

Preserve

Your voice for heritage in the Capital Region and the Islands since 1973

A Quarterly Newsletter

Volume 46, Number 4, Winter 2018

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Awards and Newsletter: Helen Edwards
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Mandate

The Hallmark Heritage Society was registered on April 18, 1973. We encourage the preservation of structural, natural, cultural, and horticultural heritage within the Capital Regional District. We accomplish these goals through education, public speaking, advocacy, tours, exhibitions, and the annual Awards Night. We are a non-profit society, financed principally by membership dues and members' contributions. 🏠

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Deadline for articles and advertising for the Spring 2019 newsletter is February 28, 2019.

Preserve welcomes submissions, both written and photographic, on topics related to the preservation, conservation, and restoration of heritage from a local, provincial, national, or international perspective. The Editor reserves the right to edit material for consistency and length, and to reject articles.

Please submit manuscripts to the Editor, *Preserve*, 15-1594 Fairfield Road, PO Box 50013 Fairfield Plaza PO, Victoria, BC, V8S 5L8 or send to office@hallmarkheritagesociety.ca. 🏠

President's Report

by Ken Johnson

I was away on holiday at the time of the Annual General Meeting and therefore missed the opportunity to speak with many of you and to get your thoughts on how Hallmark was doing (right or wrong) and how we should be doing it in the future.

As we've mentioned previously, Hallmark is now, with the help of your continued membership and donations, fairly secure financially and, with 18 years left on the License of Occupation for the Craigflower schoolhouse, very secure in our operating location.

The Board of the Hallmark Heritage Society is now looking at strategic planning. The last time we carried out this vital exercise was 2010. At that time, we were still located in Centennial Square and were facing rent increases from the City of Victoria and the possibility of having to vacate the site. In the face of these challenges we relocated to Ross Bay Villa and, for a period of two or three years, occupied one of the small bedrooms. The site, while it had a reasonable rent, was very small and limited what we could do.

The License of Occupation for the Craigflower schoolhouse has resolved some of these issues.

But now, as we are looking at a Strategic Plan, the Society has to do some soul-searching.

Are we meeting our mission statement? The mission of the Society is to encourage the preservation of structural, natural, cultural and horticultural heritage within the Capital Regional District. Do you think we are meeting our mission statement?

Have you any suggestions on what we should do (or not do) to accomplish the aims of the Society? Most of the decisions regarding heritage preservation are made by others. These may be government agencies or may be no-government agencies that advise government. Over the past few years, the Society has tried to be more engaged with government bodies (Heritage advisory committees and neighbourhood planning groups) but have had difficulty clearly expressing our objectives.

Like many societies, the Hallmark Heritage Society has to communicate its message to the

membership and to a broader community that is sympathetic to our message and believes that heritage preservation benefits all citizens.

We send out newsletters to all members on a quarterly basis and, as frequently as possible and as demand arises, send out electronic/email "News from the Hallmark Heritage Society" messages which we hope will keep you informed on items which are more pressing. In addition to Hallmark members, the "News from the Hallmark Heritage Society" emails are sent to an additional 100 recipients who, while not Hallmark members, have expressed an interest as to what is going on in heritage preservation in the Greater Victoria area. Are these methods of communication effective? Should we be doing something else or something extra?

Hallmark has a Facebook page. Facebook pages are very good but only if they are being used and viewed. News has to be shared on Facebook frequently so that our "Friends" are being informed. Have you viewed the Hallmark Facebook page? Have you ever posted anything on the Hallmark Facebook page? What do you think a Facebook page should do for Hallmark?

Hallmark has a website. It has been very difficult to upgrade the website. Our last efforts resulted in little or no benefit. We've tried to create another, alternate, website: <https://www.craigflower.site/> and it seems to be working well but have had difficulty filling it with appropriate materials. We've tried to make it more than just a place where heritage buildings are listed. Where available, we have just linked to other websites that contain the information. We have also tried to include historical materials that were published 50 to 75 years ago and yet are relevant today in that they help us understand, through their stories, why are heritage is important. Have you visited Hallmark's website lately? What do you think a website should do? More data or more stories?

The Hallmark Society continues to maintain paper files on buildings, architects and contractors. We also have copies of city maps and books written by local authors on the history of various

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neighbourhoods in Greater Victoria. Over the past three years we have been trying to “digitize” these files by scanning them and moving them up to a safe place in the “cloud”. We are now up to the letter ‘R’ and have scanned over 9,000 files. With the benefit of the high-speed scanner and a Summer Student grant, we would expect to complete this process by the end of next summer. Then the question becomes one of how can we make these files more public? Or perhaps the question is “will the public want access to these files?”.

The Hallmark Heritage Society still tries to have General Meetings at the Schoolhouse in which we present talks of interest to our membership and to the general public. Over the last year, we have had difficulty in finding people to speak and, unfortunately, have had difficulty in having the membership come out to these meetings. Perhaps it is our fault in that the meetings were not interesting enough or the times of the meetings were not convenient enough for our membership and the general public.

We still have the space. And, certainly, we have the means to communicate, through email, with our membership that a meeting is being held but it is discouraging when only 10 or 15 people attend.

Have you been to a Hallmark meeting lately? Should we continue to try to get speakers to these meetings? Do you have a suggestion as to a speaker

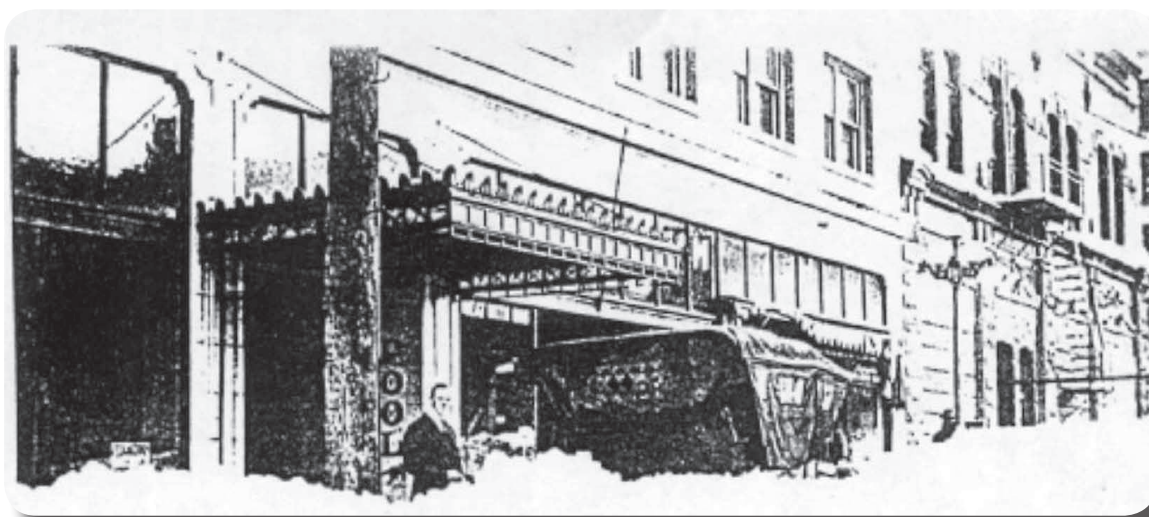
or subject that would be of interest to you and to others?

Over the past 40 years, other organizations have been created in the Greater Victoria Area that share some of our objectives. Some of these are more general, like those at the University of Victoria, and others are more specific; restricted to individual areas, like the Victoria Heritage Foundation, the Oak Bay Archives, or the Saanich Archives. Should we be forming more partnerships with these organizations? Some of them are Hallmark members now but we could be working more closely with them.

The questions above have to be answered. We would certainly appreciate you, the membership, helping us formulate the answers to these questions. You can do it by letter (our mailing address can be found near the end of this newsletter): you can do it by telephone or email (our phone number and email address can be found, again, near the end of this newsletter). We would appreciate all comments because, as you know, we are a membership-driven organization. Without our membership, we would cease to exist.

PLEASE HELP US ANSWER THESE QUESTIONS. WE WILL RESPOND TO EVERY INQUIRY AND TO EVERY SUGGESTION.

Ken Johnson, President. 📧



The St. James Hotel, 642 Johnson Street. Photo taken during the 1916 blizzard. Photo from Helen Edwards collection.

2018 Provincial Heritage Fair

by Savannah Dam

This was the third year I entered a project into the South Vancouver Island Regional Heritage Fair. My project was comparing the characters and themes from the book series 'Anne of Green Gables' during WWI to real-life families and soldiers who had served. I decided on my project topic in January and, by February I was beginning to work on the artwork that would accompany my board.

As you can probably tell, I was thrilled when I learned that I was chosen to move on to Provincials.

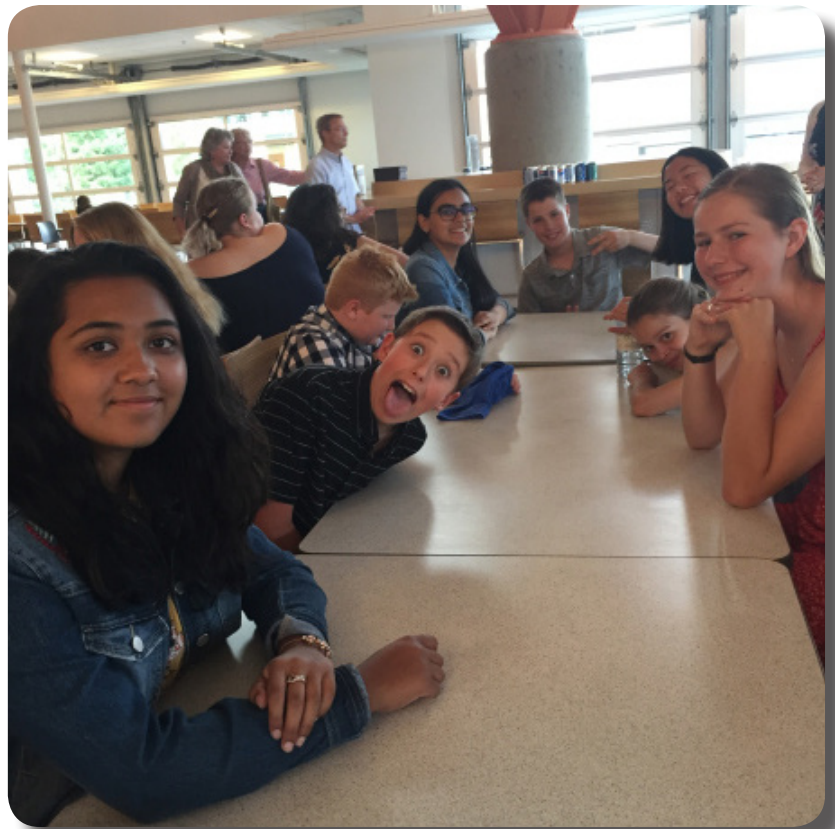
The Provincials were being hosted in the mountain town of Squamish this year. Quest University was our home base where we slept and ate most of our meals. The view from the top floor, which was where I had my room, was extraordinary and wonderful to wake up to.

As a Grade Nine student at the time, I was one of the oldest fair contestants. Because of this factor, I was asked by the Alumni Coordinator if I wanted to be an honorary Alumni for the duration of the Fair. This would mean helping with manual chores when needed, being a part of social media posting, and generally acting as another pair of eyes. I was delighted to be asked and readily agreed as I have always enjoyed an extra challenge.

From the first day of the Fair, I knew I was in for an experience that I wouldn't quickly forget. It would take many pages for me to share everything we did. I learned more than I ever expected and enjoyed every minute of it.

One of my favourite experiences was a Boxcar Escape room at the West Coast Railway Heritage Park. I, the other Alumni, and our coordinator were locked in a boxcar and given one hour to escape. From hidden numbers in old pictures to yoyos in locked cupboards, the boxcar was delightful to work through.

A day later we rode the Sea to Sky Gondola, a truly lovely gondola ride to the top of the Squamish Chief. This ride was one of the few events I had been told before arriving in Squamish and one I greatly looked forward to. We were given the opportunity to hike all around the Chief and through the forests covering the top.



After all the hiking we did at the Chief, the Lil'wat Cultural Center was a very different experience. A particular favorite of mine was this outing since last year I did a project on BC First Nations Mythology. As someone who is deeply interested in other cultures and mythologies, the time we spent at the Center was far too short. Our guided tour was fascinating and finished with a short workshop on weaving cedar bark rope. Later in the summer, at my home museum, I used these techniques to create cedar bark roses and teach others the same skills.

The Heritage Fair opened doors to me about both my history and culture as well as that of others. I forged many great friendships and learned things I never thought I would.

I want to say a huge thank you to Helen Edwards and all the people who helped put the Heritage Fair together. Without such people, I think we all would have missed out on a grand adventure. They did such an excellent job at creating a fun and educational environment that never felt anything but open and exciting. 🏠

South Vancouver Island Regional Heritage Fair

by Helen Edwards

The 2019 Fair will be held on May 10, 2019 in the learning centre of the Royal BC Museum. Heritage Fairs are an exciting celebration of Canada's heritage seen through the eyes of student history projects. Students from grades four to nine use the medium of their choice to create a project on a heritage topic, using information and imagination to bring history to life. Public exhibitions of these projects happen annually at Community and Regional Heritage Fairs, in every province and territory. Some schools hold school-based fairs then choose projects to represent them at the regional fair. The Heritage Fair program brings history and heritage to the classroom and provides an opportunity for the whole school to be involved in an educational and exciting event. By participating, teachers can bring out the best in their students. When students create a Heritage Fair project, they are not just telling us what happened in the past, they are explaining why and when it happened and why it is important to us today. The focus is not just learning history but on understanding it. The positive benefit of cross-curricular activities and the sense of accomplishment students experience will make each Fair positive and unique.

Regional Heritage Fairs take place in every province and territory in Canada in May. These Fairs feature public exhibitions of Canadian history projects, displays, and workshops. Students displaying exemplary effort and genuine enthusiasm are selected to represent their region at a provincial heritage fair.

The goal of the fairs is:

- to heighten awareness of our heritage
- to celebrate our cultural diversity
- to promote and publicize the variety and uniqueness of our heritage
- to create an exciting learning environment for students of history to encourage individuals and communities to celebrate Canada's history

We are working with the Royal BC Museum and teacher-librarians from throughout three school districts, representing both public and independent schools to make the fairs more exciting. Students and teachers will be attending workshops at the Museum in January to learn how they can participate in the fairs program. What was intended to be one workshop has been expanded to two different workshops as there was so much interest from teachers. We are confident that this will increase the number of schools at our fair. It will certainly raise our profile; no longer will the fair be a well-guarded secret. We doubled our participation last year; now, the sky's the limit.

If you would like to volunteer for the day as a judge, please let me know at heritagelady@gmail.com. We always pair rookie judges with veterans so that the job is relatively easy. What is not easy is picking the winners of different awards. The quality of the research projects will astound you. For me, it is the highlight of the heritage year. 🏠

Hallmark Heritage Society AGM Minutes

John Dam called the meeting to order at 7:34 pm. There were 22 members in attendance.

The agenda was approved. Barbara Watkins/Ron Fuller. Carried.

The minutes of the prior AGM were approved as circulated. Russ Fuller/Ron Fuller. Carried.

President's Report:

In the absence of President Ken Johnson, John Dam presented a President's Report. We have now been three years in the Craigflower Schoolhouse, and it is working well for us. We have been able to carry out maintenance using grants. The facility is currently rented to a Japanese pre-school group. We used money from a summer student works grant to digitize more of our paper files. We should have this massive job completed by the end of next summer. Ken is a member of local boards and he encourages other members to get involved.

Financial Report:

Treasurer John Edwards reported that the finances were in good shape. Donations remain at a healthy rate and are much appreciated.

Report accepted. John Edwards/Barbara Watkins. Carried.

Office Report:

Helen Edwards reported on the work of the office this year. Our clipping files have now been digitized up to the letter "R" and will be located in the cloud for access by researchers.

Preserve continues to inform our members. It is published quarterly and is available digitally, in full colour. We encourage members to subscribe to the digital edition as it saves us considerable money, particularly in postage costs which seem to rise every year.

The Heritage Fair is one highlight of the year that focuses on the researchers of the future. We had a good fair last May and doubled the number of students who attended. Thanks to a marvellous working relationship with the Royal BC Museum and local teacher-librarians, we look to grow even more next year.

Election of Officers:

The following were elected by acclamation:

John Edwards – Treasurer

John Dam, Garth Mayhew, and Eric Tomlinson - Directors.

They will join the members of the Board whose terms do not expire this year.

Guest Speaker:

Our guest speaker Pat Dunae who talked about how they used GIS to document a neighbourhood building boom in Gorge Burnside between 1907-1913. He noted that the same elements could be applied to all neighbourhoods. Heritage is not generally associated with this neighbourhood as it is perceived as industrial. Neighbourhoods were officially set up by the City in the 1970s and were merely lines drawn on a map with often no relationship to the local areas that existed at the time. Over the current 6,000 residents of Gorge Burnside, 70% are renters. There are 19 properties on the heritage register, seven of which are houses.

The neighbourhood association received a grant in 2012 to create an inventory of the area and to document any properties that were there in 1912. In the 1860s, the Rock Bay area was highly industrial. Then the large estates were broken up and smaller residences were built. The project started with the City Directory and used the 1911 census to determine the names of the occupants. They took a look at building and plumbing permits and house plans from that time and took photos of

existing structures. 115 households were researched in all and were described in detail.

Heritage Walking Tours were held on Burnside Gorge Heritage Day and the material was used to create a VHF-published walking tour in 2014.

Using GIS technology, points were placed on a map with a link to the full story of that property.

Some properties were lost during the project and some were altered. This project resulted in a greater sense of community and built a new pride in a community that seems to be always under siege.

Pat then answered a number of questions from the audience.

The meeting adjourned at 8:40 pm. 🏠

Awards Night 2019: May 7, 2019

Once again we will honour excellence in heritage restoration, conservation, and advocacy. However, we cannot have a ceremony without award winners. And, this is where you come in. Please look around your neighbourhood to see who has done a great job restoring a building. Who has written a book about a heritage topic? Is there a citizen who has gone “above and beyond” to promote heritage?

Complete the nomination form on page 10 of this newsletter and send it in to us by the deadline of January 31. If you would like some help, let us know at office@hallmarkheritagesociety.ca before the deadline and we will gladly assist you. If you wish, you can contact Awards Night Coordinator Helen Edwards directly at heritagelady@gmail.com. There are also examples of good nominations on our website. 🏠

What are the Hallmark Awards—and why should I care?

For new members, or others who have not participated in the awards program, we are presenting here the official criteria to help you decide if a project or person is deserving of an award.

The purpose of the Hallmark Society Awards Program is to recognize and promote excellence in heritage preservation within the Capital Regional District. Such excellence should be demonstrated by individuals and groups through projects they have completed during the two years preceding Awards Night.

Hallmark annually convenes a jury to select winners for the awards. The jury is appointed by the President and consists of an Honourary Chair (who may or may not be a member of the Society) and respected members of the heritage community. Jurors may be selected from professional bodies active in the heritage field.

The Jury is not required to select winners in every category.

Eligibility

1. Individuals, members of heritage, historic or cultural organizations, corporations, governments, and educational institutions are eligible for Hallmark awards according to category for projects or achievements completed within two years prior to Awards Night.

2. Nominees do not have to be members of the Hallmark Heritage Society.

3. Members of the Hallmark Heritage Society are not to place themselves in a position of conflict with regard to nominations.

4. The Society reserves the right to decline submission material of unacceptable quality be it written, photographic or otherwise.

5. The Hallmark Awards Jury reserves the right to determine the appropriate category in which a nomination may be considered.

6. **The jury is responsible for adjudicating all the awards within the program. All decisions of the jury are final and not open to appeal.**

Submissions must include:

1. Name, mailing address and telephone number of nominee and the project address.
2. Description of the nominee’s pertinent work (approximately one page).
3. Attachments including press clippings, letters of support, and other relevant material.
4. Minimum of five photographs or digital

images illustrating the project. As all submissions will be retained by the Hallmark Heritage Society, please use copies rather than valuable originals.

5. Name, address and telephone number(s) of person(s) sponsoring or submitting the nomination.

Submissions must be received by the Hallmark Society by January 31. Late submissions may not be accepted.

AWARD CATEGORIES

Award of Merit

This award recognizes individuals, groups, governments or other agencies for OUTSTANDING EXTERIOR AND/OR INTERIOR RESTORATION of residential, commercial or institutional buildings; landscape and garden restoration/preservation; sensitive infill in heritage settings; or other innovative programs.

Communication Awards

This award recognizes individuals or groups for exemplary work in COMMUNICATING heritage information and values through communications and education programs, print and electronic media, or publications.

Mark Madoff Award

The Mark Madoff Award is named after a former president of the Hallmark Society. Dr. Madoff, who was a gifted teacher and writer, passed away suddenly at the age of 41 in 1990. As spokesman for the Save Our City Coalition (formed in response to the Eaton Centre proposal) Dr. Madoff was universally respected, even by his opponents. The Mark Madoff Award recognizes EXTRAORDINARY CONTRIBUTIONS to the field of heritage preservation. These contributions would be seen as going beyond that achieved by general volunteerism or advocacy.

President’s Award

This award recognizes innovation in the ADAPTIVE REUSE of a building. The project will demonstrate creative solutions to problems of design, construction techniques, financing, sales and promotion.

Michael Williams Award

This award was created in 2002 to honour the work of the late Michael Williams. It recognizes OUTSTANDING rehabilitation in downtown Victoria. The project should demonstrate innovative use of financing, rehabilitation techniques, and careful attention to the heritage fabric.

Louis Award

This premiere prize may be presented to an award recipient in another category. The award bears the name of the parrot formerly resident in the demolished “Parrot House” in Victoria. It recognizes an EXCEPTIONAL heritage building restoration. The project will demonstrate unusual attention to authenticity and structural integrity, serious financial commitment, also exemplary impact on a neighbourhood or region.

The award also includes Louis’ favourites – walnuts and brandy. 🍷

Award Nomination Form

Category of nomination (tick one)

- Award of Merit
- Communication Award
- Mark Madoff Award
- Michael Williams Award
- President's Award

Nominee:

Name: _____

Mailing address: _____

Phone: _____

Email: _____

Project address: _____

Project details (attach up to one page)

Nominator:

Name: _____

Address: _____

Phone: _____

Email: _____

Attach supporting documents including press clippings, letters of support, photographs, or electronic media to substantiate the nomination. Deadline is January 31, 2019. Late nominations may not be accepted.

Mail to:

Hallmark Heritage Society Awards Jury
15-1594 Fairfield Road, PO Box 50013 Fairfield Plaza PO
Victoria, BC V8S 5L8

Hand deliver to: 810 Linden Avenue

Or send via email to: office@hallmarkheritagesociety.ca

Calendar

February 18-24, 2019 Heritage Week.

Ongoing events

Old Cemeteries Society: Sunday Cemetery History Tours: Start at 2:00 pm. Meet at 1:45 pm in front of Oregano's, Fairfield Plaza, 1544 Fairfield Rd. Others start where noted. Charge: \$5 for non-members; \$2 for Old Cemetery members. No reservations needed. Tours are held regardless of weather. Contact www.oldcem.bc.ca or 250-598-8870.

Victoria Historical Society: Regular monthly meetings, except for June, July and August. For a description of speakers, visit <http://www.victoriahistoricalsociety.bc.ca/>

Friends of the BC Archives: Lectures series on items of historical interest. All events, unless otherwise specified, are held in the Newcombe Conference Hall in the Museum and are free for members of the Friends of the BC Archives. Non-member admission rates, payable at the door, are currently \$5.00 for a lecture, and \$10.00 for a workshop. Check <https://friendsofbcarchives.wordpress.com/> for details.

For up-to-date information on heritage-related events in our area, check out the [calendar](#) on our website.

We Appreciate Your Donations

The Hallmark Heritage Society has signed up with Canada Helps, a registered charity with a goal to making life simple. Donations are processed by Canada Helps and then the funds, minus a small administration charge, are electronically transferred directly to our bank account.

Donors receive a tax receipt instantly – no waiting for a volunteer to process a payment and hand write a receipt. You can make a single donation online or sign up for a monthly donation.

We have put a link on our web page and have already received donations. The direct link to our page on the Canada Helps site is <https://www.canadahelps.org/CharityProfilePage.aspx?charityID=s5418>

As you know, we rely on the generosity of our members to keep our society alive. Now it is just a few clicks to donate – less work at both ends. Please consider making a donation today. While you can make a single donation at any time, please consider a regular monthly gift. 🙏

Sincere thanks to all members who have made donations over the past year. We do not publish names as we respect your privacy.



Membership Application

- Student \$15.00
- Individual \$25.00
- Family..... \$35.00
- Group/corporate \$50.00
- Individual Life \$200.00
- Corporate Life (20 yrs)..... \$400.00

New Renewal

Name _____

Address _____

City _____

Province _____ Postal Code _____

Tel: _____

E-mail: _____

I am interested in volunteering _____

Enclosed is a donation of \$ _____

I prefer the electronic newsletter. _____

Please send your cheque to:

Hallmark Heritage Society
 15-1594 Fairfield Road,
 PO Box 50013 Fairfield Plaza PO,
 Victoria, BC V8S 5L8.

All members are entitled to voting privileges at Annual and General Meetings, receive four Newsletters a year and access to the Society library and archives which contain information on over 10,000 buildings in the Capital Regional District. Memberships are due September 30th and are tax-deductible. The Society also offers special events and tours for members. New memberships are prorated quarterly. The Hallmark Heritage Society collects personal information about you only when you voluntarily provide it, and only for the purpose for which it was intended, and in handling such information we comply with the provisions of the British Columbia *Freedom of Information and Protection of Privacy Act*. We do not sell, rent, or trade our membership/donor information to or with others. The Society makes all reasonable efforts to ensure that personal information collected from you is protected against loss and unauthorized access. If you wish to change information on file, please contact us.

In the interest of timely communication, we may occasionally send you electronic messages regarding current issues or reminders of meetings. If you do not wish to receive such messages, please let us know and we will remove your name from our email list. We would appreciate being advised of changes to your address, telephone number, email address, etc. so that we can continue to serve you efficiently. 📧

Heritage Week 2019

February 18-24, 2019

Watch for news of activities from different heritage groups in our area.