



# Fort St. Joseph National Historic Site Management Plan Newsletter #2

December 2015



### Background

The Fort St. Joseph National Historic Site Management Plan is a guiding document that provides Parks Canada's accountability to Aboriginal Peoples and Canadians.

At the outset of the plan review, First Nations, Métis, partners, stakeholders and the public were invited to participate in the management plan consultations that were held in July and August 2015. Feedback was also collected via mail, phone and email.

At the consultation sessions, we asked for input on three key areas—how to raise the profile of Fort St. Joseph, how to strengthen our relationships and diversify visitor experience, and the conservation and maintenance of contemporary assets and cultural resources.

The new management plan was drafted keeping in mind comments received during consultation.

The draft management plan is currently undergoing final review. Next it will be sent for approval by the CEO of Parks Canada and the Minister of the Environment and Climate Change before tabling in Parliament.

For more information, contact the Site Manager at [jeanette.cowen@pc.gc.ca](mailto:jeanette.cowen@pc.gc.ca).

### What we heard

*The following ideas were expressed with regards to **Raising the Profile of Fort St. Joseph**:*

- ◆ Expand advertising and cross-promotion efforts to increase public awareness of events at the fort.
- ◆ Continue use of social media and grow our following on these channels by ensuring a strong focus on the fort.
- ◆ Increase opportunities for travel media by offering media familiarization tours and initiatives.
- ◆ Ensure website information remains current and highlights visitor experience opportunities.

*The following ideas were expressed with regards to **Strengthening Relationships & Diversifying Visitor Experiences**:*

- ◆ Explore opportunities to collaborate with Métis and First Nations communities on programming at FSJ.
- ◆ Increase regionally specific programming, such as events, packaging opportunities with Island businesses, artist workshops and hands on activities for all ages.
- ◆ Promote the trails for a variety of recreational activities, such as cycling and hiking.
- ◆ Consider implementing a facility and site rental program.
- ◆ Expand the site gift shop offerings to include more locally produced items and consignment opportunities.
- ◆ Build on the natural aspects of the site to introduce nature-based programming and activities.

*Public feedback on **Conservation & Maintenance of Contemporary Assets and Cultural Resources** was not received.*

