



Advisory Board Meeting/ *Réunion du comité consultatif* Agenda / *Ordre du jour*

March 3rd, 2011/ 3 mars 2011

Grand-Pré national historic site of Canada /
Lieu historique national du Canada de Grand-Pré

1 pm – 3 pm / 13 h à 15 h

Chair/ *Président de session*: Gérald C. Boudreau

1. Welcome / *Mots de bienvenue*
2. Approve agenda / *Approbation de l'ordre du jour*
3. Approve minutes from previous meetings / *Approbation des notes de la réunion précédente*
4. For discussion and approval / *Pour discussion et approbation*:
 - a. Memo – scoping document on Board policies to be developed / *Note – Document d'analyse sur les politiques du comité*
 - b. Policy on record of Board meetings / *Politique sur la préparation des comptes rendu des réunions du comité*
 - c. Memo – Review of Board Terms of Reference / *Note – Révision des termes de référence du comité*
 - d. Memo – setup of interim technical advisory committees / *Note – mise en place de comités consultatifs techniques intérimaires*
 - e. Draft programme of April event / *Ébauche de programme de l'événement d'avril*
 - f. Review of Board agenda items / *Révision de la structure de l'ordre du jour du comité*
5. For information / *Pour information* :
 - a. Financial and administrative report / *Rapport financier et administratif*
 - b. Project manager's and progress reports / *Rapports d'étape et du directeur de projet*
 - c. Project manager's work schedule / *Emploi du temps du directeur de projet*
6. Correspondence / *Correspondance*
 - a. Response to Mrs. Blanchard / *Réponse à Mme Blanchard*
7. Other business / *Autres affaires*
8. Open floor (time limited by chair)/ *Plénière (temps limité par le président de session)*

9. Next meeting / *Prochaine réunion*

10. Adjournment / *Levée de séance*



Scoping Exercise
Grand Pré World Heritage Site Stewardship Board Policies

Prepared by: Laura Masching
Submitted to: Christophe Rivet
Date: 1 March 2011

Background

On February 1, 2011 the Landscape of Grand Pré (the “nominated property”) was nominated by the Government of Canada for inscription as a World Heritage Site. If the nomination is successful, the Landscape of Grand Pré will be inscribed as a World Heritage Site following an 18-month review process. The nominated property is situated in eastern Canada in Nova Scotia and is comprised of 1323.24 hectares of land.

Land in the nominated property belongs to various owners: the Federal Crown, the Provincial Crown, the Grand Pré Marsh Body, or private landowners. The majority of land is privately owned. The nominated property is also managed under various legislation, both federal and provincial, to ensure the protection of the dykelands, agricultural use, archaeological resources, and the memorials. This complex ownership and legislative environment requires a coordinated approach to protect the nominated property.

Context and Methodology

The Grand Pré World Heritage Site Stewardship Board (hereafter referred to as the Stewardship Board) will serve as the site manager for the Landscape of Grand Pré, if it is inscribed as a World Heritage Site. Until that time Nomination Grand Pré, the organization that coordinated the World Heritage nomination proposal, will act in the role of the Stewardship Board.

The mandate of the Stewardship Board, as stated in the nomination proposal, paraphrased from the *Terms of Reference - Grand Pré World Heritage Site Stewardship Board*, is
to ensure a coordinated management approach between all jurisdictions, provide technical advice on the protection of the property’s outstanding universal value, promote the property’s outstanding universal value, engage the stakeholders in the stewardship of the property, and coordinate the reporting on the property’s condition.

The Stewardship Board will be composed of residents, Acadian representatives, representatives from the three levels of government, and other representatives of stakeholders or communities of interest. The Stewardship Board will be assisted in its work by a Secretariat and a Site Management Coordinator whose mandate is to coordinate the management of the nominated property. The Stewardship Board will rely on three sources of expertise to provide advice on matters of protection, promotion, and education. The first is a Technical Advisory Committee, which will provide professional advice on matters pertaining to the protection of the dykelands and of the memorials. The second is the Education and Marketing Committee, which will provide direction and coordination between partners for matters relating to interpretation, promotion, marketing, and education. The third will be a variety of outside sources of expertise in government agencies, non-governmental organizations, and consultancies when required.

Several documents outline the role of the Stewardship Board, and are using in the preparation of this scoping exercise: the *Operational Guidelines for the Implementation of the World Heritage Convention*, the *Memorandum of Understanding*, and the *Terms of Reference - Grand Pré World Heritage Site Stewardship Board*.

Analysis

As stated in the mandate above, the Stewardship Board’s main areas of intervention will be coordinating the management approach between all jurisdictions, providing technical advice on the protection of the

property's outstanding universal value (OUV), promoting the property's outstanding universal value, engaging stakeholders in the stewardship of the property, and coordinating the reporting on the property's condition. This section will first look at the different types of governance found in partner organizations and then at the various levels of stakeholder involvement in the management of partner organizations.

The Stewardship Board will work with a wide range of organizations, in order to ensure the protection of the nominated property. A *Memorandum of Understanding* has been signed by these groups to establish the governance structure for the nominated property. The Stewardship Board will partner with governmental, not-for-profit and community organizations, each of whom have different structures of internal governance and organizational policies:

- *Government organizations* have clear processes for carrying out their mandate and strong policies to guide their decision making. The Stewardship Board will work with,
 - the Municipality of the County of Kings,
 - the Province of Nova Scotia,
 - Parks Canada, and
 - Kings Regional Development Agency.
- *Not-for-Profit organizations* range from those with formalized policies to guide their work to those without such policies. The Stewardship Board will work with,
 - the Société Promotion Grand-Pré Inc., and
 - the Grand Pré Marsh Body.
- *Community groups* may not have policies or established protocols in place for guiding their work or decision making. The Stewardship Board will work with,
 - the Grand Pré and Area Community Association.

The Stewardship Board must engage with a wide range of organizations in order to be a legitimate and effective protector of the nominated property. While these organizations all have their own individual mandate, only the Stewardship Board has the mandate to protect the OUV.

Partner organizations can be categorized into those organizations that take an active role in engaging stakeholders in management (Parks Canada, Grand Pré and Area Community Association, Grand Pré Marsh Body) and those that do not (Kings Regional Development Agency), those with formal policy based processes to engage stakeholders in management and those without.

These organizations all have various limitations on stakeholder engagement in managing the actions of their organizations: Parks Canada's final management decisions are made by the Minister of the Environment, the Grand Pré and Area Community Association is limited to the four communities within its purview, and the Société Promotion Grand-Pré is managed by their board of directors.

The Stewardship Board already has active policies in the *Terms of Reference* and the *Policy regarding support and partnerships*. The *Terms of Reference* outlines the roles and the membership of the Stewardship Board. Further supporting policies are needed to organize the daily workings of the Stewardship Board. The *Policy regarding support and partnerships* addresses important issues, such as providing letters of support and signing petitions, but must be expanded to clearly define the actions the Stewardship Board will take, in partnering or supporting other organizations.

Conclusion

Due to the mandated role of the Stewardship Board in protecting the OUV, the need for stakeholder and organization engagement and support, and the variety of organizations the Board must partner with, the Stewardship Board needs policies to guide the Board in making decisions about protecting and interpreting the nominated property; involvement in public debate; who to partner with and when; and policies to maintain the focus on protecting the authenticity and integrity of the nominated property.

Therefore the following policies need to be addressed:

- policies on partnerships
- policies on advocacy, support and involvement in public policy
- policy on the use of the logo and communication material
- policy on providing advice to regulatory authorities, including the process for the review of documents provided by regulatory authorities



To: Advisory Board

From: Steering Committee

Date: March 3rd, 2011

RE: Review of the Advisory Board (AB) Terms of Reference (ToR)

Background

The terms of reference for the Advisory Board were approved in June 2009. They have never been reviewed. A review of these terms of reference is necessary to reflect the evolution of the nomination proposal project's since 2009, the work priorities confirmed by the Advisory Board at its meeting in January 2011, and the roles and responsibilities of the Grand Pré World Heritage Site Stewardship Board as articulated in the memorandum of understanding (MOU) signed in January 2011 by the key stakeholders and the proposed Strategic Plan for the Stewardship Board.

Discussion and proposed amendments

Title and Structure

The official title of the Advisory Board in the current ToR is the *Advisory Board of Directors of the Grand Pré cultural landscape UNESCO World Heritage List nomination proposal*. At the time, a communication strategy which included the logo and name of the project had yet to be prepared. The official title should be amended to reflect the current title.

The membership of the Advisory Board should be updated to reflect current standing.

The structure of the Advisory Board should be clarified as the current ToR does not elaborate on that. There is currently a secretariat, a steering committee, and special committees such as task forces, working groups, and technical advisory committees.

Governance and decision making

The current ToR do not elaborate on the principles of transparency and accountability that have guided its decisions since the beginning. The amended ToR should include a section on principles of governance.

There is no statement about the AB's policies regarding communication, correspondence, media relations and other key matters of operations. The amended ToR should include a section on use of logo, public access to information, and media contacts.

The meeting schedule of the AB should be updated to reflect its current schedule (every 2 months instead of monthly as indicated in the current ToR).

The current ToR were prepared prior to the development of management principles for the long term stewardship of the nominated property. As these appear in the management plan and in the MOU for the Stewardship Board, the document should be amended to include these as well as other governance aspects and relationships that may be put in place in anticipation of a successful inscription of the nominated property by the World Heritage Committee.

Responsibilities

The Advisory Board's responsibilities as stated under section 3.0 of the current ToR have evolved to include, in addition to those responsibilities already listed, accountability for the resources provided for the nomination proposal, responsibility for the management of the project's image, coordination in raising awareness and educating about the nomination proposal, building partnerships for the long term stewardship of the nominated property, and an interim stewardship role along with regulatory authorities for the nominated property. The amended ToR should reflect that evolution based on the Strategic Plan for Nomination Grand Pré (2011-2012) and the MOU for the long term stewardship of the nominated property (signed in January 2011).

Recommendations

The Steering Committee recommends that the Terms of Reference be amended as per section 8.0 of those said ToR. A revised document is to be presented to the Advisory Board at its next meeting.



To: Advisory Board

From: Steering Committee

Date: March 3rd, 2011

RE: Setting up interim education and marketing and technical advisory committees

Background

The memorandum of understanding (MOU) signed by key partners in January 2011 identifies two committees that will assist the *Grand Pré World Heritage Site Stewardship Board*. One is the education and marketing committee and the other is the technical advisory committee. Both have the mandate, as described in the Terms of Reference of the Stewardship Board, to support the work of the Stewardship Board, including by coordinating partners in achieving the effective protection and interpretation of the nominated property.

The MOU also identifies Nomination Grand Pré as the organization responsible for setting up the tools for the Stewardship Board to operate upon successful inscription. As such, the following memo presents recommendations to address this responsibility.

Discussion

Purpose, structure, and membership of an interim education and marketing committee

According to section 12.1 of the ToR, the purpose of the education and marketing committee is “to advise the [Stewardship] Board on issues relating to promotion, interpretation, and education, as well as to coordinate the development of products, activities and messages related to the WHS.” There are currently many opportunities to promote the Grand Pré area, interpret its history, and raise awareness about the area’s values and interests. A number of organizations promote individual aspects of Grand Pré. Some are involved in the nomination proposal and have contributed since 2007 to raising awareness about it.

The objective of setting up an interim education and marketing committee would be to take advantage of the nomination proposal process, its momentum and its existing partnerships, to promote the Grand Pré and area, its values, and its attractions. The work of that committee would be based on the direction provided in the tourism strategy prepared by Hockin Cronin, would explore means to coordinate with strategies prepared by organizations and governments, would implement cross-promotion of Grand Pré through partnerships, and would prepare the ground for the long-term marketing of the World Heritage site in the event of a successful inscription.

According to section 12.2 of the ToR, the membership of the education and marketing committee will include representatives of the government and non government agencies responsible for tourism, interpretation, and regional economic development, outside experts and local area stakeholders. The proposal for the interim group is to include members of:

- Société Promotion Grand Pré
- Parks Canada

- Kings RDA
- Department of Economic and Rural Development and Tourism
- Conseil de développement économique de la Nouvelle-Écosse (CDÉNE)
- Advisory Board

Other groups may be invited. The recommendation is to maintain this interim committee relatively small and to focus on the key priorities set by the Advisory Board. The work of the interim committee would be supported by the project, in particular Nomination Grand Pré's communication and public relations officer. The chairperson of the committee needs to be identified. The interim committee could be set up in short order and have its first meeting by April 2011.

Purpose, structure, and membership of an interim technical advisory committee

According to section 11.1 and 11.2 of the ToR, the purpose of this committee is "to advise the [Stewardship] Board regarding issues which could have an impact on the OUV of the WHS" and "provide technical advice on the protection of the property's OUV and assist in reporting on the condition of the WHS". While the nominated property is not yet a World Heritage site and does not require the protection of its OUV, it is necessary nevertheless to protect the proposed OUV and its values until the World Heritage Committee has made a decision on the proposal. Accordingly, regulatory authorities and Nomination Grand Pré need to maintain communication, monitor the condition and activities affecting the nominated property, and respond as appropriate.

The objective of setting up an interim technical advisory committee is to maintain communication between the key stakeholders that have a role in monitoring the condition and activities affecting the nominated property.

According to section 11.3 of the ToR, the membership of the committee "may include representatives of the federal, provincial and municipal governments, ICOMOS Canada, outside experts and stakeholders." The proposal for the interim group is to include members of:

- Parks Canada
- Municipality of the County of Kings (planning)
- Department of Agriculture (aboiteau superintendent)
- Department of Communities, Culture and Heritage (Special Places)
- Grand Pré Marsh Body

Other groups may be invited. The work of the interim committee would be supported by the project, in particular Nomination Grand Pré's project manager. The chairperson of the committee needs to be identified. The interim committee may be set up informally and carry out its first meetings by email and phone.

Recommendations

The Steering Committee recommends that the interim committees be set up.

March 3rd, 2011



TO: Nomination Grand Pré Advisory Board

From: Christophe Rivet, Project Manager

Date: March 3rd, 2011

RE: Project Manager's and Progress Report 19 (for discussion)

OVERVIEW

- The main focus of work was to complete the French translation and prepare the key activities approved by the AB at its January 2011 meeting.
- There have been delays in the translation of the nomination proposal. Expected delivery date: March 2011.

STATUS OF THE NOMINATION PROPOSAL DOCUMENT

We are currently awaiting confirmation from UNESCO's World Heritage Centre that the nomination proposal is complete and being distributed to the advisory bodies. This should be confirmed no later than mid-March.

The French translation of the nomination proposal has been delayed because of the challenge of deciding on the right terminology. Much of the translation is complete. The final editing should be completed in the next 2 weeks. Once the document is complete copies will be made available.

There will be approximately 25 English copies and 10 French copies printed for distribution.

Next steps: Wait for UNESCO confirmation. Complete the Fr version of the document.

STATUS OF PROJECT: ADMINISTRATION, COMMUNICATION, PARTNERSHIPS

Project administration:

See financial report.

Policies and governance:

A scoping exercise was performed to identify the key policies that need to be developed to support the work of Nomination Grand Pré and later the Stewardship Board. As a result a memo was prepared for the AB which outlines priorities (see memo submitted at the March 3rd 2011 AB meeting).

A review of the ToR guiding the work of Nomination Grand Pré was performed to confirm the validity of the direction included in that document. A memo was prepared for the AB which recommends changes to the existing ToR (see memo submitted at the March 3rd 2011 AB meeting).

A policy was prepared on the preparation of records of Board meetings.

An analysis was carried out on the implementation of direction resulting from the commitments signed by the partners in January 2011. A separate memo outlines options to set up two interim technical committees that will advise the AB on matters pertaining to protection, interpretation, marketing and education (see memo submitted at the March 3rd 2011 AB).

Next steps: Implement decisions from the AB on these matters.

Communication and public engagement:

New pages have been prepared for the website. These will be updated once the nomination proposal will be ready for posting. The pages provide succinct information on the proposal itself.

Work has begun on the April 18th event. Preparation of a draft programme is almost complete. Speakers have been contacted. Initial conversations with ICOMOS Canada are positive which may lead to a co-sponsorship of the event. Acadia University will again host the event.

An information meeting on the nomination proposal is scheduled in Grand Pré for end of March.

Next steps: Finalize partnership with ICOMOS Canada, finalize programme, and prepare promotion.

Legacy project

The archaeological information available for the properties where the legacy project will take place has been compiled in a short report by Parks Canada. A licence agreement is being prepared by Parks Canada and will be available at the next meeting of the AB.

The environmental assessment will be carried out shortly. Archaeological assessment is still scheduled for late spring.

Next steps: Consult on a revised design. Finalize the agreement. Perform assessments.



Naomi Blanced
Grand Pre NS
Via email

March 4, 2011

Dear Naomi,

Thank you for your email dated January 29, 2011 requesting the Advisory Board amend the notes from the July 2010 Advisory Board meeting.

The Advisory Board is a board composed of members representing specific organization and two community at large members selected by the Grand Pré and Area Community Association. It is comprised of voting and non-voting members. It is the sole responsibility of the members of the Advisory Board to approve and amend Advisory Board meeting notes.

Members of the public are welcome to attend Advisory Board meetings and are provided a regular item on the agenda for comment. However, members of the public are not eligible to vote or suggest amendments to the Advisory Board notes. Should a member of the Advisory Board wish to suggest an amendment to notes of the Advisory Board; they are welcome to make a suggestion to the Board. If the amendment specifically changes a member's comment(s), the specific member of the board that made the comment(s) must agree and accept the amendment prior to the chair asking for consensus. Normal approval procedures would apply.

Thank you for your continued interest and support of Nomination Grand Pré.

Gerald Boudreau

Peter Herbin

Program Abstract – Symposium on the Heritage of Water – Saturday April 16th, 2011 – Acadia University – Nomination Grand Pré

International Day for Monuments and Sites, celebrated around the world on April 18th and recognized by UNESCO, is an opportunity to acknowledge the diversity of cultural heritage that is shared by humankind. The day raises public awareness around the efforts that are required to protect and conserve world heritage, while drawing attention to its vulnerability. Each year, International Day for Monuments and Sites celebrates a different aspect of our collective heritage. The 2011 theme is the heritage of water.

Grand Pré is celebrating the heritage of water and International Day for Monuments and Sites on April 16 and 17 by hosting a symposium on the Heritage of Water and a community event. The symposium on April 16 is organized around three themes: water landscapes, water and way of life, and water and transportation.

1. Water Landscapes

Key words: landscapes, natural heritage, cultural and artistic expression

Water can be the defining feature of a space. Waterscapes are landscapes where water defines the area's identity in the cultural interpretation of an environmental reality. Many World Heritage Sites are associated with water heritage, including *Shark Bay* (Australia), *Iguazu National Park* (Argentina), and *Aflaj Irrigation Systems* (Oman). *The Wadden Sea* World Heritage Site is a waterscape where “the intense tension between the human perception of the grandeur and beauty of the natural systems and their ability to instil awe” affects visitors to the site (p. 72, *The Wadden Sea Nomination Proposal*). In these landscapes, water becomes the visual identifier through which the landscape is understood; which some societies represent through artistic expressions and cultural myths. The ecological richness of water – rivers, lakes, oceans – leads to its recognition as features of cultural importance for humans.

This theme will explore connections between humans and water, and the heritage value of natural resources.

Questions:

What relationship do humans have with water?

What heritage value is there in landscapes defined by water?

What artistic importance is there in our connection to water?

2. Water and Way of Life

Key words: settling near water, water resources, source of energy

Water plays a key role in shaping the way we live. The resources water provides shapes the settlement choices we make, and those our ancestors made. Some communities have developed their culture around a direct relationship with water for their livelihood. Water is used for agriculture, fishing, energy and sustaining life. These resources

This theme will explore the way human societies develop a way of life around landscapes of water and the resources water provides.

Questions:

How have people built communities around their connection to water?

How have communities' ways of life been shaped by water?

How have communities' identities been defined by water?

3. Water and Transportation

Key words: heritage rivers, portage routes, canals

From the portage routes of the Mi'kmaq, to the arrival of the Europeans across the Atlantic Ocean, to the building of canals; water has long been an important mode of transportation in Canada. Across the country the importance of these waterways has been recognized in different ways, including the designation of 41 Heritage Rivers throughout Canada, and the inscription of the Rideau Canal as a World Heritage Site. The impact of water as a mode of transportation has been felt throughout our history and is still shaping the way we live today.

This theme will explore the connection between water based modes of transportation and human communities.

Questions:

How has water based transportation shaped our heritage?

How has water based transportation effected our communities?

How have we altered waterways or water landscapes to conform to our transportation needs?