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Appendix A: Heritage stakeholders

Stakeholders in the preservation of history and protection of heritage include County departments, non-profit organizations, community groups, school boards, businesses and industry, local media and the Province.

	Stakeholder	Interview	Workshop	Information meeting
County departments and advisory bodies	Communications (Community Heritage Legacy)	X	X	
	Family & Community Services	X	X	
	Recreation, Parks & Culture	X	X	
	Planning & Development Services	X	X	
	Engineering & Environmental Planning (Bremner House)	X		
	Engineering & Environmental Planning (Legacy Lands)			X
	Economic Development & Tourism	X		
	Beaver Hills Initiative	X		
	Corporate Planning & Intergovernmental Affairs			X
	Information Technology Services			X
	Legislative and Legal Services (Records Management)			X
	Strathcona County Seniors Advisory Committee	X		
Not-for-profit organizations and community groups	Strathcona County Museum & Archives	X	X	
	Strathcona County Heritage Foundation	X	X	
	Strathcona County Library	X	X	
	Deville North Cooking Lake Historical Society	X	X	
	Information & Volunteer Centre for Strathcona County	X	X	
	Green Hectares	X	X	
	Art Society of Strathcona County	X	X	
	Culture & Heritage Association of Strathcona County	X	X	
	The Alberta League Encouraging Storytelling (T.A.L.E.S)	X	X	
	Sherwood Park's Heritage Mile Society	X		
	Local historians	X	X	
	Métis community	X		
Education	Elk Island Public Schools	X		
Local business & Industry	Sherwood Park and District Chamber of Commerce	X		
	Strathcona Industrial Association	X		
Media	Sherwood Park Strathcona County News	X		

Appendix B: Consultation schedule

June 2008	<p>Stakeholder consultation</p> <ul style="list-style-type: none"> ▪ Interviews (four) with steering committee members ▪ Interviews (20) with County departments, not-for-profit organizations, community organizations, Elk Island Public Schools, business & industry, media ▪ Information meetings (four) with County staff responsible for the Environmental Sustainability Framework, Legacy Lands Policy, Records Management and corporate GIS delivery
June 12, 2008	Council engagement - update
June 26, 2008 July 10, 2008 July 24, 2008	<p>Continuing stakeholder consultation</p> <ul style="list-style-type: none"> ▪ Series of three workshops with key heritage stakeholders to define a vision, mandate and guiding principles, and to assess a model of strategic goals and objectives
July 23, 2008	<p>Public consultation</p> <ul style="list-style-type: none"> ▪ Open House at Strathcona County Museum & Archives: seeking public input about community values on history and intangible cultural heritage
July - September 2008	<p>Continuing Council engagement</p> <ul style="list-style-type: none"> ▪ Interviews with nine members of Council in person or by phone seeking input on the vision, mandate, principles and draft strategic framework
July - August 2008	<p>Continuing public consultation—general public</p> <ul style="list-style-type: none"> ▪ Questionnaire available on County website and at various pickup locations: 50 responses providing general public input about community values on history and heritage ▪ Panels from open house received extensive exposure on display at Strathcona County Library for an additional five weeks <p>Continuing public consultation—municipal staff</p> <ul style="list-style-type: none"> ▪ Questionnaire available though County intranet: 49 responses providing input about community values on history and heritage

Appendix C: Findings: Summary of questionnaire

Summary of responses and analysis

County residents and staff completed a questionnaire – either on paper or online – about history and intangible cultural heritage.

Summary of respondent demographics (Optional Question 4)

- **There were 99 responses: 49 from staff; 50 from residents**
 - In each case, two responses with no data were ignored.
- **There were more responses from women than men:**
73% compared to 24% among staff; 54% compared to 44% among residents
 - In each case, one respondent did not state a gender.
 - The gender ratio for staff may reflect the possibility that more women than men work for the County.
- **There were more responses from urban than rural residents:**
57% to 22% among staff; and 59% to 36% among residents
 - Both categories include respondents who live exclusively or mostly in either area.
 - Several staff members did not respond, presumably because they do not live here.
 - The 2008 municipal census established the County’s population at 85,521, 69.5% (59,409) urban and 30.5% rural (26,112)
- **Most County respondents have lived in the County more than 20 years:**
46% more than 30 years; 20% more than 20
 - The population of the County has doubled since 1976 (32 years ago).
 - The population of the County has increased by 30% (20,000) since 1991 (17 years ago).
- **Most staff respondents have lived in the County less than 20 years:**
20% less than 10 years, 24% 11 to 20 years; 9% 21 to 30 years, 8% more than 30 years; 20% (20 respondents) did not reply
 - Some or most of those who did not reply probably do not live in Strathcona.
- A substantial majority of County respondents were older than 55 years:
- 52% are over 65; 32% are 55 to 64; 16% are under 55 or did not reply
 - One respondent was 100; only one was younger than 24.
- A clear majority of staff respondents were 35 to 54 years old:
59% were in that group; 35% were 18 to 34; only 6% were over 55.

– Hiring and retirement policies and practices probably explain the lack of older and younger respondents.

The respondents do not comprise a valid statistical sample. The sample is too small, and the respondents were self-selected, rather than randomly selected. Though the results are likely to be biased, they provide useful insights for policy development, planning and programming:

- All respondents are interested enough in County history and intangible cultural heritage to respond. They may be or might become advocates and champions of history and intangible cultural heritage activities.
- Middle-aged and senior residents are more interested and more likely to be or to become involved in County history and intangible cultural heritage activities. (And they are likely to have more time to devote to such activities.)
- Rural residents are more likely than urban to be interested and involved in history and intangible cultural heritage activities. However, most urban respondents are interested and open to history and intangible cultural heritage.
- Women are more interested and involved in County history and intangible cultural heritage than men, though the difference is not substantial among County residents.
- Long-term residents, both rural and urban, are more interested and involved in county history than newcomers.

Conclusion: Long-term residents in particular and respondents in other categories in general face a challenge – and an opportunity – to attract the interest and support of newcomers and others who may not be active but recognize and appreciate the community-building potential of history and intangible cultural heritage, and related activities.

Conclusion: Rural residents, who have the greatest interest in and commitment to history and intangible cultural heritage face a challenge – and an opportunity – to attract the interest and support of urban residents who agree that history and intangible cultural heritage can provide a focus for identity- and community-building in the County, even though they may not be as close to or rooted in the County's past.

Respondents' opinions about history and heritage (Questions 1a to 1p)

1. Please tell us to what extent you agree with the following statements:

Preserving and protecting our history and heritage

- a. **Our community's history is important and should be remembered**
- b. **We should protect and retain our intangible cultural heritage**

c. History and heritage are important to the identity of Strathcona County

Responses were strongly positive:

Among County residents:

- 98% agreed or strongly agreed with statements 1a and 1c
- 96% agreed or strongly agreed with 1b

Among County staff:

- 98% agreed or strongly agreed with 1a, 90% with 1b and 84% with 1c
- 2% (1 responder) disagreed with 1a and 1b
- 6% disagreed or strongly disagreed with 1c
- 5 responders were neutral about 1b, 4 responders about 1c

–disagree or neutral responses may have come from non-residents of the County

Conclusion: There is strong agreement among County resident and County staff responders on the importance of history and its contribution to community identity, and for the need to protect and preserve intangible cultural heritage.

Promoting our history and heritage

d. It is important to promote the value of our community's history and heritage.

e. It is important to inform and educate citizens about our community's history and heritage.

f. It is important that residents have access to information about our community's history and heritage.

Again, responses were strongly positive.

Among County residents:

- 94% agreed or strongly agreed with 1d, 96% with 1e and 98% with 1f
- 2% (1 responder) was neutral about 1d, 4% (2 responders) about 1e
- 1 responder did not reply to each statement

Among County staff:

- 90% agreed or strongly agreed with 1d, 84% with 1e and 100% with 1f
- 16% disagreed with 1e
- 10% were neutral about 1d

Conclusion: There is strong agreement among staff and resident responders on the importance of promoting history and heritage to the County residents. A small but not insignificant number of County staff disagrees on the importance of educating residents about history and heritage. It would be helpful to understand the reasons.

Interpreting and commemorating our history and heritage

- g. We should recognize and commemorate people and events from the past.**
- h. More steps should be taken to the history of places in the County.**
- i. It is important for people to experience and engage in activities that involve heritage ...**

Responses remain strongly positive, with some diminished support in certain areas.

Among County residents:

- 92% agree or strongly agree with 1g, 88% with 1h and 88% with 1i
- no respondents disagreed, but a few were neutral or did not reply

Among County staff

- 88% agree or strongly agree with 1g, 77.5% with 1h and 71% with 1i
- 12% disagree with 1g, 8% with 1i
- 22.5% are neutral on 1h, 20% on 1i

Conclusion: There is strong agreement among staff and resident responders on the importance of interpreting and commemorating the County's history and heritage. A small but not insignificant number of County staff disagrees on the need to do more and on the need for residents to experience and engage in related activities. It would be helpful to understand the reasons.

Integrate history and heritage into community events and programs

- j. It is important to integrate history and heritage into community events and programs.**

Responses to 1j were strongly positive, though with some disagreement from County staff.

Among County residents:

- 90% agreed or strongly agreed
- 10% were neutral or did not reply

Among County staff:

- 86% agreed or strongly agree
- 14% disagreed

Conclusion: There is strong agreement among staff and resident responders on integrating history and heritage into community events and programs. A small but not insignificant number of County staff disagrees. It would be helpful to understand the reasons.

k. In the past two years, I have participated in history and heritage programs and events in Strathcona County.

Among County residents:

- 60% did not attend an event or activity
- 18% attend 1 to 3
- 8% attended 10 or more
- 4% attended 4 to 6
- 10% did not respond

Among County staff:

- 33% did not attend an event or activity
- 45% attend 1 to 3
- 10% attended 4 to 6
- 12% did not respond

Conclusion: The participation of County residents is low, given the expressions of interest and support given to early statements (above) and compared to County staff. It would be helpful to understand the reasons, some of which may be given below.

l. I would participate in more programs and events about history and heritage if ...

Among County residents:

- 57% identified a need for better awareness, access and promotion
- 26% for more interesting, engaging, participatory programs
- 2% (1 respondent) emphasized the importance of events as a focus
- 10% pointed to time constraints
- 10% indicated they were already active

Among County staff:

- 33% identified a need for better awareness, access and promotion
- 26% for more interesting, engaging, participatory programs
- 11% emphasized the importance of events
- 7% emphasized the need for programs that are unique to the County
- 7% cited time constraints
- 3% said they were not interested or do not live in the County

Perhaps significant, 34% of County residents and 45% of County staff did not respond. Note: some respondents gave more than one need or expectation.

Conclusion: There is clear demand for better awareness (promotion, information, advertising) and access to existing and possible future programs.

Conclusion: There is a clear demand for programs that are interesting, preferably, engaging, participatory and offered in conjunction with events or in public places, such as malls.

Conclusion: The high number of responders who did not reply to this statement may indicate a lack of interest that is not consistent with earlier responses, or a lack of enough available programming for responders to form an opinion. It would be helpful to understand the reasons.

Build and sustain the program's capacity

m. There is a need for more programs dedicated to community history and heritage in Strathcona County.

n. It is important for the County to collaborate with the community on history and heritage.

Among County residents:

- 80% of respondents agree or strongly agree with 1m, 86% with 1n
- 8% are neutral or did not respond to 1m, 14% to 1n

Among County staff:

- 59% agree or strongly agree with 1m, 90% with 1n
- 8% disagree or strongly disagree with 1m, 8% with 1n
- 30% are neutral or did not respond to 1m, 2% to 1n

Conclusion: There is strong support among County residents for having more history and heritage programs in Strathcona County. There is moderate support among staff; there is moderate disagreement and significant neutrality. It would be helpful to understand the reasons.

Conclusion: County staff and residents substantially agree on the need for the County to collaborate with the community on history and heritage.

o. In the last two years, I have volunteered for history and heritage programs and events in Strathcona County.

Among County residents:

- 76% have volunteered between once and 10 or more times
- 24% did not volunteer or gave no response

Among County staff:

- 64% did not volunteer and 18% did not respond
- only 16% volunteered from once to six times

Conclusion: There is a high level of volunteer participation among County residents and a very low level among County staff. The Community Heritage Legacy Initiative must work to maintain resident and increase staff volunteering. Question: Do County policies and practices encourage or discourage staff volunteerism in history and heritage?

p. I would volunteer for more programs and events about heritage and history if ...

Among County residents:

- 45% cited time constraints on volunteering
- 44% cited a need for more information and promotion, and for more personally or generally interesting volunteer opportunities

Among County staff:

- 22% cited time constraints on volunteering
- 67% cited a need for more information and promotion, and for more personally or generally interesting volunteer opportunities
- 18% did not respond

Conclusion: The reasons for volunteering or not volunteering are similar to those for participating or not participating in history and heritage events and activities—the need for more and better information and a demand for offerings that are interesting and engaging.

Questions: Can or should the Community Heritage Legacy Initiative co-ordinate or otherwise support better information and its delivery? How best to foster more creative and engaging programming and presentation?

2. My greatest interest in history and heritage is...

Among County residents:

- 21% cited local and specific community history
- 21% cited personal and lifestyle interests
- 16% cited agriculture and industrial development
- 11% cited respect for pioneers and linking heritage to the future
- 13% cited buildings, property and places
- 6% cited education and youth
- 5% cited aboriginal involvement
- 5% cited general interest

Among County staff:

- 40% cited local and specific community history
- 24% cited respect for pioneers and linking heritage to the future
- 10% cited personal and lifestyle interests
- 8% cited buildings, property and places
- 8% cited photos
- 4% cited natural history

34% of County residents and 51% of County staff did not respond.

Conclusion: The greatest interest is in County and specific community history, with significant mention of agriculture and industry, and personal and lifestyle interests. There is some interest in aboriginal involvement, natural history, and photos. The samples are not large, so important options may have been missed.

Conclusion: The high number of responders who did not reply to this statement may indicate a lack of interest that is not consistent with earlier responses, or a lack of enough available programming for responders to form an opinion. It would be helpful to understand the reasons.

... because ...

Among County residents:

- 39% cited a specific personal interest or connection
- 32% cited linking the present to the past and the future
- 8% cited building a sense of identity and community
- 9% cited a desire to preserve the past and heritage

Among County staff:

- 24% cited a specific personal interest or connection
- 47% cited linking the present to the past and the future
- 12% cited and interest in simpler lifestyles

64% of County residents and 55% of County staff did not respond to this statement.

Conclusion: Preserving the past and heritage and linking present to the past and the future comprise a key theme for County residents and staff.

Conclusion: Exploring personal interests or connections to the past comprises a key theme for County staff and residents. Community Heritage Legacy might be able to draw on this personal focus to build support and participation.

Conclusion: Respect for pioneers, linking heritage to the past and the future, education and youth comprise an important theme that was also cited in responses to the first part of the statement, above.

Conclusion: The high number of responders who did not reply to this statement may indicate a lack of interest that is not consistent with earlier responses, or a lack of enough available programming for responders to form an opinion. It would be helpful to understand the reasons.

3. What I would like to see happen...

Among County residents:

- 46% cited events and innovative programming and delivery
- 23% cited better information and promotion
- 14% cited action from the County

- 9% cited identification, preservation, archiving and publication
- 6% cited a focus on education and youth
- 3% cited using local expertise
- 1% said we have enough activity already

Among County staff:

- 10% cited events and innovative programming and delivery
- 29% cited better information and promotion
- 19% cited action from the County
- 1% cited identification, preservation, archiving and publication
- 1% cited Cooking Lake
- 1% cited information on pioneer lifestyles
- 2% said “nothing” or “undecided”

45% of County resident respondents and 69% of County staff respondents did not respond to this statement.

Conclusion: Better information and promotion; a focus on events and innovative programming and delivery; and action by the County comprise key themes. A larger sample might generate greater focus or more themes.

Conclusion: The high number of responders who did not reply to this statement may indicate a lack of interest that is not consistent with earlier responses, or a lack of enough available programming for responders to form an opinion. It would be helpful to understand the reasons.

Appendix D: Findings: Stakeholder interviews

Analysis, with questions and summary of responses

Twenty-four interviewees drawn from County staff, history and heritage stakeholders, and the public were interviewed in depth following a scripted format. This group of interviews does not comprise a valid statistical sample; the sample is too small. However, due to the focus and intensity of the one-on-one interviews, the process generated useful insights for policy development and planning.

“It is very evident [to me] sports are more important to our residents and we lack a sense of history and place.
... Young people of today do not seem to value history or know the importance of preserving it.”

Knowing that sports are immensely popular in Strathcona County, this comment from a stakeholder interviewee likely represents a common view among County residents, particularly in the urban part of the community. Like much common wisdom, it has an element of truth. But that element of truth need not limit the vision or constrain the efforts of the community and Council to use County history and heritage to address the challenge—and the opportunity—inherent in the last part of the statement that points to the lack of a “sense of history and place” in Strathcona County.

The challenge is real, in the minds of all participants in the consultations for this report. It is also urgent, given rapid growth in the County, particularly in urban and urban residential areas. The opportunity lies in:

- turning an either/or view of the situation (either sports or nothing) into a both/and view (both sports and heritage)
- finding ways to view sports as a model for building partnerships and developing intangible cultural heritage as a resource for building community identity and pride in County residents.

The interview findings summarized below offer a menu of ways that history and heritage might be used to make Strathcona County a better place—an entity that, as a whole, is greater than the sum of its parts. Not all of the comments and suggestions are practical or feasible, but they are all points of departure for discussion toward a vision and mandate statement leading to short- and long-term goals for Council and the community.

A. Vision

1. What is the value of intangible cultural heritage— stories and memories; cultural practices; community traditions; artifacts; meanings and values that residents attach to historic places?

- Heritage— ICH and TH— is an important part of our lives, even though we don't always realize it.
- ICH and TH help link the present to the past and the past to the future, providing a sense of continuity and respect for pioneer contributions.
- ICH and TH alert us to the value of natural history and heritage, which are vulnerable to growth and development.
- ICH and TH constitute basic knowledge in a community, knowledge that has personal, economic and social value and is in danger of being lost before its value is understood.
- ICH and TH are part of broadly defined culture, which is inherently important.
- ICH and TH foster social values: personal and community identity; a sense of place, uniqueness and identity; respect and pride in the community; social cohesion and connectedness. They help build strong communities and neighbourhoods.
- Preserving ICH and TH fosters respect for history and the achievements of the people who made it.
- Preserving ICH and TH fosters new perspectives among residents and respect for the vision, perseverance and diversity of the people who built the County.
- Preserving ICH and TH fosters new perspectives on and appreciation of citizenship.
- ICH and TH can have economic benefits, without necessarily involving great costs.

2. What is the value of our tangible cultural heritage— historic building; trails, roads and streets; cultural landscapes (e.g. a group of farm buildings); settlement patterns; building and street design (e.g. old building signs); and open spaces?

- Although the County manages ICH and TH under separate policy and planning frameworks, the two things are conceptually interdependent.
- TH helps make ICH real, especially for children. ICH is easier to preserve.
- Strathcona County does not have a lot of TH, which makes ICH more important and more of a challenge to preserve, because TH helps make ICH more real and engaging.
- TH can have esthetic significance and appeal.

3. What are the benefits of raising awareness of our intangible cultural heritage?

- It provides useful knowledge that supports formal and informal education.
- It helps us, especially our children, understand and respect our diverse roots.
- To understand the world, first understand where you live.
- Pride supports growth; people want to live somewhere special.

4. What are the benefits of raising awareness of our tangible heritage?

- It supports education about architecture and its esthetics.
- It supports preservation and can generate economic spinoffs.
- It helps government make better decisions.
- It helps us learn about and from previous ways of living.

B. Mandate

1. How could our intangible cultural heritage be captured, promoted and managed – stories and memories; cultural practices; community traditions; artifacts; meanings and values that residents attach to historic places?

- Be creative, innovative, active (not passive); take it to the people.
- Focus on real people.
- Use the arts, publications, technology and the media creatively.
- Prepare educational materials for teachers.
- Identify, collect, preserve and protect oral material, documents and photos.
- Capture, demonstrate and explain ICH.
- Museums and archives are necessary and play an important role, as do events and innovative, interactive programming.
- Invite communities to gather material and contribute to a heritage cultural centre.
- Keep traditions and practices alive: events, festivals, workshops, demonstrations.
- Build partnerships: everyone can have a role.

2. What could be the role or roles of the County in capturing, promoting and managing our intangible cultural heritage?

- Jumpstart the initiative
- Support through policy, rather than programs
- Provide leadership and co-ordination
- Provide infrastructure

- Provide carefully considered funding
- Raise consciousness; celebrate heritage activities
- Recognize history and heritage as a public good that merits as much attention as developers' needs
- Provide and facilitate advertising, promotion and other awareness-building strategies
- Facilitate historical research and training
- Adopt professional standards and conditions
- Provide interpretive information in public places
- Develop or encourage development of a cultural heritage centre

3. What could be the role or roles of the community in capturing, promoting and managing our intangible cultural heritage?

- Individuals and organizations can contribute ICH resources (stories, records, photos)
- Influence the decisions of politicians and other stakeholders
- Contribute, participate; recruit contributors and participants
- Form and join partnerships
- Use and share skills, knowledge, information, experience, interests, passions, values
- Work at the grassroots to retain ICH and organize grassroots activities
- Motivate, facilitate and recognize business involvement
- Recognize, value, tell and collect personal, family and community stories, histories, artifacts, records

4. In addition to the other valuable work being done by the County, what could be the role of Community Heritage Legacy in promoting our intangible cultural heritage?

- It needs a positive, proactive staff person
- To provide direction, priority recommendations, co-ordination and support to community organizations and Council
- Facilitation
- Information hub and filter, forum for discussion
- Locate, record and house ICH
- Form partnerships
- Develop and maintain "product" (ICH material)
- Research, map and share information about the County's historic geography

C. Guiding principles

A principle is defined as a rule or belief that guides an action.

1. What principles could guide the management of our intangible cultural heritage?

- Think big.
- Stay focused.
- Concentrate on a unique project to capture the essence of Strathcona County and build community pride.
- Heritage is important; it should be treasured, preserved and experienced.
- Take heritage to the people. Don't wait for them to come to you. Emphasize hands-on, interactive programs.
- Everything – County, business, corporate and community initiatives and developments – should be done with respect for heritage and the people who created it.
- Don't forget natural history and heritage (the environment).
- Emphasize community engagement: involve the community and form partnerships to encourage grassroots buy-in and shared purpose.
- Support volunteers.
- Manage sustain ICH as a public good.
- Don't censor the past; tell the whole story.
- Respect professional practices and principles.
- Establish and protect the provenance and openness of ICH materials and their acquisition.

Note: This list was compiled and edited from a longer list of notes taken during interviews with 24 community stakeholders. As this framework is a policy-oriented document, some comments related to programming and other actions have not been included in the report. Rather, they will be considered in future program planning.

Appendix E: Findings: Council member interviews

Questions and summary of responses

All nine Council members took part in scripted interviews about their views about history and heritage in Strathcona County. Their responses are strongly supportive and remarkably consistent.

- All Council members recognize the importance and value of history and heritage as embodied in intangible cultural heritage.
- Council members acknowledge the important role that ICH and TH can play in building a sense of place, identity and belonging in any community.
- Council members share with many residents a feeling that rapid growth may be outstripping the community's commitment and ability to preserve its history and heritage and to enjoy the social and other benefits that history and heritage can foster in a community.
- Though otherwise positive and supportive, one Council member has doubts about the willingness of taxpayers to pay more for the program.
- Though otherwise positive and supportive, another is skeptical about the ability of the County and stakeholders to develop the innovative programming and presentation strategies necessary to attract public attention and support.
- Two Council members said that action on history and heritage is as important as action on infrastructure (roads, water, sewers) and that the County must provide leadership and resources.
- A majority of Council members (five) said that the Community Heritage Legacy Initiative's draft strategic Objective 5.1, Build financial sustainability, should be a priority in the immediate-to-short term (up to three years).

A selection of responses to scripted questions follows. The list is not complete, and the words are often from the interviewer's summarized notes, rather than direct quotations from Council members.

ICH = intangible cultural heritage

TH = tangible heritage

Defining guiding principles

1. What is the value of the intangible cultural heritage of Strathcona County – memories of the past, stories, knowledge and practices, traditions, meanings and values that people attach to historic places, and artifacts?

- Community connectedness: history makes you aware of why we are here, who we are and why.
- Intangible cultural heritage is probably more important in the rural area.
- We can look at the past and learn from it.
- We need to protect our heritage. It should be part of everyday life.
- If you don't know where you've been, how can you know where you're going?
- Knowing where you've been gives direction, especially to the young and new residents.
- History and heritage are the glue for a community; community building is important.
- Advocacy and partnership – both can be done without a lot of money

Several Council members said that intangible cultural heritage and tangible heritage can't be considered separately, and their comments for both are in the next set of responses. (Note: The County currently deals with ICH and TH in separate processes that will come together under one umbrella policy.)

2. What is the value of our tangible heritage – historic buildings; trails, roads and streets; settlement patterns, building and street design (e.g. old signage); and natural heritage?

- Heritage and history are the glue for community; building community is important.
- Buildings are important. Many were poorly built; we have to preserve those that are sound.
- Trails are important. They recall patterns of settlement.
- It helps us honour our elders.
- Intangible cultural heritage and tangible heritage bring a sense of connectedness and of place.
- It helps us understand the role of agriculture and other economic activities in the County's development.
- Knowledge of the past helps generate new knowledge.
- We need intangible cultural heritage and tangible heritage together; they are interdependent.

3. What are the benefits of raising awareness of intangible cultural heritage and tangible heritage across the community?

- A sense of pride.
- You have to distinguish yourself through history. Without it, there is no loyalty, no cohesiveness, no sense of identity.
- It is an opportunity to educate the young.
- It is an opportunity to bring different cultures together and enjoy them.
- Interaction with tangible heritage gives a sense of pioneers' lives and their strength.
- We want and need to know. Most people like to hear stories about the past.
- Identity: people are known for where they came from, and your origins can be a refuge or retreat.
- Those who fail to learn from history are doomed to repeat it.
- Knowledge of the past allows us to move forward in decision making.
- It creates a sense of community – nice to know who you are and where you came from (i.e. ethnic background/country of origin). If you have a past, you have a future.

4. What principles (values or beliefs) could guide the Community Heritage Legacy?

- Get buy-in from the people. Establish the importance of history. We have to care. (Most people do care.)
- Take history and heritage to the people (events, malls, public places, website). The world doesn't need another museum.
- Keep history and heritage alive in all forms.
- We need an inventory of what we have.
- Identify tangible heritage first, to anchor the value of intangible cultural heritage.
- We need to take care of our heritage.
- Integrate intangible cultural heritage and tangible heritage.
- While we should respect and celebrate our different cultural heritages, we also need to come together in one common heritage.

Defining a vision

5. How could memories of the past and safeguarding intangible cultural heritage help to build and sustain a unique sense of identity and place across Strathcona County?

- Appreciation of history and heritage is a source of community pride.
- Honouring our common heritage should be part of good citizenship.
- We need an inventory of what we have, and that inventory has to be interpreted.
- Honouring our common heritage builds a strong, cohesive identity that will become more important as the county's population grows.
- By using innovative approaches, not museums and displays, to tell stories to the people.
- Learn from other communities that have successfully captured their diverse roots and histories.
- Council needs to lead and take ownership of initiatives to preserve tangible heritage and intangible cultural heritage.
- We may have to connect the residents in urban areas to the rural history. Rural communities are more focused on heritage.

6. What is your vision of the County with respect to the conservation of historic places? How do you think the latter could be integrated with a vision for Community Heritage Legacy?

- The County has to commit to sustaining tangible history. This does not have to involve funding; look for partnerships.
- The Heritage Resources Management Plan (for tangible heritage) and the Community Heritage Legacy Framework (for intangible cultural heritage) are complementary and need to be integrated.
- We need an inventory (significant sites, events, leaders, residents) and it needs to be ongoing: today is tomorrow's history.
- Every resident of the County should know local history.
- We value history and heritage based on personal experience. Newcomers and the young can buy into the vision if they have opportunities for activity and interaction.
- Preserving history and heritage is as important as anything else, such as economic development.
- We need to revitalize the rural area. That is where the history and heritage still exist. But urban areas don't appreciate the rural. We don't understand each other. History and heritage can help bridge the gap, the approach has to be right (interactive, aimed at people where they are and where they go; not in museums.)

- Conservation is not enough. You have to use places such as Bremner House in ways that attract people.

7. What opportunities exist for Community Heritage Legacy to support and enhance County policies, plans, programs and projects?

- It has to be part of the policy process, e.g., land-use planning.
- We need to break down the disconnect between rural and urban residents; it gets in the way.
- Have the Community Heritage Legacy Initiative collaborate with Family and Community Services and Recreation, Parks and Culture, Planning and Development, all other departments.
- Preservation should be fully integrated into County policy. Develop a checklist and require consideration of preservation in all processes. The County's archeological assessment policy is a template.

Defining a mandate

8. What could be the role of the municipal government in safeguarding intangible cultural heritage, and ensuring the past is remembered?

- Advocacy and partnership – both can be done without a lot of money.
- The County should act as a facilitator and engage the community.
- Provide direct services and act as a facilitator.
- Advocacy and facilitation.
- Develop a business plan to sustain the program.
- The County should play a direct role and be action-oriented in this area.
- Always ask ... How can we connect what we do to the past, e.g., naming of streets, developments, etc.
- Talk has to lead to action. Set a consultative legacy and naming group.
- We need Council's commitment. Accept that it is important and create the policies to protect it. Without written policies, nothing happens in government.
- Identify budget line and a full-time staff person
- Any policy has to spread throughout the corporation. It has to be part of the culture.

9. What could be the role of community groups, businesses and residents in safeguarding intangible cultural heritage, and ensuring the past is remembered?

- Community groups and individuals could have a consultative role.
- History and heritage are not part of the mandate for business. Council and the community would have to show business the value of supporting history and heritage.
- History and heritage should be part of everyday life.
- The County's role is critical. It sets policy and direction and informs the others of what it wants so they can take it up. (Community leagues already do some of this.)
- Community partners need to incorporate County policies into their activities, such as naming of streets and business developments. They will need County co-operation and support in this.
- People need to be empowered.

10. What strategic goals from the list provided could direct Community Heritage Legacy over the next 10 years? If all, which should be the priorities of the initiative over the coming three years?

- All council members support all five goals; some had specific priority preferences.
- Goal 1. Preserving of history and intangible cultural heritage (four mentions, two as top priority)
- Goal 2. Communications and education (five mentions, no special priority)
- Goal 3. Interpretation and commemoration (four mentions, no special priority)
- Goal 4. Community programming (five mentions, one top priority)
- Goal 5. Securing and sustaining resources (five mentions, no special priority)

11. Would you support the objectives in the list provided as guideposts for Community Heritage over the next 10 years? Which could be the focus of the initiative for the coming three years?

- Eight members of Council endorsed the full list of objectives. One Councillor advised to watch that the intent not be lost in the wording.

12. Is there anything you would like to add about the importance of the County's history and heritage, or heritage management?

- Community Heritage Legacy should not be boring or stale—it must be vital and dynamic and will progress over time.
- Community Heritage Legacy should deliver one high-profile activity that involves community engagement and is new and different.
- The strategic framework of goals and objectives captures everything you would want to do.
- History and heritage have to come alive. People need to participate and engage, not just read about them.
- Community Heritage Legacy is a potential user of the Building Strong Communities Program.
- Although history and heritage are important, I worry about the financial implications if the County takes a leadership role as presented in the Service Delivery Model of the Social Sustainability Framework. All taxpayers may not support allocation of more funds to the Community Heritage Legacy Initiative.
- Action in this area is long overdue.
- The County has a responsibility to act on history and heritage, as it does for roads, water, sewers, etc.
- Compared to the money the County spends on infrastructure, the amount it spends on the Community Heritage Legacy Initiative is insignificant. Yet it is also important.
- Without heritage, we are missing the people, whom we represent.

Appendix F: List of initial supporters

Early in the program (in 2006) the following 14 community members, indicating their endorsement of Community Heritage Legacy, wrote letters agreeing with the need and showed positive support for the initiative, some expressing interest in participating in the effort.

- Iris Evans – MLA, Sherwood Park and Minister of Health and Wellness
- Michael Roppelt – President, Sherwood Park & District Chamber of Commerce
- Paul Dolynny – Chair, Elk Island Public Schools
- Tony Sykora – Chair, Elk Island Catholic Schools
- Ed Marsh – President, Strathcona County Heritage Foundation
- Brenda Wispinski – Executive Director, Beaver Hills Initiative
- Edith Zawadiuk – President, Kalyna Country Ecomuseum
- Muriel Abdurahman – Chairman, Strathcona County Library
- Carol Gibney – President, Art Society of Strathcona County
- Anna Attademo – Chair, Information and Volunteer Centre, Strathcona County
- Peter Wlodarczak – Chairperson, Pioneer Housing Foundation
- John Ashton – Project Co-ordinator, Sherwood Park’s Heritage Mile Society
- Kurt Kletke – Secretary, Fultonvale & District Lions Club
- Larry Zeisman – Secretary, Sherwood Park Elks