



Bicentennial Commemoration

Regional Meeting, October 2010



MOVING INTO ACTION !!

Provincial Update:

- Met with Assistant Deputy Minister, Michael Kurtz (served him lunch at the Ermatinger Clergue National Historic Site – provided information about Algoma 1812.
- Went to Queens Park to talk to Minister Chan, Minister of Tourism and Culture and extended an invitation for him to visit us
 - Attended provincial Educational Roundtable and Regional meeting in June to discuss & share any educational projects & how we can share within regions. The Regional meeting included in this day also had reps meet with Trillium to ask about a Pan-Provincial application.
- Marketed Algoma 1812 at the launch of Tourism Week in Dundas Square
- Received funding from province in April for 2010 to 2011 budget year of \$50,000.



EXECUTIVE UPDATE



2009	2010	2011	2012	2013	2014
<p>Committees continue to meet and plan ✂</p> <p>Form committee dedicated to research and verification of data ✂</p> <p>Prepare historical background information ✂</p> <p>Letters to community partners & educators</p> <p>Network with other regions</p> <p>Attend Living History Conference in Hamilton ✂</p>	<p>Prepare fact sheets</p> <p>Prepare bulletin board packages</p> <p>Launch website ✂</p> <p>Continue to link with Ontario and Michigan partners & events ✂</p> <p>Visibility at Toronto & local tourism events ✂</p> <p>Partner with TSSM for Tall Ships visit ✂</p> <p>Attend Living History Conference in London ✂</p>	<p>Partner with TSSM for CARHA launch</p> <p>Plan community re-enactments</p> <p>Prepare speakers</p> <p>Develop network of speakers</p> <p>Secure funding for 2012 JCP apps for support staff</p> <p>Obtain funding for projects and events.</p>	<p>June 18 – Declaration of War - Solemn Event</p> <p>July 1 -4 – National Celebrations</p> <p>Mass swearing in of new Canadians</p> <p>July 13-23 Signature Event, Kick -Off</p> <p>Lacrosse tournament, canoe reenactments, SSM</p> <p>Community day parade</p> <p>July 17 – Mackinaw</p>	<p>Guest speakers</p> <p>Re-enactments in schools</p> <p>Living History Conferences</p> <p>AGM for MNO</p> <p>Create plan for conclusion -Dec 2014</p>	<p>Guest speakers</p> <p>Re-enactments in schools</p> <p>Living History Conference</p>
<p>Establish 1812 Rendezvous Event ✂</p> <p>Visibility at Canada Day ✂</p> <p>Visibility at Mackinaw ✂</p> <p>Apply for funding to enhance Rendezvous ✂</p>	<p>Develop characters and stories</p> <p>Construct costumes</p> <p>Enhance 1812 Rendezvous Event with Bus Tour Pkg. with Fort St. Joe ✂</p>	<p>Support tourism packages</p> <p>Train actors</p> <p>Continue to build 1812 Rendezvous Event</p>	<p>Conduct re-enactments in schools</p> <p>Costumed actors in downtown core & for sanctioned events</p>	<p>Signature Events - Build around</p> <p>Tall ships visit</p> <p>Air Show</p> <p>Lacrosse Tournament</p> <p>1813 Rendezvous</p>	<p>Signature Events -Burning of SSM</p> <p>-Thessalon & St.Joe – capture of Tigress & Scorpion</p> <p>Lacrosse Tournament</p> <p>1814 Rendezvous</p> <p>Dec. -Treaty of Ghent</p>
<p>Obtain funding</p> <p>Plan exhibits etc.</p>	<p>Construct visitor centre</p> <p>Collect documents & displays</p> <p>Establish archives</p>	<p>Construction continues</p> <p>Collect documents & displays</p> <p>Establish archives</p>	<p>Grand opening of Heritage DC at ECNHS</p> <p>Displays throughout the region</p>	<p>Displays throughout the region</p> <p>Various events at centre</p>	<p>Displays throughout the region</p> <p>Various events at centre</p>
<p>Finalize dates</p> <p>Establish events</p> <p>Establish web site/landing page ✂</p> <p>Letters to community partners</p>	<p>Develop Marketing & Communication plans</p> <p>Develop tourism pkgs.</p> <p>Conduct media blitz</p> <p>Prepare Event calendar</p> <p>Distribute information throughout community</p>	<p>Conduct media blitz</p> <p>billboards, TV, etc.</p> <p>Inform community</p> <p>Participate in community events e.g. parades</p>	<p>Conduct media blitz</p> <p>billboards, TV, etc.</p> <p>Arts performances</p>	<p>Conduct media blitz</p> <p>billboards, TV, etc.</p> <p>Arts performances</p> <p>Tall ships</p>	<p>Conduct media blitz</p> <p>billboards, TV, etc.</p> <p>Arts performances</p> <p>Capture of ships in Thessalon</p> <p>Burning of Sault Locks and Fort St. Joseph</p>

Incorporation

- ▶ The Executive have decided to Incorporate “Algoma 1812” in order to be able to fundraise and apply for grants under a not-for-profit status.
- ▶ By laws and the constitution are in their last draft in order to apply for incorporation

MOVING INTO ACTION !!

Moving into action

The Executive have been also diligently working on strategic plans to accompany the Incorporation....

Mission Statement

Algoma 1812 is a not-for-profit corporation that plans and conducts activities to commemorate the role of Algoma in the War of 1812, for community stakeholders and the public at large, in order to increase tourism, generate community interest, develop legacy projects, promote history and increase national pride.

The motto of Algoma 1812 is

“Celebrate the outcome; Commemorate the events and Create the legacy.”

Vision

The vision of Algoma 1812 includes:

- Community members working together for the success of the event.
- A wide range of education and events about the War of 1812
- People are knowledgeable about the War of 1812 and the significant role of Indigenous people as allies to the British
- The Governor General attends one of the signature events
- Tourism to the area increases
- Pageantry, festivals and re-enactments occur across the area events
- Sault Ste. Marie is recognized by the national media for its role in the commemoration of the War of 1812

Values

The values are those beliefs that guide the organization in the accomplishments of its mission, vision and objectives.

- 1) Strive to maintain historic integrity, while respecting the legacy of the past in a fiscally responsible manner
- 2) Impart knowledge of our national identity
- 3) Create a realistic scope and scale of the commemorations with the time and available resources
- 4) Participation and respect of all peoples

SWOT Review

As part of the strategic planning exercise members of the Executive Committee conducted a SWOT review, examining the strengths and weaknesses of the organization and the opportunities and threats in the community.

Strengths of Algoma 1812

- › Dedication and professionalism of the Co-Chairs
- › Support from all 3 levels of government and in kind support
- › Representation of partners and stakeholders
- › 1812 events experiences that have already occurred in the region at great venues-1812 Rendezvous, Tall Ships, FSJNHS Ghost Walk
- › Collaborative relationships
- › Knowledge of members
- › Commitment of time and staff of members for monthly meetings
- › Enthusiasm of members

Weaknesses of Algoma 1812

- Funding is limited and short term
- Need to create an identity in the community, e.g. have a dedicated office space
- Need to find resources to support full time staffing
- Need to identify roles and responsibilities, directions and priorities to bring focus to the committees
- Need for leadership and coordination to direct and guide the planning and implementation
- Lack of commitment by some members and concern that some may burn out
- Need to develop a detailed operational plan to carry out plans and schedules
- Lack of communication among committees
- We are far from other regions and out of the loop
- Need to take action
- Time is running out
- Need to develop and implement detailed plans for signature events

The opportunities and threats are lists of factors in the environment or community that will have an impact on the activities of Algoma 1812.

Opportunities

- › Experience for participants
- › Diversity
- › Oral History for descendents
- › Showcase
- › Living History
- › Employment
- › Economic Impact
- › Volunteers
- › Develop a troupe of re-enactors

Threats

- Other events and anniversaries occurring in the community at the same time
- Travel restrictions; both distance and passport issues
- Too much to accomplish
- Lack of time
- Too long time frame 2012-14
- Resources to pay staff

Priority Objectives

- * Complete the incorporation of Algoma 1812
- * Support the sub-committees
- * strengthen the development of a marketing plan
- * Monitor and evaluate the accomplishments of objectives

ALGOMA 1812 EDUCATION COMMITTEE

Algoma 1812
Fall Regional
Update
Meeting
October 20,
2010

PROJECT UPDATE

- Fact Sheets
- Student Agendas HSCDSB – ADSB
- Bulletin Boards HSCDSB –ADSB

Fact Sheets

- 12 Fact sheets were produced in draft
- Draft Fact sheets have been submitted to the research committee for verification
- So far 5 fact sheets have been finalized and uploaded to the website

Fact Sheets Con't

- British Regiments
- Fort St Joseph
- Metis Community
- Taking of Fort Michiliackinac
- Women and Families
- Voyageurs (including North West Company)
- Medicines and Surgery
- Native communities
- Weaponry
- Sault Ste. Marie as a community at the start of the war
- Local First Nation Chiefs
- Major events of the war of 1812 (to highlight local involvement)

Student Agendas

- Material will cover War of 1812 topics as related to Algoma District's involvement
- Approx. 8 pages (Front cover, activities, summary, website and contests)
- List of upcoming events and activities
- Target dates to be included in the calendar section of the agenda

Student Agenda Timelines

- November 2010 - Finalize prototype
- December 2010 - Executive committee to review and approve
- January 2011 - School Board approval
- March 2011 - Final submission for print

Bulletin Boards

- November 2010 – Prototype currently being develop
- January 2011 – Executive approval
- March 2011 – School Board approval
- August 2011 – Packages ready for 2011/2012 school year

THANK YOU TO ALL THE
EDUCATION COMMITTEE
MEMBERS

EVENTS



Event	Committee Members	Current Status
Lacrosse & other Aboriginal Games	Glenn Hryniuk Rod Montgomery	Initial meetings have occurred and fields tentatively booked & some facilities
Canada Day	Jeanette Cowen Steve Scott Kathy Fisher	Initial meetings have occurred Venues have been reserved
The Legend theatrical play	Lee Ann Pearson Pat Ferrell	
Archaeology Fort St. Joseph NHS	Pat Fleming Jeanette Cowen	unknown
Summer 2013 Tall Ships Air Show MNO Canoe Sailing Club Trans Superior Race	Steve Scott Harvey Robbins Pat Fleming Kathy Fisher	Contact with staff from Tall ships
Fort William Canoes Reenactors Voyageur	Harvey Robbins Rob Montgomery Pat and Bill Ferrell Pat Fleming Steve Scott Myril Lynn Brasson-Lediatt Ross Dukes	Working group has met and created a plan Numerous attempts to contact other groups have not been successful to date
June 18 th & Kick Off - GG Concerts Music Fest		unknown
Historic Costumed Interpreters	Wendy Hamilton “Algoma 1812 Animated”	Plans have been drawn up and funding application has been submitted
Exhibits: Museum 6 String Nation & War 1812 Exhibit & Legislative Assembly	Kathy Fisher Kim Forbes	Exhibitors have contacted ECNHS

Algoma 1812 Animated



CHARACTER

BIBLE

Character Builder #1
Justin Oakes Ermatinger

Charles Oakes Ermatinger

Born in 1776 or 1780 in Montevral. Died in 1833 in Montevral. Buried with full-blood Ojibway wife Mananawee (Chachonaw) in an unknown location.

BIOGRAPHICAL MONOLOGUE

My name is Charles Oakes Ermatinger. I was born in 1776, the youngest son of Laurent Ermatinger and Justine Oakes. I died in 1833 at the age of 57 years. I died where my life had begun, in Montevral, but a good part of my adult life was spent in the wilderness of Upper Canada and for the most depletion of my nature it is best to look in those years, when I chose to live, work, defend and employ the few "Empsons" that we are of my countrymen.


While several books have been written about me, and the home I built in the midst of Indian land still stands as a national historic site, no portrait, no sketch, no personal journal or diary exists to inform you of my character. The back, the Indian, the voyageur, the adventurer seeking Succession, fishermen — these people called my temperament. And let me state at the outset, if these types did not suit my temperament I could well have lived in another elsewhere. So as I say, to consider what my character, it is best to look in the place I chose to live, and the company I chose to keep when in my prime.

These labels are mine. I am of Swiss heritage on my father's side and British heritage on my mother's. I am the youngest of eight children, three sisters and five brothers. I come from a long line of entrepreneurs and the label "the trader" is absolutely essential in my discussion about me.

I could speak three languages, possibly four. English, French, Ojibway and perhaps a bit of Swiss as well.

CONTS:

- German-Swiss heritage
- 1st generation Canadian
- leader; from a long line of entrepreneurs
- well liked, social
- trilingual, literate
- led 50 volunteers in attack on Fort Michilimackinac
- age 56 in 1812



Artist rendering of Charles in 1812 based on images of family



Charles' signature



Charles' nephew, Francois Ermatinger and daughter Frances Marie

NOTES: Added Ermatinger family tree. Include known friends and colleagues circa 1812.

HISTORICAL RESEARCH

To promote the history of regional involvement in the War of 1812, address historical accuracy, prepare advice and historical documents as required for the benefit and use of the War of 1812 Bi-Centennial Committees.

ACHIEVEMENTS

- 1812 War Chronology
- Bibliography of books for schools



Submitted ready for website

Fact Sheets - submitted June 14, 2010

1. Métis Community
2. Chronology - Sault Ste. Marie
3. Weapons
4. British Indian Dept
5. Taking of Fort Michilimackinac
6. Métis Settlements on St. Joseph's Island
7. Women and Families
8. British Regiment Involved Locally
9. Voyageur and North West Company in 1812

Still to come:

1. Chiefs
2. Surgical Instruments
3. Sault Ste. Marie at the start of 1812 War
4. British Alliance with Tribal Nations

MARKETING

- ▶ Fully interactive Website Launched on June 18, 2010
- ▶ Advertising in Tourism magazines, Event marketing, Canada Store Backlit, Dundas Square
- ▶ T-shirts (just the start of merchandising)
- ▶ To work with tourism partners in the development of packages, tours, and cooperative advertising
- ▶ To continue the communication of Algoma 1812 projects within the Region & Province.
- ▶ Business / Marketing Plan still to come – pursuing funds currently.

LEGACY

- ▶ To create lasting tangible Legacy projects for the communities involved in the War of 1812 to promote our shared heritage and foster community pride

- ▶ Achievements:
 - Successful Grant application and Call for Submission for Logo Development and Banner Up thus creating an identity for the project in our community and the Algoma region
 - Assistance in security funding for the HSB to build the Heritage Discovery Centre and include a legacy gallery for 1812.
 - Planning for monument creation – collaborative effort of artists and to reflect multi-culture – prestart funding in application.
 - To have the communities realize that all projects and the recording of such, will comprise “legacy” for the War of 1812 commemoration and instilling pride of place.
 - Algoma 1812 Animated

CREATE THE LEGACY !

Project / Activity Form

ALGOMA 1812 PROJECT PROPOSAL



TITLE OF PROJECT:

Subcommittee:

* DETAILS: description of project & why (rational) (100 words or less)	Contacted & Discussed	Date	Confirmed or Booked Date
VENUE**:			
VENUE STAKEHOLDERS***:			
ESTIMATED STARTUP COSTS:			
TOTAL PROJECT COST PROJECTIONS (attach cash flow chart)			
COST BREAKDOWN AND TIMELINE: (attach cash flow chart)			
FUNDING SOURCES - LISTING CONFIRMED AND POTENTIAL: (attach cash flow chart)			
FUNDING SOURCES - LISTING CONFIRMED AND POTENTIAL: (attach cash flow chart)			
Prepared by: Date: Project lead and contact information:			

* Briefly describe how this achieves important objectives related to the vision of Algoma 1812
 ** Venue- tentative booking until project is approved by Executive
 *** Venue Stakeholders - ie ECRHS, Downtown, F.St. Joseph, Locks, other please list.
 Event & Venue-extra cost consideration - births, weddings

Next Steps

- Next regional meeting – executive proposes to work with groups to develop further the RPA's
- Perhaps bring in people that are best in their class – David Brunelle (South Georgian Bay), Jan Bonhomme (St. Lawrence), local experts on event and grants.....so that we can.....

MOVING INTO ACTION !!