

Culture et patrimoine

Potton

Heritage and Culture

Policy on Culture and Heritage for the
Municipality of the Township of Potton

Adopted by the Culture and Heritage Committee for Potton, August 23, 2010
Revised and adopted by the Municipal Council, September 7, 2010

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Presentation

The public consultation that was held on November 29, 2009 allowed the new Council an opportunity to take the pulse of the population concerning expectations for the development of Potton. One of the findings of the meeting was that culture and heritage are an important means for the development of our Township.

Vision Potton 2010-2013, the strategic plan adopted by the municipal council on January 22, 2010, responds to the expectations voiced in the consultation process. In this plan, the development of a policy on culture is included as one of the means to increase economic activity and to create employment.

The Potton Culture and Heritage Committee was asked to draft such a policy, which was subsequently posted on the Municipal website. A public consultation was held on August 21, 2010. With the adoption of the present policy on September 7, 2010 our strategic plan is now complete. This Policy will allow us to plan concrete actions for the development of culture and heritage in Potton, and to aid by providing appropriate budgetary allocations.

Jacques Marcoux, Mayor

Working Committee

Diane Rypinski Marcoux, President and Municipal Councillor; Michael Head, Municipal Councillor; Jean-Louis Bertrand, Secretary, Research and Statistics; Thérèse Descary, Research and principle author of the Policy; Stanley Lake; Karen Muzerall; Hans Walser; Trish Wood, co-ordinator.

Translation to English: Sandra Jewett.

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Foundation

The Cultural policy of the MRC de Memphrémagog 2010-2015 defines culture and heritage as follows: *In a broad sense, culture encompasses the habits and customs, the arts, as well as the religious and intellectual expressions that distinguish and define our society.*

For purposes of the application of the present policy however, the term culture refers, in particular, to artistic expression and the actions inherent to that expression (creation, production, performance etc.) as well as to the notion of history and of heritage. Heritage combines both real and intangible elements considered to be of a cultural nature, having a collective dimension of significance, and transmitted from generation to generation. Heritage falls under broad categories, (archaeological heritage, architectural, ethnological, artistic and documentary heritage), broad themes (residential heritage, industrial, religious), property and protected territories.

An unofficial translation from the cultural policy of the MRC de Memphrémagog 2010-2015, draft, July 22 2010 version, Annex A, pages 25 and 26

The Municipal Council of the Township of Potton subscribes to these definitions. These concepts lead the Council to confirm, in this Policy, the common bonds which tie us to the MRC de Memphremagog, and to identify that which distinguishes Pottonites, and to propose short, medium and long term objectives for our Township in matters of culture and heritage.

Faces of Pottonites

- Values

Collectively, the citizens of Potton share common bonds of individual liberty, justice, equality, solidarity, and the respect for human rights and to democracy. These values are invaluable references in the implementation of the present Policy.

- Social profile and demographics

For the most part, the resident population of Potton have roots in the United States and the United Kingdom (American Loyalists, English, Scottish, Americans); French Canadians primarily from the Beauce region of Quebec; from Poland, Ukraine and Germany and more recently the newly-arrived from several other nations.

According to statistical information from the MRC, in April of 2009, Potton had a population of 3,849 persons of whom 1,766 were permanent residents and 2,083 were domiciled elsewhere. According to Statistics Canada, the linguistic division of the

permanent population in 2006 showed that 57% spoke both French and English; 27% spoke English only, and 16%, French only. Men and women are nearly equal in number. Twenty three percent (23%) are over age 66. The median revenue was situated at \$18,406. Statistics are kept regarding secondary home residents, a group that represents 54% of our total population.

- **Institutions and Associations**

More than thirty (30) institutions and associations are active in the Township of Potton.

- **Existing broad cultural and heritage expressions in Potton:**

- *Literature* – Authors, readers and the Municipal Library
- *Heritage* - Potton Heritage Association. The natural, built and archaeological heritage of Potton are strong points of Potton. Exhibitions at the Reilly House.
- *Theatre arts* – Youth Centre (Maison des jeunes); École du Baluchon.
- *Music* - The Homebrew Dixieland Band; a singing group is being organised; individual singers and musicians such as H  l  ne Gaudreau, Karen Muzerall,   milien Brulotte, Jean Vanasse
- *Dance* – Youth Centre (Maison de jeunes). The Optimists offer an initiation to dance for youngsters. Tango courses are offered at the Townhall.
- *Media Arts and communication*
- *Painting* – Exhibitions at the Municipal Library
- *Movies and videos* – Filmmaker Manon Barbeau offers workshops on writing; a project to bring movies to Potton is under development.
- *Photography* – Potton Heritage Association sponsors an annual photography contest. Exhibitions at the Municipal Library.
- *Television, Radio, Internet*
The citizens of Potton have access to all major television networks, radio networks and print media of Quebec and Canada in addition to regional media. The Municipality and many other organizations have websites.
- *Visual arts* – Amongst Potton’s 40 registered artists, artisans and craftsperson’s are painters, potters, sculptors, photographers, cabinetmakers and quilters.

Strengths and weaknesses of Potton

- **Strengths**

Generous nature, cultural diversity, richness in human, artistic, archaeological, architectural and natural heritage; presence of many community organizations; municipal and regional grant programmes supporting cultural, heritage and community development; support of the MRC de Memphremagog; presence of many artists, artisans and crafts persons; many well established cultural and heritage events; bilingualism of citizens.

- **Weaknesses**

Near total absence of theatre arts and cinema; absence of a facility dedicated to culture; lack of exhibition space for visual arts and crafts; poor awareness, at the local level, of available resources; lack of co-ordination of cultural events; lack of publicity for same

The present Policy emphasizes our strengths as citizens in order to overcome our weaknesses.

POLICY ON CULTURE AND HERITAGE

Commitment from the Municipality

The present Policy on Culture and Heritage is intended to respond to that which already exists in our Municipality, by outlining short, medium and long-term visions. The Municipality commits to these orientations and objectives, and will help in the realization of those objectives as municipal finances allow. The Municipality invites citizens and those committed to culture and heritage to do so as well. The municipal council has tasked Culture and Heritage Committee with implementation and follow-up of the present Policy, in conjunction with the MRC de Memphrémagog and neighbouring communities, and in collaboration with other Municipal committees such as the Urban Advisory Board) and the Committee for the revitalization of the village of Mansonville. This Policy is intended as a tool, which will be re-evaluated annually by the Municipality.

The Municipality of the Township of Potton is cognizant of the richness of our human heritage; our architectural, natural and archaeological heritage; the artistic and cultural vitality of its citizens, and the intrinsic value of culture and heritage to our economic and social development. Further, the Municipality recognizes the importance of making the arts, culture and heritage accessible within our community. The Municipality recognizes the multicultural and bilingual nature of its community as well as the evolutionary character of its cultural Policy.

Short term objectives, 1 year, 2010-2011

1. Heighten public awareness. Identify our needs.

Survey permanent residents in order to know their wishes and needs insofar as concerns culture and heritage.

Survey non-permanent residents in order to know their expectations with regard to culture and heritage.

Set up an information booth at Potton's Multicultural Festival as a means to publicize and disseminate information about the present Policy as well as cultural and heritage events

2. Encourage partnership and co-operation between the different contributors to culture and heritage.

Give responsibility to the Culture and Heritage Committee for the co-ordination, supporting and strengthening of ties between the different contributors, in co-operation with various other municipal committees, and in liaison with the MRC de Memphremagog and neighbouring communities.

3. Maintain and develop the existing ties to culture and heritage, i.e.,

Activities of a literary nature and exhibitions at the Municipal Library; excursions; exhibitions, conferences, publications of the Association du Patrimoine de Potton Heritage Association; exhibitions at the Reilly House, the activities of the Optimist Club members for youngsters; information and documents at the Tourist Information Booth.

Special Events: Potton's Multicultural Festival; the Tour des arts; *Fête des voisins* (Neighbours' Day); *Festival d'hiver Cœur en fête* (Winter Festival - A Festive Heart); *Journées de la culture* (Culture Days); *Journée du patrimoine* (Heritage Day); Autumnfest and Oktoberfest; *Les Samedis de Potton* (Saturdays in Potton); the Farmer's Market, to accentuate agricultural renewal.

4. Support new projects

Encourage the emergence of creative and innovative projects falling under the orientation and objectives of the Policy, for instance, the creation of a parallel cinema in Potton.

Encourage exchanges between cultural communities at sociocultural events within the community.

Facilitate development of cultural and heritage events involving local institutions

Study potential sites for cultural use and assembly, specify its vocation, support putting into place adequate equipment, and support its maintenance. To this end, study potential sites such as the United Church, one of the two elementary schools which will become vacant after the integration of the French and English schools under one roof; the round barn in Mansonville. A study is underway concerning the future vocation of the round barn. The findings of this study will be pivotal in the present context. Mansonville's Round Barn must become a heritage site open to the public as well as a necessary stop on the *Chemin des Cantons* (Townships Trail).

Set as an objective, the allowance of a minimum of 3% of Municipal revenues for culture and heritage, that is to say \$105,000 in 2010. Note that this objective will be exceeded in 2010, given the grants delivered to volunteer organisations, allocations for special events and the sums used for the Round Barn and the pont de la Frontière (covered bridge).

Insure maximal use of the Morris column situated in front of the Town Hall for informing citizens about local activities. Erect a second column near the Caisse Populaire or in front of the Round Barn in Mansonville.

Continue the installation of interpretive heritage panels: at the Pont de la Frontière (covered bridge), and in front of heritage buildings outside of the village limits.

In co-operation with the Committee for the Revitalization of the village of Mansonville, improve the lighting and municipal property along the length of Main Street in Mansonville in order to accentuate heritage buildings. Permit the installation of banners announcing special events, and provide for small resting areas, i.e. benches.

Prepare a handbook outlining different programmes available to cultural and heritage organizations, with a view to helping them source funding and/or potential grants.

Medium term objectives, 3 years, 2011-2013

1. Protect and improve the natural heritage of Potton

Analyse the relevance of signing the *Charte des paysages estriens* (Charter of Township Landscapes) and of encouraging use of the *Manuel des bonnes pratiques en matière de gestion des paysages naturels et humains* as proposed by *Paysages Estriens*. The objective of the charter is to insure that due consideration be given the implication of change affecting our natural landscapes. The objectives of *Paysages Estriens* are to promote the protection of our natural heritage, to heighten awareness of the value of that heritage and of the impact of any changes affecting it, as well as to encourage dialogue and co-operation amongst partners.

Re-enforce the sense of identify, of pride and of belonging.

Finalize the inventory of Potton's built (architectural) heritage to be protected and specify those characteristics we wish to conserve

Publicize information regarding our rich architectural heritage.

Begin the restoration of, and maintain, buildings of high cultural or heritage value.

Encourage citizens to renovate their heritage property through financial incentive and technical advice.

Choose a floral emblem to represent the Township and encourage Pottonites to incorporate the emblem into their environment.

Complete place names of Potton through naming of bridges and as yet unidentified summits.

Present a gallery of the portraits of Mayors of the Township in the Town hall.

In co-operation with the Committee for the Revitalization of the village of Mansonville, create a mini-heritage park at the front of Place Manson, displaying the flags of founding nations and Potton Heritage Association's historical panels.

2. *Study the possibilities of furnishing a public building, which could permit use for performing arts and a theatre.*

Depending upon the results of studies on the different possibilities offered in the Municipality concerning buildings suitable for performing arts and for theatre, an exhibition space, and a cultural centre, or for all of these under one roof. Specify uses for each space.

Provide this space with the equipment necessary for different cultural or heritage events.

Stabilize the Round Barn in Mansonville, with a view for its future development and adaptation, in accordance with the recommendations of a study already in progress.

3. *Continue efforts to access High Speed Internet service for all*

Permit access by all Pottonites to high speed Internet services via an efficient network at reasonable cost.

Create an inventory of equipment and services available for cultural and heritage use. Create a directory of artists, artisans and crafts persons, and others involved in heritage and culture. Make such an inventory and directory available through the Town Hall and on the Municipal website.

4. *Present and promote Potton's Culture and Heritage as an asset for tourism*

Promote the cultural and heritage dimension of Potton in tourism, via the website of the Municipality, Tourisme-Memphremagog and with regional media.

Create tourist stops at the Round Barn in Mansonville; at the covered bridge and at the Jones archaeological site, providing a formal agreement is reached with its owner.

Mark out the *Routes de Potton*, as a complement to *Chemin des Cantons (Townships Trail)*, in order to facilitate visits to our archaeological and heritage sites, this as much for Pottonites as for visitors.

Create a brochure annually, presenting a calendar of scheduled cultural and heritage activities/events, offered to resident and visitor.

Encourage the development of new cultural expression

Create new avenues for culture: start a Ciné-club in order to bring movies closer; invite young and old alike to create and perform plays etc., encourage choirs and singing groups to perform at special events, invite theatre troupes, comedians, singers etc. to perform in Potton.

Recognize citizens or organizations that have distinguished themselves by their efforts in the area of culture and heritage by creating a prize to be awarded annually.

In co-operation with the *Comité de revitalisation du village de Mansonville*, formulate and institute a programme for the integration of artwork in public architecture (buildings) and encourage private enterprise to do likewise. Showcase and promote the work of local artists. Invite the input of artists and crafts persons throughout the stages of revitalization projects, wherever possible and considered beneficial.

Develop co-operative ties with the institutions of the towns and villages of the MRC de Memphrémagog and with other Townships for exchanges and presentation of shows, exhibitions and conferences.

Encourage local artists, artisans, crafts persons, and professional writers to register on the website of the Municipality, in the *Répertoire culturel* of the MRC de Memphrémagog, as well as in the *Répertoire de ressource culture-éducation* of the Ministère de la Culture du Québec.

Establish ties with the Commission scolaire des Sommets and with the Eastern Townships School Board in the context of *La culture à l'école*, a joint programme of the Ministries of Education and of Culture in order to encourage the use of Potton's cultural and heritage resources.

Encourage the use of Potton's local heritage publications in the primary schools in Mansonville.

Offer writing workshops with a view to aid citizens in writing biographies, to tell the stories of Potton, or its myths and legends. Institute an annual literary contest, the equivalent of the annual photography contest.

Long term Objectives, 10 years, 2010-2020:

Make Potton an oasis of culture and heritage – in order that:

- The Township of Potton is recognized as leader in the preservation of its architectural, natural and archaeological heritage;
- Mansonville's *Round Barn* is a heritage site, open to the public, and a « must-see » stop on the *Chemin des Cantons* (Townships Trail);
- The Township of Potton become an example to neighbouring Townships and recognized for its cultural and heritage vitality;
- Employment in the sector related to culture and heritage is doubled, from 40 to 80;
- Visits to cultural activities and heritage sites are doubled, from 2,000 to 4,000;
- Annual investment from municipal coffers for culture and heritage rise to 5% of revenues;
- The Township of Potton is a model for culture and heritage within the *Réseau de Villes et Villages en santé* (Healthy Towns and Villages).

Conclusion

The present Policy on Culture and Heritage will live only to the degrees that all players, businesses, organizations, artists, crafts persons and citizens of Potton accept their role in its implementation by incorporating elements of it into their daily lives. Culture in Potton, or elsewhere, is dynamic, ever changing, nourished and sustained by the commitment of individuals and groups which form our community. The Municipality may help, and assure leadership, but culture and heritage is the responsibility of each, being in the interest of all.