



- During community meetings in 2012, 2013, 2014 and again last year, Basin residents have talked about the need for some kind of recognition of how the Columbia River Treaty impacted the Basin – an acknowledgement of what was lost to create economic benefits to BC and to the USA
- The Columbia River Treaty Heritage Project is one way to respond to that request.



OUTLINE

- Project Purpose
- Project Description
- Process
- Next Steps



- This presentation will follow this format.

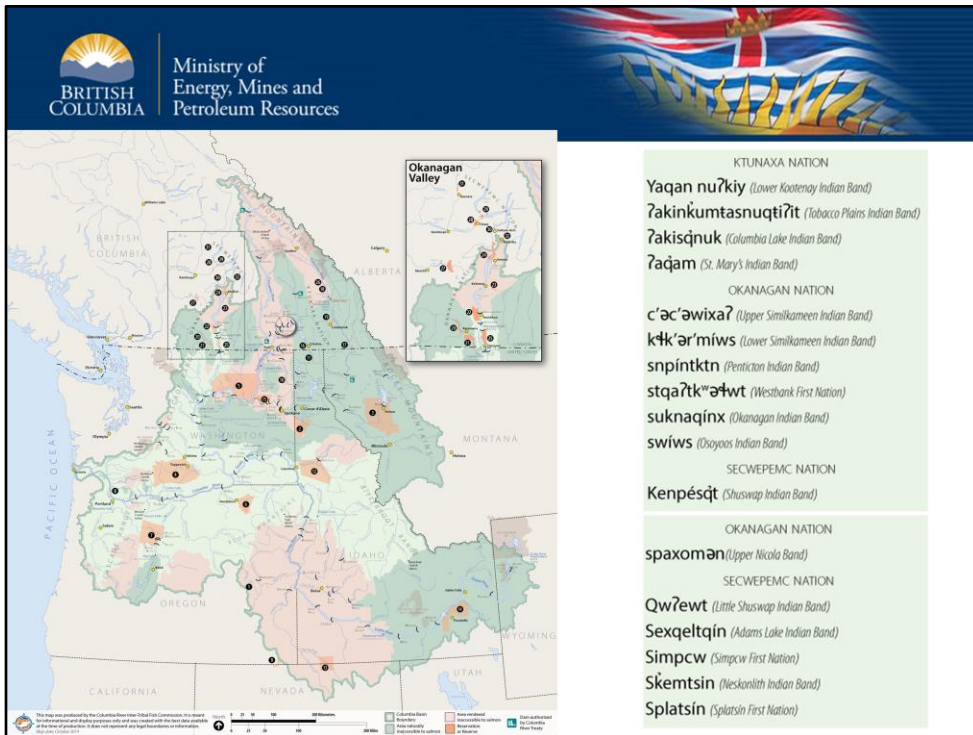


PROJECT PURPOSE

- Preserve & magnify the history of a key regional event: Columbia River Treaty
- Provide tangible recognition of impact/losses to Indigenous and non-Indigenous peoples
- Link existing related displays, sites, initiatives
- Mechanism to educate youth, residents, visitors
- Stimulate broader community benefits



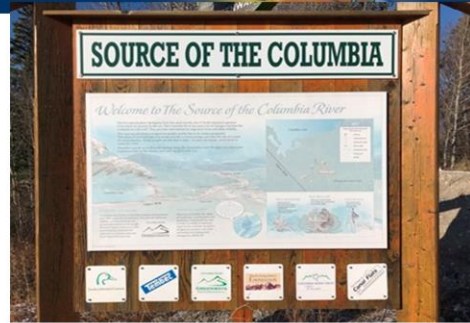
- The project will provide a mechanism to convey the Columbia River Treaty story and how it touches the entire Columbia Basin region.
- It will ensure that the significance of key places and events important to local residents are preserved and magnified.
- It will provide visible/tangible recognition of the impacts on Indigenous and non-Indigenous people, communities, land and ecosystems .
- Basin residents have told us over the years that youth need to be educated about the Columbia River Treaty.
- This project provides a mechanism to educate not just Youth, but new residents and visitors about the region's history.
- In this time of increasing electrification and the call for green energy, the project will also provided with the back story to hydroelectric generation and the impacts that result. There is no free lunch, even to green energy production. Something or someone pays.
- The project is also a way to link existing Treaty related heritage assets . Museum displays, heritage sites and artifacts can be promoted and integrated into a broader regional story.
- A community's heritage and cultural assets can attract other Basin residents and visitors to the region contributing business opportunities.



- The stories of the impact of the Columbia River Treaty to Indigenous peoples are not widely known.
- In Canada the First Nations impacted by the Columbia River Treaty are the Ktunaxa, Secwepemc, and Syilx/Okanagan Nations and the Sinixt peoples
- The Columbia River Treaty dams also impacted Indigenous peoples or tribes in the USA. Among the tribes impacted are the:
 - Kootenai Tribe of Idaho,
 - Confederate Salish and Kootenai Tribes of the Flathead Nation, and,
 - Confederate Tribes of the Colville Reservation through the Arrow Lakes Division and their link to the Sinixt peoples
- This project is an opportunity to make these stories known as well.

PROJECT DESCRIPTION

- Branded heritage touring route
- Interpretive signage at key locations
- Indigenous and non-Indigenous stories
- Link to overarching regional story
- Promotional materials, social media, website, mobile app, marketing program



- The project is a branded heritage touring route linking a series of commemorative or interpretive signage located at key locations related to the Columbia River Treaty
- Signage would convey local, place-based information on impacts to Columbia Basin Indigenous and non-Indigenous peoples, communities, livelihoods, lands and environment.
- This information will be connected to an overarching regional story of the Columbia River Treaty and Basin impacts.
- The touring route will be supported with promotional materials, social media, mobile app, a website, marketing program.
- There will be youth-friendly components – suggestions include video vignettes, geocaching activity, acknowledgement if all sites are visited. Augmented reality app
- Tourism experts note that Cultural and Heritage tourism is the second biggest motivator for travel. This is particularly true for boomer generation
- There are many heritage touring route in Canada.



- In fact, the Columbia Basin region is known for its incredible touring opportunities featuring its communities and products.
- The focus has mostly been on soft adventure, nature-based activities, Arts & Culture plus the National and Provincial parks.
- Hot springs and Heritage Circle Tour shown here is an example of a Tour Route developed and promoted by Kootenay Rockies Tourism
- This project will benefit from KRTA 's tour development and marketing expertise.

UPPER LAKE Recapturing Its Vibrant History

Since its humble beginnings, Upper Lake's strategic position drew an enterprising and hardworking population. The town bustled with activity as the terminus for the Clear Lake and Cloverdale stage lines. Visitors to local resorts and hot springs might disembark to a head-splitting cacophony of saw mills, bleating sheep, and tins shuffling on conveyor belts at the bean cannery.

Dense pine and fir forests to the north were the first to be exploited, and numerous lumber mills cropped up. Though a railway line was never built to connect Lake County with its neighbors, W.W. "Bull Pine" Prather constructed railroad tracks to transport timber to his mill where lumber, box shook (parts for box-making) and molding were produced in the 1920s on the north side of Elk Mountain. Today, quaint Main Street welcomes visitors as the southern gateway to the Mendocino National Forest.

In 1924, a raging fire devastated most of the town, sparing some of the original structures. A new generation of innkeepers and shop owners have lovingly restored many buildings to their original charm and stature.

UPPER LAKE BRAND
BEAN CANNERY
UPPER LAKE, CALIF. 95578
BY WHOLE TO GO AND WHOLESALE
PREVIOUS CUPS - HEAVY PRICES
GREEN BEANS

"Blue Lake" beans, prized by vegetable gardeners, originated in Upper Lake, where the bean cannery was one of Lake County's original industries.

POMO BASKETS

There has been a considerable market for Pomo Indian baskets since the late 1800s. These baskets are recognized throughout the world for their beauty, quality of construction, elaborate designs and creative use of feathers and beads. Many outstanding Pomo basket weavers have come from Upper Lake.

The rusted remains of the Heisler steam locomotive used at Prather Mill.

Upper Lake, California
Lake County

- Each community will decide on the stories they want to share and how they want to convey the stories.
- Some communities may want a commemorative plaque, others a picnic kiosk with signage while other might want to feature existing infrastructure such as the Waldo church that was moved to Baynes Lake to escape flooding.
- There will be community design guidelines so the overall look and branding elements are consistent throughout the Basin.
- This example of Interpretive Signage is from California but it shows the breadth of information that can be shared on a single sign.



PROCESS

- Multi-year Project
- **Year 1+**
 - Project steering committee formed/ Indigenous collaboration
 - Funding secured
 - Project Lead engaged
 - Advisory Committee formed
 - Targeted outreach
 - Broad public outreach
 - Project designed



- Multi year project: Year One
- Steering Committee is responsible for ensuring the project is developed considering Indigenous and non-Indigenous people and communities and that it is implemented in a timely manner. They are not responsible for developing content. They are steering, not rowing.
- Current SC members include Janice Alpine (Ktunaxa Nation), Mark Thomas and Pauline Eugene (Secwepemc Nation), Kathy Holland (Syilx/Okanagan Nation) Stan Doehle (CRT Local Governments' Committee), Cathy English (Curator Revelstoke Museum and co-creator of Stories Beneath the Surface), Wendy Van Puymbroeck, (Kootenay Rockies Tourism), Ursula Pfahler, Senior Heritage Planner, Provincial Heritage Branch, Bruce Whyte Provincial Senior Tourism Development Manager (editor of guides to cultural/heritage tourism), Gerri Brightwell & Richard Toperczer, Regional Ec Dev Managers, BC Rural Dev Unit
- Steering Committee is working on developing a detailed strategy, action plan and budget to use to apply for funding.
- Hire project lead - undertake outreach to generate project ideas, gather stories, identify locations/assets. Targeted outreach: elders/seniors organizations ,youth, cultural/heritage orgs & Broad public outreach
- With input gathered, project design commences (end of Year 1)



PROCESS Cont'd

- **Year 2 and beyond**

- Project Design Finalized
- Project implementation
- Promotion/marketing to residents, youth, visitors
- Business opportunity spinoffs
- Ongoing: maintenance and updates



Year 2

- Project design completed. Communities finalize stories/events and how to convey
- Project implementation – Write the content, build the signage places, highway signs, develop promotional material

Year 2/3

- Promotion of touring route to residents and youth through Community and educational organizations
- Marketing and promotion of touring route to visitors by Tourism Destination Organizations and other agencies
- Assist communities to promote other local attractions, events & if interested develop business opportunities - Bed and breakfasts, arts and crafts sales, farm stands, (end of Year 2)
- **Ongoing**
- Maintenance and updates – freshen sites, update language (e.g. Indigenous rather than Aboriginal)



BUDGET AND FUNDING

- Working on developing a project plan and budget to support funding applications.
- Targeting federal, provincial and regional funding agencies



- We are looking to hire a contractor with experience in developing business plans for heritage projects to develop the materials we need to apply for funding.
- The materials are expected to be ready in early 2020 in time for applying to funding programs in the 2020/21 fiscal year.
- We will be applying to federal and provincial programs as well as more regional agencies such as Columbia Basin Trust, Southern Interior Development Initiative Trust, and BC Hydro.



Next Steps/Call to Action

- Is your community interested in participating in the project?
- Which organization will be community lead?
- What Columbia River Treaty impacts will your community share? Who are the story holders?
- What other community assets could be promoted?

- It is not too early to start a conversation in your community about these bullets.
- Once the project manager is hired, they will organize an advisory group and community meetings to develop a made-in-the-Basin product.



Ministry of
Energy, Mines and
Petroleum Resources



CONTACT INFORMATION

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- Feel free to contact me with information regarding your community's lead organization or person.
- We are creating a file of information to pass on to the project manager once they are ready.