



The Corporation of the City of Sault Ste. Marie
Municipal Heritage Committee
Agenda

Wednesday, January 7, 2026

12:00 pm - 1:00 pm

Video Conference

Meetings may be viewed live on the City's Youtube channel
<https://www.youtube.com/user/SaultSteMarieOntario>

Pages

1. **Land Acknowledgement**

I acknowledge, with respect, that we are in Robinson-Huron Treaty territory, that the land on which we are gathered is the traditional territory of the Anishinaabe and known as Bawating. Bawating is the home of Garden River First Nation, Batchewana First Nation, the Historic Sault Ste. Marie Metis Council.

2. **Adoption of Minutes**

4 - 6

Mover _____

Seconder _____

Resolved that Minutes of Municipal Heritage Committee meeting of November 5, 2025 be approved.

3. **Declaration of Pecuniary Interest**

4. **Adoption of Agenda**

Mover _____

Seconder _____

Resolved that the Agenda for Municipal Heritage Committee meeting for January 7, 2026 as presented be approved.

5. **Business Arising**

5.1 **Election of officers**

Mover _____

Seconded _____

Resolved that the nominations are open for the position of Chair of the Municipal Heritage Committee for 2026.

Mover _____

Seconded _____

Resolved that _____ was declared Chairperson of the Municipal Heritage Committee for 2026.

Mover _____

Seconded _____

Resolved that nominations be open for the position of Vice-chair of the Municipal Heritage Committee for 2026.

Mover _____

Seconded _____

Resolved that _____ was declared Vice-chairperson of the Municipal Heritage Committee for 2026.

5.2 Heritage Week

February 16 to 22, 2026

6. Sub-committee / Task Force Updates

6.1 Doors Open 2026

6.2 Heritage Trees

6.3 Heritage Booklet and Tours

7. New Business

8. Correspondence

8.1 CHO Membership

Membership renewal notice was received

8.2 Doors Open 2025 Wrap Up Report

7 - 15

9. Next Meeting

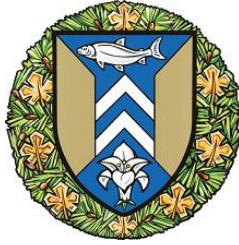
February 4, 2026

10. Adjournment

Mover _____

Seconded _____

Resolved that this Committee now adjourn.



The Corporation of the City of Sault Ste. Marie

Municipal Heritage Committee

Minutes

Wednesday, November 5, 2025 at 12:00 pm
Biggings Room, Civic Centre

Present: A. White, S. Walker, J. van Haaften, H. Ellis, V. Ferlaino
Absent: L. Joyal, S. Spina, C. Tomchick
Officials: V. McLeod, S. Marchese, L. Suppa

1. Land Acknowledgement

2. Adoption of Minutes

Moved by: S. Walker
Seconded by: H. Ellis

Resolved that Minutes of Municipal Heritage Committee meeting of September 3, 2025 be approved.

Carried

3. Declaration of Pecuniary Interest

None noted

4. Adoption of Agenda

Moved by: H. Ellis
Seconded by: V. Ferlaino

Resolved that the Agenda for Municipal Heritage Committee meeting for November 5, 2025 as presented be approved.

Carried

5. Business Arising

5.1 Designated Property Grant - 1048 Queen Street

Moved by: A. White

Seconded by: S. Walker

Resolved that the Sault Ste. Marie Municipal Heritage Committee approve the designated heritage property grant for 1048 Queen Street East in the amount of \$1,452.

Carried

6. Sub-committee / Task Force Updates

6.1 Doors Open

V. McLeod presented survey results. Over 1,000 total visits. J. van Haaften suggested in the future the question "How did you hear about Doors Open" to separate TV and radio. A subcommittee meeting will be scheduled in January to plan 2026 Doors Open. A suggestion was made to have a home and garden theme featuring designated properties which would take place another day in June/July. A request to look at having a shuttlebus between sites was brought forward. J. van Haaften will post a question on social media regarding interest in other sites.

6.2 Heritage Trees

Waiting for final tree measurements. Once the measurements are done, an excel spreadsheet will be shared.

7. New Business

7.1 Heritage Property Tax Rebate Program

J. van Haaften visited sites. During the inspection 875 Queen St. discussed the need to enclose the metal staircase at the back of the building. It was determined that there was no heritage value in staircase.

Moved by: A. White

Seconded by: S. Walker

Resolved that the Sault Ste. Marie Municipal Heritage Committee recommends to City Council that the Designated Heritage Property Tax Rebates for the 2024 tax year be paid to the qualified owners of designated heritage properties enrolled in the program:

1. 69 Church Street – Provincial Air Hangar
2. 875 Queen Street East – Insect Pathology Lab

3. 864 Queen Street – Algonquin Hotel
4. 119 Woodward Avenue
5. 10 Kensington Terrace – Unit #1
6. 10 Kensington Terrace – Unit #2
7. 10 Kensington Terrace – Unit #3
8. 115 Upton Road – 1902 Family Residence
9. 193 Pim Street Wellington Square Townhouses
- 10.36 Herrick Street
- 11.358-366 Queen Street East – Barnes-Fawcett Blocks
- 12.242-246 Queen Street East – Hussey Block
- 13.99 Huron Street - Yard Locker
- 14.83 Huron Street – Machine Shop
- 15.1048 Queen Street – Eastbourne
- 16.54 Summit Avenue
- 17.143 McGregor Ave.

and further that an inspection report and letter be sent to the property owners outlining the recommendations.

Carried

8. Correspondence

9. Next Meeting

10. Adjournment

Moved by: S. Walker

Seconded by: V. Ferlaino

Resolved that this Committee now adjourn.

Carried



doorsopenontario.on.ca

Doors Open Ontario Wrap Report 2025



Simcoe County Museum,
Doors Open Simcoe County



St. Paul's Cathedral,
Doors Open London



Wilton Cheese Factory,
Doors Open Loyalist Township



Old City Hall,
Doors Open Toronto



Markham Village Train Station,
Doors Open Markham



R.C. Harris Water Treatment Plant,
Doors Open Toronto



St. Paul's Cathedral. Photo: Doors Open London.

Intro

Since 2002, the Trust has administered this provincewide program and partnered with community organizers to welcome hundreds of thousands of individuals into the spaces that make our communities unique. Each year, there are new opportunities, new things to learn and to share about how the many diverse parts of our province function, and how their pasts have made them what they are today.

The success of this program each year is because of you: the community organizers, your staff and volunteers, who are all so passionate and dedicated to sharing knowledge and history. Thank you for what you give to Doors Open Ontario and to your community.

2025 once again exceeded expectations of growth in several areas, and the Trust is proud to share these metrics and strategies – as well as upcoming plans for 2026, the 25th season of the program! Doors Open Ontario provides a different experience in each community and for each visitor. But what we all have in common is our curiosity.

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Season highlights

Visitation and community data

Website performance

Marketing campaign performance

Program spending details

Your feedback

2026: The 25th D00 season,
registration and more

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R.C. Harris. Photo: Doors Open Toronto.

Season highlights

- Estimated 461,000 in-person visits
- The Six Nations participated for the first time, as part of **Doors Open Along the Grand**, partnering with Brant and Brantford
- **Toronto, Ottawa and Guelph** have participated in the program every year since 2002
- 10 of the 11 Guelph sites were new this year
- Most repeat communities saw an increase in in-person visitation from 2024, including:
 - **Richmond Hill:** 27% increase
 - **Loyalist Township:** 49% increase
 - **Markham:** 54% increase
 - **Burlington:** 54% increase
 - **Barrie:** 101% increase
- 1.2 million Doors Open Ontario website page views between April 1 and October 31 (8% increase from 2024)
- The Doors Open Ontario program has now surpassed 1,000 events throughout the life of the program, with a total of 1,008 since 2002

Visitation and community data

2025 saw 32 events between April and October (increased from 29 in 2024, and 22 in 2023). With communities opening 763 in-person sites, the program reached visitation of 461,000. This is a 6.2% increase from 2024's 434,000 and estimated to represent 115,250 unique visitors.

This visitation is estimated to have produced an economic impact of \$11 million across all participating communities and beyond (based on average visitor spending). Small businesses across the province are the recipient of most of this visitor spending, meaning that the Doors Open Ontario program has a significant influence on retail and hospitality in participating municipalities.

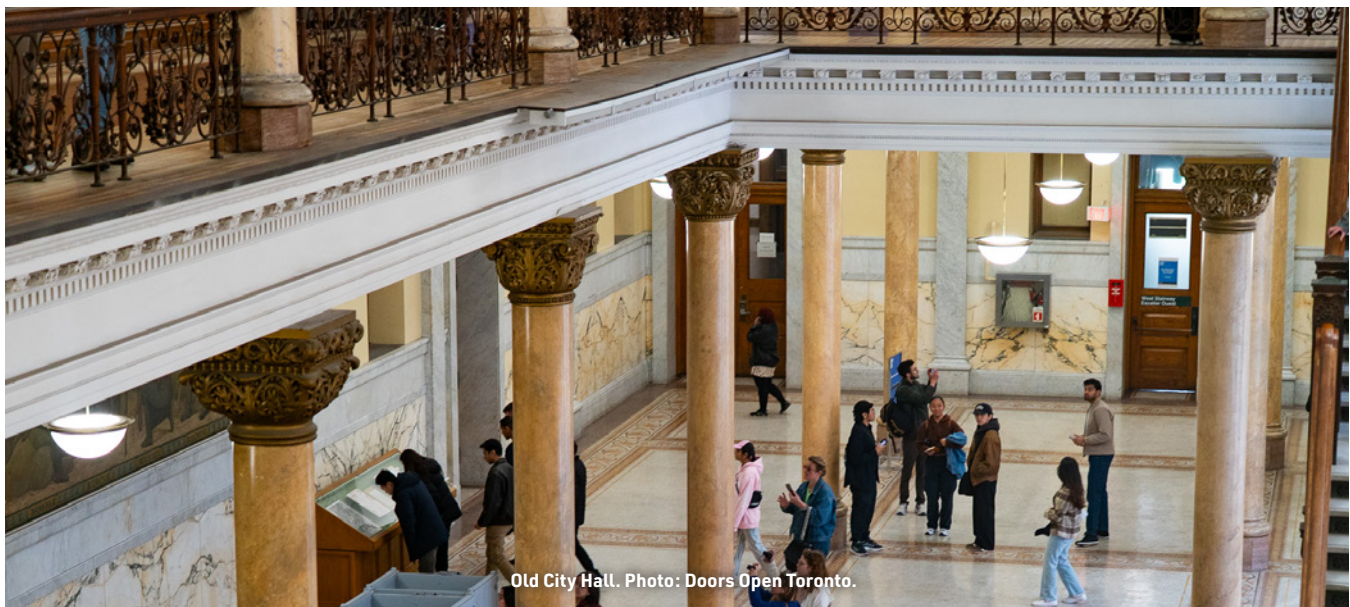
Early in the year before programming began, the Trust reached out to recent community organizers with a survey. This was valuable to us in understanding the circumstances, priorities and approaches of our partners operating within this program.

We received some valuable takeaways:

1. Social media platforms are the main way that communities self-promote events, with printed materials coming second and digital advertisements third
2. Heritage and architectural interest are the priorities when selecting sites
3. Site availability/willingness to participate, followed by volunteer and staff availability, remain the main pressures that organizers face when planning their event

In 2026, the Trust plans to share another survey – this time about your visitors. As community organizers, you and your volunteers know your visitors best. So, we want to know what you have observed over the years – their interests, their habits, their demographics, etc., so we can tap into potential audiences with our marketing campaigns more effectively.

Watch for this survey in the new year.



Old City Hall. Photo: Doors Open Toronto.

Website performance

Each season, the Trust builds on the media tactics of the previous year, and the [Doors Open Ontario website](#) data is one way we measure success: Here are some takeaways from 2025:

- 8% increase in website views since 2024
- Vastly more mobile visits than desktop (64.6% mobile, 28.4% desktop and 7% tablet)
- Increasing use of the website as the primary tool for navigation by visitors during events
- Top sites viewed on the website largely mimicked the top-visited sites at in-person events, meaning website data is a good indication of event visitation
- Paid advertisements were a top driver of visitation to the DOO website during this period

Marketing campaign performance

Our social media team was thrilled that so many event organizers tagged our channels this year in stories and posts as well as sent in additional photos. This helped to push your events to 40K+ followers. So, please don't hesitate to do so again in 2026!

Digital tactics are the most valuable tool we have to promote community events and drive visitation to the website. The largest portion of DOO program funding goes to the digital and social media campaign for digital display banners and carousel ads, and to foster user engagement. Here is the data for 2025:

- 17.8 million impressions: the total number of times Doors Open Ontario content appeared on websites and social media platforms
- 200,100 link clicks: the number of times users clicked on Doors Open Ontario digital content
- 19,652 engagements across social media and digital displays: all interactions with Doors Open Ontario social media content (liking, sharing, commenting, etc.)



Toronto First Post Office, Doors Open Toronto.

Program spending details

Separate from the Trust's contribution of staff time, website operation, administration and organic (non-paid) media, the budget for the 2025 season came from:

- Current presenting sponsor, TD Ready Commitment
- Community registration fees
- Directly from the Ontario Heritage Trust
- Canada-Ontario Agreement on Minority Language Services

When your community pays \$1,000 + HST to register, the majority of funds go to the advertising and marketing budget, with the remainder going to the printing and shipping of signs, translation and other miscellaneous costs. Monetarily, for every community that pays to participate, the Trust spends about \$4,300 of the budget towards the paid media campaign. In other words, your registration payment buys your event access to the benefits of a much larger pool of overall funds.

It is this paid media campaign that drives traffic to the Doors Open Ontario website – and, as we have seen above, there is a direct correlation between the effectiveness of the advertising campaign and the program's in-person visitation as well.



Fool's Paradise. Photo: Doors Open Toronto.

Your feedback

Many community organizers shared successes and advice in evaluation forms and the pre-season survey. Thank you again for sharing this information. Here are some highlights (evaluation forms are credited, and survey results remain anonymous, as promised):

"Because we had so many sites participating, we organized a workshop at Saunders Visitor Centre to have all of our sites in one room to talk about the importance of our Doors Open weekend ... I think this was a step in the right direction in terms of having everyone on the same page." **Cory Hagen, Doors Open Cornwall and SDG Counties**

"... adding cultural and arts activities at some of the sites provided additional incentive to visit." **Amanda Dyke, Doors Open Barrie**

"The geographic nature of the county made it difficult to go to all the sites in one day; feedback suggested the event be over 2 days ... would like to participate again and possibly expand the event over two days to accommodate all of the sites." **Jazmin Beddard, Doors Open Along the Grand**

"I believe that communication is key with your stakeholders. Make sure all site participants are aware of what is going on at other sites so that they can be cross-promoted."

"Some locations will get better turn-out than others. However, just because some locations may have low numbers, the benefit to participating may prove fruitful in the future. Also, people do appreciate participating in the event and the hard work organizing it is beneficial to the community."

"Start months in advance, set expectations with your operators."

"Try to involve all participating sites in the planning and organization to ensure they are committed to making the event successful."

"Run the event at the same time every year. Communicate regularly with venues (all year)."

2026: The 25th DOO season, registration and more

Next year will be the 25th season of Doors Open Ontario! We expect the program to receive increased media attention due to this banner year, and the Trust is planning to acknowledge community participation in many different ways, so stay tuned!



doorsopenontario.on.ca

Contact us

For questions regarding registration, participation, deadlines and general support,
please contact

keating.johnston@heritagetrust.on.ca

For questions regarding the Doors Open Ontario website, please contact

gordon.pim@heritagetrust.on.ca

For questions regarding Doors Open Ontario marketing and media, please contact

david.leonard@heritagetrust.on.ca

For social media collaboration and to submit images of your sites and events, please contact

leeza.gheerawo@heritagetrust.on.ca

You can also direct message images and tag the Trust's social accounts for
additional event amplification.

English



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French



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