

AGENDA
Ad Hoc Regional Tourism Advisory Working Group
Kiosk Sub-committee

Date: Wednesday, September 9, 2015
Time: 2:00 pm – 4:30 p.m.
Location: REC Centre Room 201

Invited: (Open Invitation); George, Carol And Karen Vanderwolf; Vivian Birch-Jones; Bruce McLennan; Marilyn Napoleon; Sue Bell; Terri Hadwin; Bob Sheridan; Florence Jack; Lori Smith; Jacquie Rasmussen; Eckhard Zeidler; Chief Shelley Leech; Shannon Squire; Melody Thacker; Mariko Kage; Toby Mueller; Jane Carrico; Jeannette Nadon, Angela Bissat, Linda Quinn, Gail Madrigga, Bain Gair, Matt Davidson, Dean Billy, Trish Andrew, Sharon Kamenka, Kim North, Lucille Stringer, Jim MacArthur, Aubyn & Tristan Banwell, Sam Quinlin, Rolf De Bruin, Brad Kasselmann, Andre Kuerbis, Marie Barney, Cliff Casper, Gary John, lacey LaRochelle, Norm Leech, Leona McKay, Patrick Michell, Pauline Michell, Cynthia Rayner, Byron Spinks, Jenn Keir.

Confirmed: (Open Invitation); George, Carol And Karen Vanderwolf; Vivian Birch-Jones; Marilyn Napoleon; Sue Bell; Melody Thacker; Toby Mueller; Jane Carrico; Jeannette Nadon

2:00 pm Introductions

2:05 pm Marg Project update

1. Contest for Kiosk Panel (as per the Destination BC Lillooet tourism Plan)?
2. Contest for Golden Mile of History panel designs?
3. Suggestions rec'd in the tourism workshops will be incorporated into the kiosk project. i.e. linkages to the Gold Rush Trail.
4. Changes in structure design
5. Project Timeline
6. Larger kiosk project opportunity for regional collaboration/strategic points in region (CTO \$)

2: 30 pm Jane present first draft of Golden Mile of History Panel Texts and discuss graphic design/theme

3:00 pm Discussion

4:20-4:30 Break

4:30 pm Next Meeting – **Ad Hoc Regional Tourism Advisory Working Group**

AGENDA
Ad Hoc Regional Tourism Advisory Working Group

Date: Wednesday, September 9, 2015
Time: 4:30 pm – 6:00 p.m.
Location: REC Centre Room 201

Invited: Open Invitation

Confirmed:

Attachments: Terms of Reference, 2015 Tourism Summit Info, Letter from Councilor Hopfl

4:30 pm **Establish Chair**

4:35 pm Introductions

4:45 pm Councillor Hopfl (5 min address, see attached Letter)

4:50 pm Marg updates:

1. Golden Mile of History and Gateway Revitalization
2. Airport Enhancements
3. 2015 Tourism Summit

5:00 pm Review Suggested Terms of Reference for Adoption

5:30 pm 2016 Advertising & Tourism Projects:

1. Strategic (Tourism) Kiosks: Opportunity for regional collaboration/CTO Grants
2. Contest for Collaborative Advertisement (Print)?
3. Website and Community Calendar

5:55 pm Next Meeting Date

November 2014 Tourism Committee Group Contact Sheet

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KIOSK COMMITTEE NOTES:

Since the last meeting in November 2014, the following has happened:

1. Destination BC Tourism Plan has been completed. If you did not receive a copy of this, let me know and I will send it to you. Suggestions rec'd in the tourism workshop will be incorporated into the kiosk project. i.e. linkages to the Gold Rush Trail.
2. The District of Lillooet has applied for various types of grant funding for the Golden Mile of History and the Gateway revitalization project. I feel confident that the project will have the funding required to be able to proceed in April 2016. We might also be able to partner with Gold Country on some of the Tourism Kiosks at the Bridge of 23 Camels pull-out and other strategic entrance points in 2016 to obtain Destination BC Co-op Marketing Dollars.
3. In order to create the narrative of our collective history that is inclusive of all stakeholders (i.e. St'at'imc, Lillooet Historical Society, various cultural societies (Japanese /Chinese/Mexican); Gold Rush Trail; BC Hydro; Agricultural Committee), the District of Lillooet has hired local historian/author **Jane Carrico**, on contract to create the panel narratives. Jane will be in contact with all the stakeholders in the next month to address the following items from the April 28th meeting:
 - a. Various stakeholders will be asked, "If you could choose to share one story (topic) about Lillooet's history, what would it be?"
 - b. Gather input on the current narrative and suggest changes that could be made to turn the "Golden Mile of History" into a valuable Tourism asset that tells an organised interconnected story.
 - c. Create a chart of the interconnected stories, verify stories through research and consultation to identify gaps, suggest additions or changes to kiosk locations & text.
 - d. Create a list of "stories" that can be captured on audio or video to supplement the kiosk texts using QR codes.
 - e. Use QR codes to have the panel stories refer to translations of the text in multiple languages. i.e. French, Chinese, German
4. Jane has come up with a few initial suggestions below:
 - a. Chinatown info board be moved to Downtown Park as it has view of the original Chinatown (entrance of Fraserview Street) and is already a gathering point for Chinese tourists due to "Jadehenge" being located there. Can use photo of original Chinatown taken by Artie Phair and also can mention some of the more well known Chinese whose stories are recorded in Halfway to the Goldfields.
 - b. The Pacific Great Eastern – History of a Railroad Info Board be moved from the old pizza place (Cayoose) to the train station. I have a PGE schedule from 1951 in mint condition containing a map of the railway (from North Vancouver to Quesnel with connecting stages to Bridge River, Prince George, Wells and Barkerville) that can be reproduced as part of this history. I'm going to suggest we focus on the original railroad.
 - c. How about moving the Japanese Internment Camp Info Board to the Airport Gardens? Despite the fact of Dr. Miyazaki being originally interned in Bridge

River, the camp across the river was much more integral to the history of Lillooet than the one in BR and far more accessible to the average tourist. Arnold Malm welcomed one of the internment camp tours to the property in 2013 so I'm pretty sure the Malms would be open to having it there (one more reason to bring potential customers over) Or perhaps somewhere with a view of the APG so that it could be included in the Golden Mile Tour on the town side?

- d. Main Street location (maybe at Downton Park as it has a good view of Main Street) should also include a mention of Mexican muleteers as far as mentioning different nationalities that came during the Gold Rush. The Chinook trading language seems to be interest right now although a recent article in the Vancouver Sun mentioned only the Indian languages that contributed words to it with no mention of the English, French and Spanish words that were also used so we could set the record a bit straighter. Maybe by having a couple of sentences in it at the beginning and then offering a translation and an explanation as to how it developed. Also an info board on the historic "The July" celebrations horseracing, bucking contests etc.
- e. Info board on evacuation of Aug 3, 09 could be located either at Downtown Park or across the river at the Hwy 99 North visitor entry point as it has the best view and would give the reader a sense of what it would be like to evacuated to that side of the river but still in full view of the town and the area encompassed by the McLean Mtn Fire.
- f. I read a suggestion that there be a plaque on the St. Andrew's Church so maybe there should also be plaques on the District Office and Post Office as well (for one thing, the PO is on land originally part of Miyazaki House property that was once its garden where Artie Phair (who sold the property) developed the Lillooet ever-bearing strawberry. Doing so would tie the tour together nicely.

As far as the suggestion to change the structures and presentation format we are to proposing to draw on the format used in Fort St. James. Their Historic Interpretive walk "Ripples of the Past" won awards and would fit nicely with what we are trying to accomplish. See the following links for more information:

- g. <http://fortstjames.ca/attractions/>
- h. <http://www.interpscan.ca/entry-submission-ripples-past-interpretive-walk>



1. Simple kiosk design is easy to maintain and unobtrusive in the surrounding environment

There may be certain kiosks that vary from this structure (i.e. entrance kiosks at the pull-outs), but most would suit the format very well.

April 28, 2014 Kiosk Committee Notes:

In attendance: Shannon Squire, Florence Jack, Terri Hadwin (Gold Country), Melody Thacker, Mariko Kage, Lori Smith, Eckhard Zeidler, Jodi Pawloski, Marg Hohner.

At the committee meeting last night it was decided to defer the Kiosk replacement/updates until 2016. This will give the committee time to:

1. Create a Vision Statement
2. We are agreed that Lillooet has an extremely rich history and that we need to create a narrative of our collective history and the elements of our story? (i.e. “Stories of our Past”)
3. Consult with all St’at’imc Chief’s (T’it’q’et” felt that there was a lack of inclusiveness of the St’at’imc on the current panels, especially at the Old Bridge)
4. Consult with other stakeholders such as Lillooet Historical Society; Japanese Societies (missing Japanese internment at Shalalth); Chinese Societies; Royal BC Museum, Gold Rush Trail; BC Hydro (Shalath – Jim Coles, Area Manager Bridge Generation 259-6301); SLRB Areas A & B
5. Consultations will involve the following question and will be put to the public and all stakeholders soon:
 - a. If you could choose to share one story (topic) about Lillooet’s history, what would it be?
6. In the next few months we will be creating a Chart of the stories suggested, identify gaps; list the appropriate locations of the kiosks to share the “stories”; firm up content and get approval on content from the appropriate sources (i.e. Sue Bell, Mike Kennedy; First Nations, etc)

7. Review more partnerships, funding options and grants

The meeting was very positive, with everyone seeing this project as a great opportunity to have many diverse groups working together to educate the public and create awareness about Lillooet's past. They all felt that our grant proposals will be much stronger with a project that really starts from square one with input from the whole region. The idea is to not necessarily follow what was done before (i.e. repairing old kiosks and reusing old information) but to create this project from a blank slate. We could also engage more visitors by the use of QR codes and have audio stories incorporated into kiosks, not just a stagnant printed page for readers. We can also incorporate different languages into the signage. Gold Country is also willing to re-allocate space on their panels for our project and/or work with us to update their panels to fit in with our narrative.

So bottom line, there was tons of input on how we can create a much better product that will be a visitor attraction in itself. It will be a lot of work in the next 6 months and I really hope that we can get started right away.

Please promote this with anyone who you feel would want to help with the project and who would be willing to volunteer to give some constructive input.