



Pasadena Heritage Society - NL

Strategic Plan 2018 – 2020



INTRODUCTION

The strategic plan of the Pasadena Heritage Society – NL (PHS) outlines the priorities over the next three years.

OVERVIEW

The Pasadena Heritage Society – NL was formed in April 2014 as an Advisory Committee of Town Council. In 2018 the Committee has evolved to an independent committee with a financial operations grant from the current Town Council.

VISION

Bridging Our Communities' Heritage

“Capturing the heritage of all three former communities (South Brook, Pasadena and Midland) that make up the Town of Pasadena today”

MISSION

To effectively preserve and promote the heritage of the Town of Pasadena.

ISSUES

While the population in the province of Newfoundland and Labrador is decreasing, the Town of Pasadena is growing at a rate of 1.5% according to the 2006 Federal Census. This growth is exerting development pressure on the town. Many structures, businesses and community events have been destroyed, closed or ended. Historical knowledge is being lost. The influx of new families into the community highlights the need to educate residents about the heritage of the community.

Issue #1 – Permanent Museum Collection

Members of the community are interested in donating and/or loaning items of historical significance to PHS. In order to properly maintain the integrity of said items, it is essential to have a permanent home that meets museum guidelines.

Goal

By December 31, 2020, PHS will collaborate with Town Council to recommend an implementation plan for a permanent museum collection within the Town of Pasadena.

Objective #1

By December 31, 2018, PHS will collaborate with Town of Pasadena representatives to develop a list of site options for a permanent museum collection.

Objective #2

By December 31, 2019, PHS will research funding opportunities for a permanent museum collection to be established in the Town.

Objective #3

By December 31, 2020, PHS will seek approval from Town Council for a permanent museum collection to be established in the Town.

Objective #4

On an ongoing basis, PHS will continue to add items to our collection, properly documenting items in an accession register and preparing items for display. PHS will continue to manage the display cases in use at Pasadena Place.

Issue #2 – Education and Promotion

The changing demographics of the community highlights the need to preserve knowledge, share knowledge and educate the residents on the heritage of the community. This takes on both a physical education via signage in various formats and an electronic education via our website and social media.

Goal

By December 31, 2020, PHS will increase educational opportunities through partnerships, physical and digital displays of information. Skills and knowledge transfer will occur during planned events to ensure continuation of community heritage.

Objective #1

By December 31, 2018, PHS will recommend the Town of Pasadena apply to the Heritage Foundation of NL to have the bridge on Church Street declared a provincial heritage site. Appropriate signage will follow designation to educate residents and tourists of the significance of the bridge.

Objective #2

By December 31, 2019, PHS will publish a booklet, What's the Word on the Street? detailing the significance of street names in the community.

Objective #3

By December 31, 2020, PHS will increase knowledge by installing interpretive signage throughout the community at various points of significance including the current equipment display at Wright's Family Farm.

Objective #4

On an ongoing basis, PHS will continue to educate citizens using Traditional Skills events, conducting interviews and posting on Memorial University's Digital Archives, and by sharing information on our website and social media.

Adopted on this, the 27 day of May, 2018.

A handwritten signature in black ink that reads "Candice R. Spicer". The signature is written in a cursive style with a large initial 'C'.

Chairperson