

SUMMER 2006

NEWSLETTER OF TLC THE LAND CONSERVANCY OF BRITISH COLUMBIA



Carla Funk

TLC is all about connecting people with the special places that mean so much to them. This edition of the Landmark celebrates many ways we can build those connections.



Sheila Carnegie



Marc Dugas

A Message from Bill Turner, Executive Director

Getting Involved with TLC

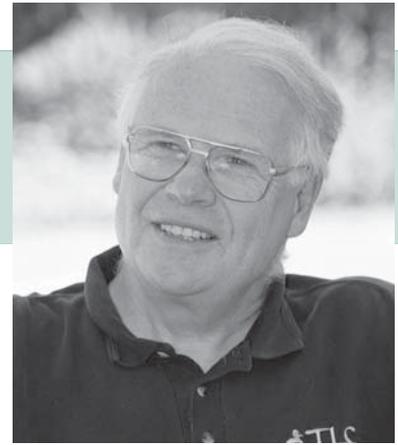


Photo: Murray Gough

I suppose it is a fundamental aspect of human nature that we like to categorize and classify things to help us simplify and understand them better, and I am often asked to define *TLC* in this way. Are we an “environmental organization” or a “heritage group” or a “conservation agency”? Is our business recreation, or tourism, or health? Obviously, we are very much all of these things (and much more), which makes *TLC* very difficult to “pigeon-hole”. But, as with all National Trusts around the world, this diversity and the breadth of our mandate is also our strength.

What ties all of these elements together is the involvement of people. I believe that this, at its heart, is what *TLC* is all about. Our goal is to engage people in understanding and appreciating how our Special Places sustain and nurture our communities and the natural world in which we live and contribute to the

improvement of our quality of life. We also want to inspire in people a desire to become personally involved in ensuring that such Special Places will be there for future generations to enjoy as well.

To accomplish this, we work hard to provide as many ways as possible for people to get involved with what we do. It starts with becoming a member, making a donation or volunteering your time, but it doesn't stop there. We also run a number of workshops and other programs of specific interest; we have special events throughout the year, like the recent Craigflower 150th Anniversary or the upcoming benefit concert after our Annual General Meeting; and, from time to time we have some fun stuff like our photo contest. Of course, we also have our ongoing ecotourism programs – conservation holidays, boat cruises and cottage rentals. But I always think that one of the best ways to get involved

with *TLC* is to go and visit our properties – walk on the ground, breathe the air, see the details, smell, touch, feel and appreciate what we have been able to accomplish. Then pat yourself on the back, knowing that you have been such an important part in making this happen.

This abbreviated issue of the LandMark outlines a number of ways you can get involved, particularly during the summer. I hope to see you soon, somewhere along the trail.



Please Help Us Get to Know You Better

TLC's membership currently stands at 5,384. Only two years ago, it was barely more than 2,000 and three years ago it was less than 1,200. As *TLC* continues to grow and become a more complex organization, it is critically important that we don't lose touch with our members.

This means we must continually review and revise the ways that we communicate with you, provide services and programs, let you know what *TLC* is doing, and provide the opportunities for you to become involved in ways that make

sense for you and your family.

As Bill Turner says in his message above, people (and particularly our members) are at the core of everything we do. We want to make sure that we live up to that mandate in the most effective ways possible.

To do this, we need to fully understand what you need and what you want from *TLC*, what you like and don't like about our activities, and what works for you.

Enclosed with this Landmark is a members' survey. Please take a few minutes to fill it out and return it to us by the end of September. Your information and participation will go a long way to helping us be more effective. **Better still, the survey is also available on our web site.** It's easier for you and it's easier for us to manage the information if you fill it out there.

Thank you so much for your help and your ongoing support!

Please be assured that all information collected in this survey will be kept in the strictest confidence, according to our privacy policies, and will only be used to help us serve you better. If you have any questions about the survey, please contact Ian Fawcett at 250-479-8053 or at ifawcett@conservancy.bc.ca

TLC Annual General Meeting

September 16, Victoria

Each year in September, *TLC* holds its Annual General Meeting. While this is a legal requirement for all organizations, we like to try and make it more than “just another meeting.” Last year we changed our format to bring in a number of special guests to make presentations on topics that would be of interest to our members, and this year we are doing the same again. We are hoping that this, in future years, will evolve into an annual mini-conference that will lead the way in dealing with issues of importance to *TLC*.

The theme of this year’s AGM/conference is “Building Partnerships.” We will have a number of special guests from government, business and the community who will talk about their experiences working in partnership with *TLC* and address the values and benefits that such arrangements bring to the entire community.

We are delighted that one of our participants will be **Joy Kogawa**. One of Canada’s most respected authors, Joy has been working with *TLC* for the past several months throughout our campaign to save her childhood home from being demolished. Joy will be talking about the importance of this project to herself and her community, and reading selections from her novels. (At the time of printing this article, other guests are still being confirmed).

As always, **Bill Turner** will also give us a retrospective of all the amazing things that *TLC* has accomplished over the past year. We are also planning to make an announcement with one of our major corporate partners, about a significant new property acquisition that is in the works. Stay tuned for more.

The Annual Meeting is always a good opportunity for members to meet with *TLC* staff and the Board of Directors, to participate by giving us your ideas and feedback, and to help make *TLC* even more effective and more responsive. We hope you will be able to join us.

Saturday, September 16
1:30 to 4:30 pm
Ukrainian Canadian Cultural Soc. Hall
3277 Douglas Street, Victoria

TLC The Land Conservancy

AN EVENING FOR GREENSPACE

WITH JUNO AWARD WINNERS
IAN TAMBLYN & SHARI ULRICH
(& SPECIAL GUEST JULIA GRAFF)

Sept 16

A BENEFIT CONCERT FOR THE LAND CONSERVANCY

Tickets \$35

Alix Golden Hall, 907 Pandora Ave., Victoria
September 16 at 7 pm (Doors at 6:30)

We also welcome you to join us in the evening, following our Annual Meeting, for a wonderful benefit concert featuring Canadian folk music icons Ian Tambllyn and Shari Ulrich (who will be performing with her daughter, Julia Graff). They are generously donating their time to help us raise funds. Please purchase your tickets in advance from our website (www.conservancy.bc.ca), from one of our offices, or by calling (250) 479-8044.

Tickets are also available at the following locations:

Victoria
Cadboro Bay Book Co.
Ivy's Book Shop
Munro's Books
Long & McQuade
Lyle's Place
Victoria Folk Society

Sidney
Tanners Books
Duncan
Volume 1 Books
Cowichan Commy
Land Trust

Nanaimo
Falconer Books
Courtenay/Comox
Laughing Oyster
Bookshop
Sound Advice
Denman Island
Abraxas Books

TLC PHOTO CONTEST

Send us Your Best!

TLC is looking for some good photographs. We are always in need of high quality photographs for use in our publications, on our website, in our promotions and displays.

Rather than just ask you, our members, to help us out by letting us use your photographs, we thought we'd have a little fun and turn it into a contest.

Prizes and bragging rights are at stake!

Prizes for each category:

First prize: TLC Fleece Jacket

Two runners-up: TLC T-shirt and ball-cap

Children's contest:

First prize: TLC Hoodie and ball-cap

Five runners-up: TLC gift pack



Aaron Henderson

Categories

- **TLC Properties:** views, vistas, landscape elements and structures of TLC Properties, covenants or supported properties
- **TLC People:** people enjoying TLC properties, programs or activities
- **TLC Experiences:** animals, plants, artifacts and all the many details and items that can be found on TLC sites
- **Children's Contest** (for children age 12 and under): any photos depicting TLC properties, features or activities

To Enter:

Digital images (minimum resolution 300 dpi; maximum file size 2 mb) can be emailed to tlcphoto@conservancy.bc.ca. (Format should be .jpg, .tif, .png, or .eps) Slides (mounted) or Prints (minimum 4" x 6", maximum 8" x 12") may be mailed to TLC head office or dropped off at any TLC office.

You may enter up to 6 photographs in each category. Each photograph must be labelled with the photographer's name & contact information, age (if a minor), and date & location of the photograph.

All entries must be received by TLC by midnight on December 31, 2006.

Full contest details can be found on our website at www.conservancy.bc.ca or by calling TLC Head Office at (250) 479-8053



B.C. EXPERIENCE HELPS TO PROMOTE TLC

One of British Columbia's newest tourist attractions has declared that it is also a fan of TLC. *BC Experience* recently opened its doors in the historic Crystal Gardens in Victoria. This celebration of BC's geography, geology, history and nature parallels the work of TLC in so many ways - it's a natural fit for us to work together.

To help support TLC's activities, they decided to make their grand opening a benefit for us - making admission for the day by donation to TLC. More than \$8000 was raised for our work as well as an opportunity for us to showcase what we do for hundreds of people.

A huge round of thanks goes to the partners, the management and the staff of *BC Experience* for making this day such a great success.

BC's Lt. Governor, Iona Campagnolo - TLC's honorary patron - stops by the TLC display to chat during opening day at *BC Experience*.

Photo: Carla Funk

Sustainable Tourism and TLC

Tourism is one of British Columbia's major industries, worth over \$9 billion per year and attracting some 22 million overnight visitors. It is also one of BC's significant growth industries, projected to increase at a rate over 2% per year. With BC's 150th Anniversary coming up in 2008 and the Olympics scheduled for 2010, the province has set a goal of doubling tourism in BC within the next 15 years.

The Land Conservancy is an integral and important player in this industry. As both a conservation organization and as a business with several tourism-related operations, TLC has a key interest in promoting and supporting a sustainable tourism sector. Not only do we want our own tourism operations to prosper, thus providing earned income to help sustain our organization, we also want to ensure that tourism growth and development in BC is sensitive to its impact. As much as anywhere else on earth, tourism in British Columbia is dependent on our environment and our unique culture to attract visitors. There is, *and must always be*, a delicate balance that is achieved between access for visitors and the conservation of the resource.

We very much echo the words of our partner, the National Trust in the UK, which said in a recent publication:

"The Trust believes the wider role of tourism is still not properly recognized, in either current debates about tourism or the public policy framework which supports it. Our experience suggests that whilst many tourism strategies refer to the importance of natural, cultural and historic assets, the need to protect these assets is not well recognized as a priority, nor is considered fully in other policy areas, such as transport and land use planning policy."

Through its experience the Trust is able to recognize the benefits that a broader interpretation of the role of tourism can bring, for example in relation to sustainable urban and rural regeneration. The contribution of tourism to local identity and distinctiveness, and the opportunities it offers for personal reflection and public benefit are all too often overlooked."

With our recently expanded involvement with other National Trusts around the world, TLC has increasingly greater potential to grow our own tourism-related activities. We are also in discussions with Tourism BC and other partners to look at how we might best work together to promote truly sustainable access to BC's special places, forever, for everyone.

Sooke Potholes Campground



Nick Westover

TLC operates a 60-site campground at the Sooke Potholes Regional Park. The campground is open from mid-May until the end of September.

See our website or call (250) 383-4627 or 1-888-738-0533 for more details or to make a reservation.

Dedicated cycle camping sites are under development and will be available soon.

Cottage Rentals

TLC has five cottages available for rent for short-term holiday stays: South Winchelsea Island (near Nanoose); Cowichan River (near Duncan); Ayum Creek (near Sooke); Nimpo Lake (3 hours west of Williams Lake); Baldwin House (on Deer Lake in Burnaby).

Rental rates, amenities and other information is available on our website. For reservations, call (250) 383-4627 or 1-888-738-0533

A sixth cottage, Joy Kogawa House in Vancouver will also be available for rental later in the year.

Conservation Holidays



Conservation Holiday participants conduct an archaeological dig at Hardy Mountain.

TLC File Photo

Conservation Holidays provide a unique opportunity to visit TLC's properties, while learning new things and helping TLC to be good stewards of the land.

We offer a variety of holidays each year at places like Talking Mountain Ranch, S. Winchelsea Island, Hardy Mountain Doukhobor Village, the Cowichan River and Wildwood. See our website or call (250) 383-4627 or 1-888-738-0533 for more details or to book your holiday.

Celebrating at our Sites with Special Events



1856 2006

Craigflower
National Historic Site

COMMUNITY CELTIC FESTIVAL

The temperatures soared well into the 30s – the hottest day of the year in Victoria – as *TLC* celebrated the 150th Anniversary of Craigflower Manor with the Community Celtic Festival on the grounds of the Manor. All things Celtic were celebrated in honour of the Scottish farmworkers and the McKenzie family who were the first residents of Craigflower farm.

Music and dance were the order of the day. The festival began with the Katie Dean School of Highland Dance, followed by the Saanich Peninsula Pipe Band. Jude Pelley & Eric Reiswig then performed a variety of Celtic tunes and they were followed by the Victoria Fiddle Society Youth. We were especially fortunate that a group of young fiddlers from Cape Breton Island were visiting on an exchange program and they were able to perform for us as well. High Mountain Honey were next up, followed by the Victoria Gaelic Choir and

then a performance by the Royal Scottish Country Dance Society.

The day's highlights were the performances by recording artists Tiller's Folly, who entertained with their acoustic roots music, with lyrics that tell stories of the history of British Columbia. And to round out the day, the high energy fiddling of recording artist Daniel Lapp.

As Craigflower was originally a Hudson's Bay Company farm, we were delighted that they were able to participate in the festival. They provided all of our door prizes, and we will be looking for other ways to work together to promote the site in the future.

Many thanks also go to bakers David Terry and Simon Fraser, who demonstrated bread-making in our outdoor oven (most likely the hottest people in town that day), and to the Victoria Genealogical Society who provided information to everyone about tracing

their family histories. Nancy Powell of Black Cat Forge and Gallery provided a blacksmith demonstration and the Victoria Hand Weavers and Spinners Guild showed us all about their craft.

A very special thanks goes to Six Mile Pub (BC's oldest pub, who also just celebrated their 150th Anniversary) and to Thrifty Foods who provided the food on site – including an intriguing array of Celtic foods.

We'd like to recognize the contributions of the Town of View Royal, Pete's Tent and Awning, Canadian Tire, Island Farms, Four Mile Pub and Restaurant, Sprial Café and Heritage Productions, all of whom helped to make this day a success. And finally, as always, we want to say thank you to our tremendous volunteers, without whom there would never have been a festival. You're the best!

Tiller's Folly (left) and Daniel Lapp (above) perform on stage, while volunteers and visitors enjoy activities during the Community Celtic Festival.

Photos by Ian Fawcett (above, left and bottom right) and by Sheila Carnegie (top right and centre right).

FUNDRAISING CAMPAIGNS CONTINUE FOR IMPORTANT ACQUISITION PROJECTS

MATTHEWS POINT

For the past seven years, *TLC* has been working with residents on Galiano Island and with the Capital Regional District to acquire a magnificent property on the southern tip of the island. Earlier this year we secured the third and final phase of this acquisition, bringing the total to 200 acres under protection. This is mostly dry Douglas fir habitat, one of Canada's most threatened ecosystems.

We are now working with island residents and others to raise our share of the acquisition costs – \$200,000 is needed and we hope to raise this over the next few months. If you can help, please contact our Vancouver Island regional office at 250-479-8301.

KEATING FARM ESTATE

Last year *TLC* purchased Keating Farm Estate to protect its historic farmhouse and "great hall." Our vision is to restore the buildings and eventually to see them used for an events centre.

We also want to make sure that the farm can continue to be used for agriculture and to enable this we are creating the Keating Community Farm Co-op. This unique concept will bring together farmers and other agriculturalists with families, restaurateurs and other consumers who want to ensure access to a secure, healthy, local food supply. The co-op will operate the farm business, leasing the property from *TLC* (which will help us pay for the protection of the site). Membership in the co-op is limited to 150 and to date we have about 130 membership pledges in the works.

If you are interested in becoming a member of the co-op, please see the details on our web-page or contact *TLC's* Manager of Agricultural Programs, Ramona Scott at 250-479-8301.

S.S. MOYIE

National Historic Site



The SS Moyie at Kaslo and (below) the restored "Ladies Cabin". For more photos, information and history about the Moyie, see the website at www.klhs.bc.ca or link through *TLC's* website. Photos: Bob Turner

This magnificent sternwheeler, located in Kaslo, has been lovingly and meticulously restored to her Victorian elegance over many years by the Kootenay Lake Historical Society. This summer, *TLC* and the KLHS agreed that the SS Moyie would become the pilot project for a new "TLC Associated Site" program.

Under this program, the site will continue to be operated by the KLHS, but it will be operated as though it is a *TLC* site. It will start to take on the look and feel (the "branding") of a *TLC* site, becoming part of *TLC's* portfolio of sites, and will be marketed as such.

By entering into this partnership and working together, we hope that the future of the Moyie can be more secure and stable. By branding the Moyie as a *TLC* and a BC National Trust site, including it in all of *TLC's* marketing and promotional activities, we hope to be able to tell the world about this remarkable facility, boosting visitorship and enhancing its financial base. Once we have worked through the details of the Associated Site Program at the Moyie, we will be considering expanding

the program to other sites around the Province that would benefit from such a partnership.



The SS Moyie is the oldest intact passenger sternwheeler in the world. She was originally ordered by the CPR for a planned "all-Canadian route" to the Klondike. When that initiative failed to materialize, the Moyie was shipped by rail to Nelson, where she began service on Kootenay Lake in 1898. She continued to carry passengers and freight on the lake for the next 59 years and when she was retired in 1957, she was the last operating passenger sternwheeler in Canada. The Moyie was purchased the next year by the City of Kaslo, beached and protected for future generations.

The Moyie is open every day until mid-October. *TLC* members get free admission. It's certainly worth a visit!

Tired? Stressed?

The *TLC* Advantage Program

has the solution for you!

Judy Stedmann of Clover Care Massage in Sooke offers Swedish soft tissue and deep tissue massage to clients throughout BC's Capital Region. Michelle Parry is a Certified Specialized Kinesiologist working in Penticton. Both are dedicated to helping people like you achieve greater health and wellness. And both can help you use your *TLC* membership to save even more of BC's special places through the *TLC* Advantage Program.

Find out more about Judy, Michelle, and the Advantage Program on our website at www.conservancy.bc.ca/advantage

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2006

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LANDmark

The LandMark is the official newsletter of *TLC* The Land Conservancy of British Columbia. It is published three times per year by *TLC*. An electronic version is also available, and is posted on the *TLC* website at www.conservancy.bc.ca. All material included in the LandMark is copyrighted by *TLC*.

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We welcome all comments on anything published in the LandMark. Letters to the Editor (250 word maximum) may be published in future editions. Letters and comments may be sent to: editor@conservancy.bc.ca or mailed to *TLC*'s Head Office.

Limited advertising space is available for our members and partners in each edition. For more details, please contact us at (250) 479-8053.

TLC is incorporated under the Society Act in British Columbia and is a federally registered charity. Charitable # 88902-8338 RR0001

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