

**Alaska Highway 50th Anniversary Celebration Society**

**1991 Annual Report  
(March 3, 1992)**

## Introduction

As the activities of the Alaska Highway Rendezvous '92 project span a period encompassing six fiscal years from 1988 to 1993, continuing political and financial support for the project is based upon an annual review. To insure the effectiveness and efficiency of this review process, in August of 1990 it was resolved by the Alaska Highway 50th Anniversary Celebration Society Board of Directors that a strategic planning process be implemented immediately.

The strategic planning process was to provide consensus on the direction for the activities of the project, a means of evaluating the progress that was made and communicating this information between the staff, the Board of Directors and the various stakeholders in the project.

Toward fulfilling these expectations the following Annual Report for 1991 has been prepared. Section I presents a brief summary and list of accomplishments for 1991 and identifies the major priorities for 1992 for each program area. Based on these program priorities, Section II provides a Business Plan and Planning Milestones for 1992.

Section III consists of a complete Financial Report for 1991 and presents the Budget for 1992. In contrast to the Progress Report, presented by program area, the Financial Section has been organized upon expenditure categories which are common to each program area.

In addition the International Joint Committee has been included in all sections as it was felt an overview was required to support the substantial responsibility that is shared with the State of Alaska and the Yukon Territory.

Following 1992, a complete final documentation of the project will be submitted.

**Section I**  
**1991 Progress Report**

**1. Administration**

**a) 1991 Summary**

The strategic planning process initiated in 1990 provided a stable framework from which to direct the operations of the Society throughout the year.

With 1991 representing the final twelve months of preparation it was essential that all the objectives be completed as laid out in the business plan. Priorities identified in each program area formed the basis for operational plans and by the end of the year were fulfilled.

The final phase of 1991 has been to prepare a business plan with priorities and milestones for 1992.

**b) Accomplishments**

**i) Organization**

Les Braaten resigned as Chairman of the Board of Directors and was replaced by Ben Knutson.

The Annual General Meeting was held April 18, 1991. All officers were confirmed for a further year.

As the terms of office for several Mayors expired over the year, the Board welcomed new Directors representing the Village of Pouce Coupe, Hudson's Hope and Fort St. John.

**ii) Staff**

Sandy Baker was appointed to the position of Media Services Coordinator.

Wendy Horst was contracted from Northern Lights College as a tourism trainee for the Community Awareness Program and Financial Administration for 11 weeks.

A financial Clerk position was initiated July 1, jointly funded by AHR '92 (BC) and the IJC. This position was filled temporarily until Karen Carmichael was hired November 25, 1991.

The positions of Community Coordinator and Coordinator of Admin/Finance/Marketing were retitled respectively to Manager Communications and Manager Admin/Finance/Mktg.

An independent accountant was contracted to maintain a computer based general ledger and process cheques. A second independent accounting firm conducted the annual financial audit.

### **iii) Strategic Planning**

An Annual Report was prepared for 1990 which included 1990 Accomplishments, 1990 Financial Report, Business Plan and Objectives for 1991. The Annual Report was distributed to all the major stakeholders in the Alaska Highway Rendezvous '92 project.

A Midyear Report was prepared and submitted to the Province of BC June 30, 1991 to support release of the second half of the provincial core grant.

A preliminary Business Plan and budget for 1992 was prepared in the fourth quarter for initial presentation to the Peace River and Fort Nelson-Liard Regional Districts. As this budget included the core enhancement and IJC contribution approved in 1991 the Regional Districts reserved final approval to follow an assessment of the success of the Opening Ceremonies.

An Annual Report for 1991 was prepared for distribution to stakeholders in Alaska Highway Rendezvous '92.

### **Milestones: 1991 Review**

| Planning Milestones                         |              | Date Completed |
|---|--------------|----------------|
| - Executive/Board Meeting                   | Jan 16/91    | Jan 16/91      |
| - Budget approval                           | Jan 16/91    | Mar 31/91      |
| - Signing authorities approval              | Jan 16/91    | Apr 18/91      |
| - Organization and staffing levels approval | Jan 16/91    | Jan 16/91      |
| - Ministerial Presentation (week of)        | Jan 21/91    | Cancelled      |
| - Media Coordinator on board                | Feb 1/91     | Feb 4/91       |
| - IJC Meeting                               | Feb 4 - 6/91 | Feb 4,6/91     |
| - Opening Ceremonies go-ahead               | Feb 8/91     | Feb 8/91       |
| - Media Event Opening Ceremony announce     | Feb 16/91    | Cancelled      |
| - Executive Meeting                         | Feb 21/91    | Feb 21/91      |
| - Media Tour preliminary plan               | Feb 22/91    | Feb 22/91      |

|  |           |                 |
|--|-----------|-----------------|
| - Media Strategy 91/92 finalized         | Mar 1/91  | Mar 1/91        |
| - Media Tour sponsorship                 | Mar 1/91  | Carried Forward |
| - Executive Meeting                      | Mar 21/91 | Mar 21/91       |
| - IJC Meeting (Vancouver)                | Mar 25/91 | Mar 21/91       |
| - Sponsorship Opening Ceremony in place  | Apr 1/91  | Revised         |
| - Sponsorship Army Motors in place       | Apr 1/91  | Revised         |
| - Sponsorship Ridgeriders in place       | Apr 1/91  | Revised         |
| - Sponsorship Trailblazers in place      | Apr 1/91  | Revised         |
| - Media Tour Go-No-Go                    | Apr 1/91  | Carried Forward |
| - Annual General Meeting                 | Apr 1/91  | Apr 18/91       |
| - Individual staff performance reviews   | Apr 1/91  | Apr 1/91        |
| - Staff pay review                       | Apr 1/91  | Apr 1/91        |
| - Executive Meeting (TBA)                | Apr /91   | Apr 18/91       |
| - IJC Calendar of Events                 | Apr 26/91 | Apr 24/91       |
| - Sponsorship Strategy Meet. (Vancouver) | Apr 26/91 | Apr 24/91       |
| - BC Calendar of Events                  | Apr 26/91 | May 9/91        |
| - Float Plane Race preliminary plan      | May 1/91  | Jun 24/91       |
| - Rendezvous Road (periodical)           | May 5/91  | May 19/91       |
| - Final Contract (Phase II Stellar/CSN)  | May 7/91  | May 27/91       |
| - Media Tour Go-No-Go                    | May 7/91  | Carried Forward |
| - Float Plane Rally (Survey plan final)  | May 10/91 | May 17/91       |
| - CBC Preliminary Meet. (Week of)        | May 10/91 | May 23/91       |
| - Executive Meeting                      | May 16/91 | May 17/91       |
| - Alberta Interest (final determination) | May 17/91 | Jun 24/91       |
| - AHR '92 (BC) Meeting                   | May 17/91 | May 17/91       |
| - Community Coordinators Spring Seminar  | May 17/91 | May 17/91       |
| - Federal Gov't Presentation             | May 20/91 | May 22/91       |
| - Provincial Funding (seed money)        | May 24/91 | Jun 18/91       |
| - Media Kit (IJC)                        | May 27/91 | Jun 24/91       |
| - Board Meeting IJC (Vancouver)          | May 27/91 | May 27/91       |
| - Media Kit (BC)                         | May 27/91 | Cancelled       |
| - Go BC Report                           | May 31/91 | Jun 21/91       |
| - Sponsorship Road Show in place         | Jun 1/91  | Carried Forward |

|   |           |                 |
|---|-----------|-----------------|
| - Army Motors<br>(detail plan)            | Jun 3/91  | Jun 3/91        |
| - Airmada (preliminary<br>plan)           | Jun 3/91  | Jun 24/91       |
| - Float Plane Comp<br>(route survey)      | Jun 7/91  | Jun 6/91        |
| - Rallye '92 (detail plan)                | Jun 7/91  | Jun 7/91        |
| - Trailblazers (detail<br>plan)           | Jun 14/91 | Jun 28/91       |
| - Executive Meeting                       | Jun 20/91 | Jun 21/91       |
| - AHR '92 (BC) Meeting                    | Jun 21/91 | Jun 21/91       |
| - HOG Rally<br>(preliminary plan)         | Jun 21/91 | Carried Forward |
| - Gold Wings Rally<br>(preliminary plan)  | Jun 21/91 | Carried Forward |
| - IJC Board Meeting                       | Jun 24/91 | Jun 24/91       |
| <br>                                      |           |                 |
| - Final list of<br>International events   | Apr 1/91  | Apr 22/91       |
| - Sanction deadlines for<br>publication   | Jun 3/91  | Carried Forward |
| - AHR '92 (BC) Meeting                    | Jul 19/91 | Jul 19/91       |
| - AHR '92 (BC) Meeting                    | Aug 16/91 | Aug 16/91       |
| - AHR '92 (BC) Meeting                    | Sep 20/91 | Sep 20/91       |
| - AHR '92 (BC) Meeting                    | Oct 18/91 | Oct 18/91       |
| - Preliminary Business<br>Plan for 1992   | Oct 31/91 | Oct 31/91       |
| - AHR '92 (BC) Meeting                    | Nov 22/91 | Nov 22/91       |
| - Preliminary Budget for<br>1992 Accepted | Nov 30/91 | Oct 31/91       |

#### **iv) Office**

The office facilities were expanded to provide work stations for eight staff, a separate area for the Communications Department and a board room for meetings of up to ten people.

The office will provide temporary facilities for international and highway-wide events as required throughout 1992.

#### **c) 1992 Priorities**

The preliminary Business Plan submitted in the fourth quarter of 1991 will be presented for final approval in January of 1992.

A Midyear and Annual Report will be prepared for distribution to stakeholders in the project.

**Alaska Highway 50th Anniversary Celebration Society**

**1992 Annual Report**

(April 20, 1993)

**Section I**  
**1992 Progress Report**

**1. Administration**

**a) 1992 Summary**

With 1992 being the final and most crucial year of operations for both the (BC) Society and the IJC, it was necessary to anticipate the administrative resources that would be required throughout the year and have these in place when needed.

Specific resources were required for production of the Opening Ceremonies through the early part of the year and responding to requests for information through the spring. The promotional and accounting requirements of the cross-jurisdictional and IJC produced events created unique demands on the office over the summer. Preparations for closure of the office were the main priority over the fall and winter.

The strategic planning process initiated at the end of 1990 provided a logical and effective means of anticipating and fulfilling the organizational and financial requirements of the fast-track operation as it evolved through planning, implementation and into final termination.

**b) Accomplishments**

**i) Organization**

The Annual General Meeting was held April 11, 1992. All officers were confirmed for a further year.

At the October meeting of the Board of Directors the Termination Procedures received final approval as presented at the September meeting. These procedures provided for dissolution of the Society following completion of all financial accounting and audits not earlier than March 31, 1993.

As December 17, 1992 was possibly the last formal meeting of the Board of Directors, it was designated an Annual General Meeting for the purpose of confirming all officers for 1993. Further meetings of the Directors could be called by the Chairman if required to complete the dissolution procedures over 1993.

**ii) Staff**

Gail Waberski resigned as Manager of Communications.

Amber Tucker was appointed as Community Events Coordinator.



A final review of position descriptions and remuneration was completed which included a completion bonus plan.

An independent accountant was contracted to maintain a computer based general ledger and process cheques. A second independent accounting firm conducted the annual financial audit.

Marjorie Pomeroy's position as Project Manager for the IJC was terminated with suspension of the IJC operations, September 30, 1992. Starting October 1, 1992 her position was transferred to the AHR '92 (BC) organization.

All staff positions were terminated January 1, 1993. The Manager of Admin/Finance/Marketing was extended to March 31, 1993 to complete the dissolution procedures.

### **iii) Strategic Planning**

An Annual Report was prepared for 1991 which included 1991 Accomplishments, 1991 Financial Report, Business Plan and Objectives for 1992. The Annual Report was distributed to all the major stakeholders in the Alaska Highway Rendezvous '92 project.

A Midyear Report was prepared and submitted to the Province of BC, June 30, 1992 as a requirement of funding.

A Project Termination Plan was developed for presentation to the Board of Directors at the September meeting as the Budget and Business Plan for 1993. The Plan covered dissolution of the Society, assets disposal and transfer of responsibilities. Final approval was received at the October meeting of the Board of Directors.

The Termination Plan included approval of a final Project Evaluation to be prepared by Roy Murphy of The Robert Thompson Partnership. The evaluation was to start December 15 and be completed by February 28, 1993. Mr. Murphy was selected as a consequence of his preparation of a previous Mid-Term Evaluation conducted in 1990 and his familiarity with the management requirements of the project.

In recognition of the benefits realized by the participating municipalities and Regional Districts through such a cooperative project a Planning Seminar was held in Fort Nelson in October for the purpose of considering alternative strategies for maintaining these benefits in the future. The formation of a Northeastern Development Council was proposed.

A Final Report reviewing the five year project was prepared by the staff and distributed to all stakeholders.

An Annual Report for 1992 was prepared and distributed to all stakeholders.

**Milestones: 1992 Review**

| <b>Planning Milestones</b>                    |              | <b>Date Completed</b> |
|---|--------------|-----------------------|
| - Final List of Events (Local)                | Jan 15/92    | Mar 12/92             |
| - Sanction Deadlines for Publications (Local) | Jan 15/92    | Mar 12/92             |
| - AHR '92 (BC) Board Mtg                      | Jan 17/92    | Jan 31/92             |
| - Final Budget Approved                       | Jan 17/92    | Jan 31/92             |
| - Audited Statement Complete                  | Feb 15/92    | Feb 12/92             |
| - Opening Ceremonies (Dawson Creek)           | Feb 16/92    | Feb 16/92             |
| - 1991 Year End Report                        | Feb 21/92    | Mar 3/92              |
| - AHR '92 (BC) Board Mtg                      | Feb 21/92    | Feb 21/92             |
| - Alaska Challenge Snowmobile Safari '92      | Feb 14-29/92 | Feb 14-29/92          |
| - Trailblazers - GO                           | Mar 1/92     | Mar 9/92              |
| - Airmada - NO-GO                             | Mar 1/92     | Apr 9/92              |
| - AHR '92 (BC) Board Mtg                      | Mar 20/92    | Mar 20/92             |
| - Staff Performance Review                    | Apr 1/92     | Jun 1/92              |
| - Go BC Funds Received (complete)             | Apr 1/92     | Feb 18/92             |
| - Staff Pay Reviews                           | Apr 1/92     | Jun 1/92              |
| - Annual General Mtg                          | Apr 2/92     | Apr 16/92             |
| - International Airshow Edmonton              | May 16/92    | May 16/92             |
| - AHR '92 (BC) Board Mtg                      | May 22/92    | May 22/92             |
| - Draft Assets Disposal Plan                  | Jun 1/92     | Carried Forward       |
| - Alcan Convoy (Army Motors)                  | Jun 10-29/92 | Jun 10-29/92          |
| - AHR '92 (BC) Board Mtg                      | Jun 19/92    | Jun 29/92             |

**Planning Milestones  
(continued)**

|   |  | <b>Date Completed</b> |
|---|--|-----------------------|
| - | Float Plane Rally                                    | Jun 20-27/92          |
| - | Midyear Report Submitted                             | Jun 30/92             |
| - | Trailblazers   | Jul 1-31/92           |
| - | Airmada  | Jul 04-12/92          |
| - | International Airshow<br>(Great Falls)               | Jul 04/92             |
| - | Northwest Staging<br>Routes Re-enactment<br>Ceremony | Jul 11/92             |
| - | AHR '92 (BC) Board Mtg                               | Jul 17/92             |
| - | International Airshow<br>(Fort St. John)             | Jul 19/92             |
| - | International Airshow<br>(Whitehorse)                | Jul 26/92             |
| - | International Airshow<br>(Fairbanks)                 | Jul /92               |
| - | Termination Plan<br>Approved                         | Jul /92               |
| - | AHR '92 (BC) Board Mtg                               | Aug 21/92             |
| - | Rallaye Alaska<br>Highway '92                        | Sep 17-27/92          |
| - | AHR '92 (BC) Board Mtg                               | Sep 18/92             |
| - | AHR '92 (BC) Board Mtg                               | Oct 23/92             |
| - | Provisional Budget<br>for 1993 Approved              | Oct 16/92             |
| - | AHR '92 (BC) Board Mtg                               | Nov 15/92             |
| - | Rededication Ceremonies                              | Nov 20/92             |
| - | AHR '92 (BC) Board Mtg                               | Dec 17/92             |
| - | Assets Disposal<br>(commence)                        | Dec 1/92              |

**iv) Office**

No changes were made to the office facilities over 1992.

A temporary Production Office was established in Dawson Creek for December (91), January and February (92) to coordinate preparations for the Opening Ceremonies.

The inventory of furniture and equipment was reviewed, and updated in preparation for assets disposal.

All office and promotional equipment was sold to the participating Regional Districts, municipalities, non-profit organizations and the general public over December 21 and 22. Any remaining equipment was placed in storage for final disposal in 1993.

The Fort St. John office of the Alaska Highway Rendezvous '92 project was closed December 23, 1992. Administration of the dissolution procedures was relocated to the Peace River Regional District in Dawson Creek.

Master copies of audio visual tapes and other material of historical significance were placed in archival storage for use with future ceremonies honouring the Alaska Highway.

**2. Marketing**  
**a) 1992 Summary**

As international awareness and visability had been promoted throughout the two years leading up to the Anniversary, marketing efforts for 1992 were focussed on distributing information for access to events and programs and reporting back from ongoing and completed events.

In addition, it was necessary to promote the Anniversary theme through on-site visability. Pageantry, costuming and VIP servicing were used to enhance visitor and resident experience throughout the year long program. Over the fall the final closing programs all incorporated volunteer and sponsor recognition events in order to acknowledge the tremendous contributions received from these two groups.

**b) Accomplishments**  
**i) Community Awareness**

The Community Coordinator Travelled up the Alaska Highway, as far north as the Liard River, accompanied by a representative of PRAHTA. They stopped in at all the lodges, left information and answered any questions about Alaska Highway Rendezvous '92 and cross-jurisdictional events.

A volunteer recognition program called Rendezvous '92 Salute to Volunteers was established late in the year. This program ran from early September through until mid November. Each of the eight communities was designated a one week period to recognize all the people who volunteered during 1992. This recognition program was open to all volunteers, not only those who helped with Alaska Highway Rendezvous '92 events, but any event during the year.

All registered volunteers were eligible to win the grand prize draw which consisted of a trip for two to Vancouver. This trip included airfare, accommodations and extras. The draw was held November 27, 1992.

The recognition week consisted of media promotions, radio and news print, special discounts offered to the volunteers by local businesses and a final social event at which prizes were given away. Many of these prizes were donated by local businesses.

Each of the communities was given a budget to cover the major costs of advertising and for the social event.

BC Society staff attended the final social in each of the communities and donated several items at each for door prizes.

Chetwynd chose to hold their volunteer recognition week in February 1993.

## **ii) Media Services**

### **MEDIA RELEASES**

Weekly or bi-weekly media releases were faxed to all regional newspapers, television and radio.

Media releases of national or international interest were faxed to a list of 22 Canadian and U.S. media, including daily newspapers in major centres, news wire services, major television and radio stations and news magazines.

Releases were mailed to approximately 20 travel and news writers and other members of the media who requested ongoing information.

### **RENDEZVOUS '92 UPDATE**

Weekly radio interviews were conducted and taped with major event producers and participants, pioneers and tourism officials. The 10-minute interviews were aired on CKNL (Fort St. John) and CFNL (Fort Nelson) on Wednesday and Sunday at 3:30 p.m. until September 1, 1992. The interviews were also aired on CJDC (Dawson Creek) Sundays at 12:20 p.m. until mid-April 1992.

### **MEDIA KIT**

Over 140 IJC media kits were sent out to media around the world.

### **NEWSLETTER**

The 4-page Rendezvous Road Reporter was produced monthly from March to October. The newsletter was distributed throughout the region in the Northern Express, the Dawson Creek Regional Advertiser and the Fort Nelson News. An additional 1500 copies of each newsletter were produced for distribution to local AHR'92 (BC) committees, media and in response to information requests.

An eight-page edition of the Rendezvous Road Reporter was produced in December and distributed in the same manner as previous issues.

## MEDIA LIAISON

Various journalists and film crews were assisted in planning their trips to the region by setting up interviews and providing travel information and story ideas. Media assisted included the CBC Journal film crew, Canadian Press, a group of Belgian journalists, and the British Broadcasting Corporation, to name a few.

## RESOURCE SERVICES

Media requesting assistance long distance were provided with interview contacts, slides and prints, telephone interviews, archival film footage and additional Alaska Highway historical information.

## PROMOTIONAL FUNCTIONS

A Media Launch was held in Vancouver January 24 to introduce the project and the key players to the media in the lower mainland. The launch was attended by 22 media representatives, as well as program sponsors and government officials. A telephone press conference was held just prior to the launch linking media in Northeastern B.C., the Yukon and Alaska for interviews with Grand Marshal Leslie Nielsen and IJC Chairman Ken McKinnon.

A full program of media promotion was implemented for the Opening Ceremonies in February, including advertisements, media advisories, press briefings and press releases. A Media Centre was set up in Dawson Creek and 50 media were accredited to attend the Opening Ceremonies.

Alaska Highway Rendezvous '92 was promoted one-on-one to major Western U.S. media representatives in Los Angeles at the Canada Media Marketplace April 29 - May 1, 1992.

A full media program of press releases, media advisories and itineraries was implemented for each of the major cross-jurisdictional events. These included the Smooth Cruise, the Float Plane Competition, the Historic Legacy Tour, the Alcan Convoy, the Trailblazers, the Fort St. John Airshow, and Rallaye '92.

In October 1992 a program of radio advertising and press release distribution was implemented for the Proznitz Tour.

A radio and newspaper advertising program was undertaken in the fall of 1992 to promote the BC Rendezvous '92 Salute to Volunteers. Advertising was done in each of the eight communities within Northeastern British Columbia except in Chetwynd, who chose to hold their salute in February 1993.

A press conference was held for regional media on October 30 to announce the winner of the Hawaiian Raffle Draw and the schedule of year-end activities.

Assistance was provided to the Canadian Armed Forces and the Yukon Anniversaries Commission to promote media coverage of the Soldiers' Summit Rededication through a program of press releases and media liaison. Photographs, interviews and print material were also provided to Northeastern British Columbia media.

#### EDITORIAL AND VISUAL BANKS

Ongoing monitoring of media coverage was maintained through a clipping service in western Canada and individual contacts in other regions. B.C., Alberta and National news broadcasts were monitored by a video clipping service.

All print coverage was copied and filed in binders. A full media log is attached.

The Photo Image Bank was continually built upon, including photographs taken at many of the major events and archival photographs from museums and private collections.

The Editorial and Visual Banks were left as a legacy to regional museums and libraries.

#### **iii) Promotional Material**

A 1992 BC Calendar of Events was co-produced by Alaska Highway 50th Anniversary Celebration Society and PRAHTA. 75,000 copies were printed, with 35,000 of these being allotted to the BC Society office and the remainder distributed through PRAHTA. The Calendars were distributed in April to: BC Travel Infocentres, BCAA, AMA, major Information Centres across Canada, BC Liquor Control Board outlets Prince George and north, Yukon Anniversaries Commission, Great Alaska Highways Society and to the delegates of the Tourism North Conference. Calendars were also distributed on request to Tourism agencies and the general public.

Alaska Highway Rendezvous '92 information was included in all reference manuals used by Tourism North members and BC Information Network members.

Info Kits were sent to all who requested them, and posters were distributed to the communities at the Infocentre Staff Training Seminar held in Dawson Creek.

Approximately 100 info kits were available at the Fort St. John airport for private pilots arriving over the summer months.

#### **iv) Tourism Industry**

The Tourism North Conference in Fort Nelson was attended. A presentation was made to the delegates by a representative from each of the jurisdictions and an information package was distributed.

A presentation was made to the Infocentre staff at the Infocentre Staff Training Seminar held in Dawson Creek.

#### **v) Information Services**

Information was sent in response to 3,412 enquiries from the general public, business operators and event organizers over the first six months.

A total of 224 requests for information were received over the second half of the year.

#### **vi) Corporate Participation**

In-kind contributions were received from the Alexander Mackenzie Inn, Hamilton Stationeries, CKNL and CFNL Radio, Sterling Newspapers and CJDC.

Corporate sponsorships were solicited in cooperation with each community for the Volunteer Recognition Program. Cash and in-kind sponsorships were received to assist with advertising, ceremonial events, and prizes.

Liaison was maintained with licensees of souvenir merchandise located in northeastern BC.

### **3. Community Involvement**

#### **a) 1992 Summary**

Ongoing liaison and assistance was maintained with all eight communities. The monthly Community Chairperson meetings became more of a discussion period in order to get the communities to work together as a region rather than separately. These meetings also allowed for more input from the Chairpersons.



**b) Accomplishments**

**i) Community Committees**

AHR '92 (BC) staff attended local Alaska Highway Rendezvous '92 organizing committee meetings in a number of the communities.

Community Chairpersons meetings were held on a monthly basis beginning in early 1992. These meetings coincided with the BC Board of Directors meetings. No meetings were held during the months of July and August.

**4. Event Development**

**a) 1992 Summary**

Ongoing assistance was provided to all cross-jurisdictional events in coordination, sponsorship and promotion. BC Society staff attended all cross-jurisdictional events as they passed through Fort St. John as well as a number of local events.

**b) Accomplishments**

**i) Cross-Jurisdictional Events**

The Community Coordinator participated in the following events:

Historical Legacy Showcase - Coordinated the accommodations and car rental for the staff travelling with the tour. Distributed the brochures to all eight communities. Forwarded information regarding the itinerary etc. to each of the communities. Viewed the display in Dawson Creek. Implemented plan for retailing Northern Petroleum gas coupon books within each community and submitted bi-weekly sales reports to Carlson and Associates. The unsold books were returned to Carlson and Associates in Edmonton, Alberta.

Float Plane Competition - Attended several meetings in Dawson Creek. Worked at the registration desk, attended formal opening ceremonies and launch of competition.

Alaska Highway Trailblazers - Attended meeting in Pouce Coupe. Distributed itinerary to lodges up the Alaska Highway and to the delegates at the Tourism North Conference. Rode with the Trailblazers in Pouce Coupe's July 1st Parade and then on to Dawson Creek.

Smooth Cruise - Took part in the parade through Fort St. John.

Army Motors Convoy - Attended the welcoming in Fort St. John Centennial Park and the barbecue later in the evening.

Fort St. John International Airshow - Attended several meetings leading up to the event, the VIP reception and the airshow itself.

Ralleye Alaska Highway '92 - Attended the welcome luncheon in Dawson Creek. Worked at the Kiskatinaw Check Point and attended the pancake breakfast afterwards in Fort St. John.

Legend of the Yukon - Attended this Robert Service recital on a number of occasions.

## **ii) Regional/Community Events**

The Historic Mile Post project was completed. The mile posts and interpretive signs were all installed by late May. There are three separate groups according to the location's historic significance. The twenty Site A locations have the most significance historically and are marked with a pull out and an interpretive panel. The thirty Site B locations are the next historically significant and are marked by a large black and white sign displaying the Alaska Highway logos. There are 100 Site C locations marked by a replica of the original mile post markers. There are a total of 150 different historic locations marked between Dawson Creek, BC and Watson Lake, Yukon.

Pagentry - Each community was provided street side banners and a convention kit for use at local events. In addition, an inventory of presentation equipment such as a booth, enlarged archival photos, balloons, tent, etc., was maintained for loan to the communities.

Reunion Centres - Army uniforms were distributed, two to each of the Reunion Centres. A Reunion Member Registry and Certificate were designed, produced and distributed to all the centres. Cameras were purchased and distributed to all the centres as well. The contents from the Reunion Member Registry were printed into a booklet and mailed to all registrants.

Time Capsule - The containers were fabricated and plaques designed to mark their location. The communities chose the location for the time capsules and the date of the dedication. The BC Society supplied several items to be included in the time capsules and the communities each added to these.

Contact Creek - Correspondence between the BC Society, Fort Nelson and Watson Lake continued for a short period of time. Because of the remote location neither Fort Nelson or Watson Lake claimed responsibility for the ceremony, thus the idea was dropped and the ceremony never took place.

Sanctioning/Liability/Waivers - Several sanctioning contracts were executed for local events. Waivers, releasing Alaska Highway Rendezvous '92 from any liability during the events, were sent to the event producers, signed and returned. Descriptions of each event were gathered for insurance purposes. Proof of insurance coverage was received and submitted to Reed Stenhouse in Vancouver.

There was a total of 17 local events sanctioned with Alaska Highway Rendezvous '92.

Other Sanctioned Events attended by BC Society Staff were:

- Grand Opening Pioneer Village
- Peace Country Bison Association Pioneer Evening
- Muskeg North Musical Revue
- Doin's at the Derrick
- Pouce Coupe 60th Anniversary/Homecoming
- Remote Control Club War Bird Fun Fly
- World Championship Gold Panning

A reception was held December 17, 1992 in Fort St. John for the Friends of Rendezvous '92. The regional sponsors, Board of Directors, community chairpersons, BC Society staff and a number of other people who were involved with the commemoration were invited.

## **5. International Joint Committee**

### **a) 1992 Summary**

Despite the problems associated with funding during an economic recession The Alaska Highway Rendezvous '92 Society has achieved a level of success surpassing all expectations.

Throughout all three jurisdictions cooperation and support of the jurisdictional societies was evident in the outstanding participation of the many volunteers.

### **b) Accomplishments**

#### **i) Administration**

Organization

The IJC continued to oversee programs and events equally important to all three jurisdictions to the end of 1992. However all new activities ceased as of September 30th as a result of a motion passed at the August 6th Board meeting.

The IJC Directors have not been meeting monthly due to the busy schedule of '92 events. Meeting dates have been established on a need basis as required.

Core funding for the operation of the IJC was again provided by the three jurisdictions. Additional funds have been generated through the merchandise licensing and sponsorship programs.