the awards were to hold them on a bi-annual basis, but outreach events were paused for several years due to the COVID-19 pandemic. In 2023, it was decided to hold the Osprey Heritage Awards on a bi-annual basis, alternating every other year with Doors Open. This decision was made in order to make the best use of the budget available to the Committee for outreach events and to focus the organizing capabilities of the Committee and staff on one large outreach event each year. The Osprey Heritage Awards were held in 2023 and Doors Open was held in 2024. In 2025, the scheduled event is once again the Osprey Heritage Awards.

At its meeting of January 9, 2025, the Municipal Heritage Committee decided to undertake the awards as scheduled and form an Outreach Subcommittee to organize the awards. The execution of the awards is included in the Committee's 2025 work plan. The subcommittee met on February 25 to begin planning. The subcommittee's minutes are attached as Appendix A of this report. At that meeting, the subcommittee reviewed the awards structure, discussed a timeline and began some brainstorming ideas around marketing. The subcommittee also discussed some ideas about outreach in general, which will be addressed in a separate report.

At the March 18 Council meeting, Council made amendments to all City committee Terms of Reference to remove the ability to have subcommittees. With the removal of subcommittees from Committee terms of reference, the work of the Outreach Subcommittee will now need to be undertaken within the structure of the Committee's main meetings. This report is intended to advance the planning of the Osprey Heritage Awards for 2025.

Rationale:

The current status of action items discussed by the former subcommittee and the Committee is as follows:

- The awards categories for the awards have been set and will remain the same as in 2023.
- Nominations will take place throughout the summer of 2025 with a closing date in early fall.
- The awards ceremony will take place at a Council meeting. The former subcommittee identified that it would like to see a lunch or reception ahead of the awards ceremony and the Victoria and Weldon Rooms have been booked for this purpose on December 9.

Action items for review at its meeting of May 1, 2025 have been identified as:

- Development of a marketing plan, including what types of marketing would the Committee like to undertake and how. Staff will take these ideas to Communications and Marketing who will develop and finalize marketing materials for the Committee's review and approval at its June meeting.
- Finalization of timelines for the awards including dates for the launch and close of nominations. At present, the awards are tentatively scheduled for the December 9 Council meeting. This will require a closed session report to Council in November and the review of the awards by the Committee at its October meeting.

Next steps after the discussion at the meeting will be:

- Presentation of marketing materials to the Committee for review and approval.
- Identification of locations for paper marketing materials.

Other Alternatives Considered:

There are no recommended alternatives.

Financial/Operation Impacts:

There are no financial or operational impacts of this report. The budget for the Osprey Heritage Awards has been allocated in the 2025 Heritage Planning budget and reviewed by the Committee.

Consultations:

N/A

Attachments:

N/A

Department Head email: lbarrie@kawarthalakes.ca

Department Head: Leah Barrie, Director of Development Services