



## Municipal Heritage Committee Report

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**Report Number:** KLMHC2025-037  
**Meeting Date:** March 6, 2025  
**Title:** 2025 Heritage Outreach  
**Description:** Discussion regarding outreach activities for 2025  
**Author and Title:** Emily Turner, Economic Development Officer – Heritage Planning

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### Recommendations:

**That** Report KLMHC2025-037, **2025 Heritage Outreach**, 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:**

In its 2025 work plan, the Municipal Heritage Committee identified public outreach as one of its goals for the year. The intention of the Committee was to increase public engagement and education with heritage in the City.

Through its brainstorming related to the heritage designation strategy and workshops earlier in the year, the Committee has identified a range of potential outreach activities that it may want to pursue. In order to execute outreach in 2025, the Committee needs to decide on what initiatives wants to participate in and spearhead, based on available budget and staffing resources.

At present, there are a number of outreach activities that staff are working on that can be bolstered and supported by Committee efforts. The Committee may also want to identify some activities that it would also like to pursue and which there is Committee member time and capacity to undertake.

This report is intended to provide background information for the Committee to discuss what outreach activities it would like to participate in in 2025.

## **Rationale:**

In order to execute outreach events in 2025, the Committee needs to identify and develop an action plan for the rest of the year regarding what it would like to do and when. Items for 2025 should be achievable with the availability of time and resources of both staff and Committee members. The Committee may also wish to identify some longer-term goals for outreach that may take additional planning and coordination to execute in anticipation for outreach activities in 2026 and beyond; this is particularly the case where activities may include external partners.

There are currently a number of ongoing outreach initiatives that can be bolstered and supported by Committee efforts. The Committee may also want to identify, discuss and plan additional activities it would like to undertake in 2025.

## **Social Media**

Currently, staff provide history-related content through the City and Economic Development social media to showcase programming and topics of interest for the community. Currently the majority of content is provided for Facebook but Communications staff have recently launched an Instagram page to increase social

engagement. The incoming Young Canada Works intern will be working on this program.

The Committee has discussed the idea of providing social media content in the past and there is an opportunity for Committee members to do so in future on different heritage related content. Content will be coordinated with Communications and Marketing staff through the heritage planning program. Content requires an image and no more than 150 words of text.

Should Committee members wish to provide content, they should discuss who will be providing content and identify some topics to research. There is no defined schedule for providing content as staff have flexibility with regard to scheduling social media posts.

### **Newsletter**

The Committee has discussed the idea of having a newsletter for the public to disseminate information about heritage sites and events. This has also been a discussion amongst staff for several years. Budget has been allocated for 2025 to develop a newsletter for Arts, Culture and Heritage which will include consumer-focussed content related to built heritage, museums collections, archives and culture in the City. The intention is to run the newsletter quarterly in March, June, September and December in print and digital formats. It will be 4 pages in length, including a page for events and activities in the community. Paper copies will be available for distribution in municipal buildings and in the community.

Staff are suggesting that Committee members who are interested provide content for the newsletter, such as a discussion of a historic building, site or story. Articles will need to include one or two images and around 200 words.

In order to give time for editing, formatting, printing and distribution, staff have prepared the following schedule for publication and receipt of content for 2025.

**June edition deadline (publication June 1):** May 12

**September Edition deadline (publication September 1):** August 11

**December Edition deadline (publication December 1):** November 10

Should Committee members wish to contribute content, they should discuss who will be providing content for which newsletter edition, recognizing that there is room for one or two contributions per issue.

## **Workshops**

At its January meeting, the Committee brainstormed a range of topics for workshops in 2025 which staff are in the process of planning and scheduling for later in the year. At present the following workshops are scheduled or being planned:

- **Researching Your Historic Property:** This is a successful workshop that has been held several times with large participation. For 2025, it has been scheduled for September 24, 2025 at Coronation Hall in Omeme.
- **How to Use OnLand:** Staff are currently planning a hands-on session to assist with community members using OnLand for property research. The date and location is currently TBD as it will require a room with access to computers for hands on learning. Staff are anticipating this workshop will take place in late spring.
- **Insurance and Real Estate:** Staff are currently planning an information session regarding heritage and real estate with the date and location TBD.
- **Restoration and Reuse of Historic Barns:** Both heritage and agriculture staff receive inquiries regarding the restoration of historic barns and are partnering to develop an information session to discuss this topic. The intention is to bring in a speaker who is an expert on this area near the end of 2025 and include the agricultural community.

## **Other Alternatives Considered:**

The Committee could choose not to participate in outreach activities in 2025, although undertaking outreach has been included as an action item on the Committee's work plan.

## **Financial/Operation Impacts:**

A budget of \$1750 has been allocated for outreach activities in 2025. This budget includes costs associated with workshops, but does not include the Osprey Heritage Awards. This budget may be used for paper and digital advertising, room rental, and refreshments at events.

## **Consultations:**

Economic Development staff.

**Attachments:**

N/A

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**Department Head:** Leah Barrie, Director of Development Services