

Mission Statement

Pursuant to the *Ontario Heritage Act*, the PACAC advises Council on heritage matters and encourages the appreciation of local heritage and participation in its preservation.

Objectives

1. Advise Council on heritage matters pursuant to the *Ontario Heritage Act*

- recommend to Council the designation of built, natural, and cultural properties as heritage sites
- report to Council on an annual basis the current status of already designated properties that are eligible for reduction in taxes
- recommend to Council the study of potential heritage districts, as staffing and funds permit
- advise Council on potential heritage issues arising from zoning requests, development applications, and the Official Plan

Initiatives

- explore ways to improve the level of communication with Council e.g. initiation of new Council members with a presentation of the PACAC's strategic plan and recent accomplishments, invitation to a walkabout of the downtown, an open Q and A session

2. Increase awareness of heritage conservation

- **encourage members of the PACAC to be involved in the planning and execution of activities such as Doors Open, walking tours, the annual Heritage Hunt, thematic tours (e.g. stone houses) and other activities associated with heritage conservation**
- **increase public awareness of the rôle, the effectiveness, and the activities of the PACAC**

Initiatives

- **explore ways to improve the level of communication with the DBIA e.g. a presentation of the PACAC's strategic plan and recent accomplishments, an invitation to a walkabout of the downtown area, a small heritage hunt for the members of the DBIA, an explanation of the possible tax reductions from designation, the details of the façade improvement program, an open Q and A session**
- **improve communication with the community by forming a communications sub-committee to investigate the costs and benefits of a regular newsletter, a larger profile in the social media, an increased media presence at events, more press releases**

- improve communication with the tourism sector by providing heritage walking tour information, heritage maps
- improve communication with local developers about their responsibilities under the Ontario Heritage Act and increase recognition of developers for good work

3. Advise and support the Heritage Preservation Office

- advise the Heritage Preservation Officer and assistant on all heritage matters brought to its attention
- attend symposia, conferences, seminars, webinars, and other activities that provide professional development
- serve on sub-committees of the PACAC
- represent the PACAC on other committees of Council
- represent the Heritage Preservation Office, upon request, at other meetings and functions

Initiatives

- promote the need for an increase in staffing for the HPO
- assist the HPO in the designation of heritage districts
- promote and support the need for the completion of a heritage tree policy

Next Steps

- consider further the key question “for whom is the document being prepared?” – if need be, ask for input from Stewart Hamilton and Erik Hanson
- discuss with Hamilton and Hanson the issue of putting priorities on the objectives (as numbered) and a lack of priorities (as indicated by the bullet entries)
- compare the early version (this one) of the new strategic plan with the old annotated version, looking for omissions to be addressed by creating or fleshing out new objectives, directing ideas to the “initiatives” to be created, etc.
- begin a list of “initiatives” that the PACAC should undertake, flowing from the stated objectives
- create an introduction (preamble) for the new document
- design an executive summary (?)
- involve Stewart Hamilton in the process
- as a sub-committee of the PACAC, distribute the new strategic plan simultaneously to the HPO and all members of PACAC prior to the initial discussion at a meeting of the PACAC (ideally in the month of September)