

## Legislation Text

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**File #:** TMP-27902, **Version:** 2

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### **DISCUSSION CONCERNING THE FOLLOWING TOPICS:**

The Committee and Heritage Stakeholders in attendance discussed the following topics:

#### **Communication Strategy:**

- To increase promotion of heritage through the City's website advertising and social media platforms including the use of promotional brochures;
- To work with City staff to develop a communications plan to promote heritage;
- To develop a coordinated approach amongst heritage stakeholder groups using their own organizations social platforms to promote heritage type events and initiatives; and
- The opportunity to engage or partner with other City departments on cultural and heritage initiatives or events.

#### **Growing Heritage Tourism**

- The opportunities to promote and preserve downtown Barrie's heritage;
- The engagement with staff in the Economic and Creative Development Department on the Tourism Master Plan and Public Art;
- The participation and potential partnership with stakeholders on Doors Open Simcoe County event; and
- The use of community partners and stakeholders social media platforms to communicate and promote heritage content and events.

#### **Public Art and Murals**

- Engage with staff in the Economic and Creative Development Department on long term plans related to public art, a mural program for the community and the Heritage Barrie Committee initiative of heritage utility box wraps.

#### **Heritage Awards**

- Engage residents in the nomination process for Heritage Barrie Awards;
- Work with community partners and stakeholders social media platforms to communicate and promote the Heritage Barrie Awards; and
- Possibility of promoting the City's heritage through the Downtown Business Improvements Association (BIA) Christmas Ornaments.

Stephannie Schlichter, Director of Economic and Creative Development advised that staff in the Economic and Creative Development Department will provide a presentation to the Heritage Barrie Committee concerning the Tourism Master Plan and Public Art Program at a future meeting.