



**MARKETING AND
COMMUNICATIONS, ACCESS
BARRIE
MEMORANDUM**

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: C. HARRIS, MANAGER OF MARKETING AND COMMUNICATIONS

NOTED: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: INSTALLATION AT PEGGY HILL TEAM COMMUNITY CENTRE TO SHOWCASE HOLLY AREA HISTORY

DATE: AUGUST 25, 2022

The purpose of this Memorandum is to provide members of Council with an update concerning Motion 22-G-006 (Holly Community Centre Naming Rights) that was approved on January 17, 2022.

Part of this motion noted the following:

That the Heritage Barrie Committee be consulted on the development of an installation at the Community Centre to highlight the history of the Holly Community.

The City's Marketing & Communications department, Development Services department, members of the Heritage Committee, and local historians have researched the history and developed wall panels to be displayed at the Peggy Hill Team Community Centre to showcase and educate about the history of the Holly community.

This installation aims to display the history of the local neighbourhood and its settlers, include information about war veterans from Holly, as well as honour the Indigenous history of the area. A future collaboration with the newly-opened Holly Library will also be part of the project.

BACKGROUND

Based on information from a 2009 archaeological report, the Holly area history dates back to the Middle Ontario Iroquoian period (ca. A.D. 1280-1330). 45,507 artifacts were recovered from the Holly site during this excavation. The collection is now housed at the University of Toronto Mississauga, and artifact photos were provided courtesy of the university's Department of Anthropology.

For more recent history, members of the Heritage Committee provided historical resources and photos, including a number of images courtesy of the Innisfil Historical Society and the Grey & Simcoe Foresters Regimental Museum. City staff met with Mr. Doug Loughheed, whose family was one of the first settlers in the area and who had a farm in Holly, to gather additional photos and stories. Barrie Public Library resources were also referenced.

The artwork concept was presented to the Heritage Committee on June 22, 2022 for their consultation and approval.

DETAILS

The panels will be installed in a high-traffic area at the Peggy Hill Team Community Centre, in between the ice rinks (in the rear entrance hallway) this fall. The panels consist of a collage of photographs depicting the history of the Holly area—from the first Indigenous village to the mid-1900s.

To commemorate and celebrate the installation, the City's Marketing & Communications department will issue a media release. In addition, work is underway with Barrie Public Library staff to display photos of the



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panels in conjunction with the library's Indigenous resources for a small display at the Holly library, leading up to the National Day for Truth and Reconciliation in September.

Photos of the draft artwork panels that will be installed at Peggy Hill Team Community Centre are shown in APPENDIX A.

APPENDIX "A" SUBMITTED DOCUMENTS

Draft artwork layout/location at Peggy Hill Team Community Centre

