

# OIL SPRINGS INDUSTRIAL LANDSCAPE

APPLICATION FOR CANADA'S TENTATIVE LIST FOR WORLD HERITAGE SITES

SUPPLEMENTARY INFORMATION PACKAGE - APRIL, 2017



**Additional information related to engagement with Indigenous communities (Section 5C), local communities and stakeholders, including letters of support (Section 5D)**



**FAIRBANK OIL FIELDS**  
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## **ENGAGEMENT WITH INDIGENOUS COMMUNITIES (Section 5C)**

***Identify whether the site is located on Indigenous traditional territory (asserted or confirmed). Indicate efforts to make these Indigenous communities aware of the application, with a view towards ensuring their support. Summarize the results of these discussions, including indication of support, issues or concerns raised, and desired level of involvement in the project.***

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### **CONTEXT**

The County of Lambton understands and acknowledges that the Anishinaabe Peoples (represented by the neighbouring Kettle & Stony Point First Nation, Aamjiwnaang First Nation, and Bkejwanong Walpole Island First Nation) are the traditional custodians of the land on which we all live and work. It is within this context that the County of Lambton and Fairbank Oil reached out to its neighbouring indigenous communities to express an interest in working together to pursue academic research to better understand and appreciate the Indigenous relationship with the natural resources of the Oil Springs Industrial Landscape, and to interpret that relationship in programming at the site.

### **ENGAGEMENT**

In preparing the *Application for Canada's Tentative List for World Heritage Sites*, The County of Lambton communicated with each of the neighbouring First Nation communities to invite representatives to participate in a roundtable discussion and tour of the Oil Springs site and Oil Museum of Canada. The intent of this meeting was to make these communities aware of the application and ensure that the important story of Indigenous interaction with this natural resource was fully and properly represented and recorded in the application.

The discussion and tour, held on April 4, 2017, was attended by Chief Joanne Rogers (Aamjiwnaang First Nation), Councillor Lyle Johnson (Bkejwanong Walpole Island First Nation), Lambton County Warden Bill Weber, archaeological and heritage advisors, and representatives of County staff and Fairbank Oil. The discussion resulted in an invitation from these First Nation communities for County staff to explore the Indigenous relationship with oil in cooperation with their respective Heritage Committees, with participation at the next scheduled meeting currently being arranged. The Oil Museum of Canada has also partnered with the Western University MA program in Public History to hire an intern through the Robert Cochrane Fellowship to assist with this research over the course of the summer of 2017. This process has established a framework for the collaborative investigation and interpretation of the Indigenous use of seep oil to ensure that this history is recognized and celebrated in the context of our application and future programming opportunities.

## HISTORICAL RESEARCH

As a starting point, the roundtable discussion included a general overview of the archaeological and historical record related to pre-contact and early contact use of oil by Indigenous peoples in the region. It is understood that the Indigenous peoples of the area were the first in Canada to harvest this product for medicinal and other purposes. The very earliest documentary record of European exploration and the Jesuit Mission to New France contains multiple references to Indigenous use of seep oil among the Anishinaabe and Haudenosaunee peoples of the Great Lakes Region. As early as 1627, early Europeans noted the use of oil by the Seneca to anoint and grease their heads and their bodies. The Jesuits also documented the use of seep oil among the Anishinaabe peoples of Manitoulin Island, who valued it for its healing properties, linking oil with the spirit world, in particular Michipichieu, the powerful land and underwater being, who was keeper of the minerals.

Not only is there additional documentary evidence of Anishinaabe using seep oil in southwestern Ontario (along the Thames River), there is evidence from Enniskillen Township as well. In 1859, the renowned American geologist Professor J.S. Newberry visited the Oil Springs area and noted evidence that Indigenous people had excavated the area. At considerable depths, he found shafts for oil, with timbers showing evidence of stone axes. One deep shaft was said to contain deer antlers.

## COLLABORATIVE INVESTIGATION & INTERPRETATION

To build on this research, it is particularly fitting and necessary that The County of Lambton and Fairbank Oil have reached out to regional First Nations. By working together, we can pursue further research, capture oral histories, establish programming with the local Heritage Committees, and explore further the use of hand-dug shafts in pre-contact and early-contact times. The steps have, therefore, been taken to arrive at collaborative investigation and interpretation of the Indigenous use of seep oil on the part of the ancestors of the local Nations – perhaps a first in Canada.

The addition of the Oil Springs Industrial Landscape to Canada's Tentative List for World Heritage Sites has the potential to fill a gap, not only in its original and authentic technological assemblage, but in its intent to manage this landscape with its Indigenous neighbours. This is in the spirit of our national commitment to reach reconciliation and is fully consistent with the United Nations Declaration on the Rights of Indigenous Peoples to address “the urgent need to respect and promote the inherent rights of Indigenous peoples which derive from their political, economic and social structures and from their cultures, spiritual traditions, histories and philosophies, especially their rights to their lands, territories and resources...”

## **ENGAGEMENT WITH LOCAL & COMMUNITY STAKEHOLDERS (Section 5D)**

***List any community groups and/or major stakeholders with an interest in the site and provide a brief summary of their views regarding its proposed inclusion on the Tentative List.***

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In addition to the summary provided in the original application, the following outlines efforts to engage local and community stakeholders in the application process since the submission in January.

### **MEDIA EXPOSURE RELATED TO THE APPLICATION**

The Oil Springs Industrial Landscape project committee worked with the County of Lambton communications staff to coordinate a marketing strategy to engage community groups and promote awareness of the application. As an appendix to this supplementary information package, we have enclosed a comprehensive *Media, Promotions and Social Media Catalogue* outlining the media exposure associated with the application so far in 2017.

### **PUBLIC PRESENTATIONS**

As part of the application process, the Oil Springs Industrial Landscape project committee coordinated five public presentations within the community to answer questions about the process and engage the support of stakeholders, as follows:

- Petrolia Business Improvement Association  
Petrolia Post Office, Feb. 22, 2017
- Petrolia Heritage Committee Open House  
Victoria Hall, Petrolia, Feb. 25, 2017
- Presentation to Town of Petrolia Council and General Public  
Victoria Hall, Petrolia, March 13, 2017
- Lambton County Historical Society - Oil Springs World Heritage Night  
Oil Springs United Church, March 23, 2017
- Downtown Sarnia - First Friday Arts Event  
Judith and Norman Art Gallery, Sarnia, April 7, 2017

## POSTCARDS OF SUPPORT CAMPAIGN

In the months of February through April 2017 the Oil Springs Industrial Landscape project committee produced and distributed hundreds of promotional post cards addressed to the Hon. Catherine McKenna, Minister of Environment and Climate Change. Residents were invited to write notes of support for the inclusion of the Oil Springs site on Canada's Tentative List for World Heritage Sites, and return them to the committee.

These postcards were made available at 10 locations throughout the County of Lambton (including Victoria Hall, Petrolia Library, VanTuyl & Fairbank Hardware Store, County of Lambton Administration Office, the office of MP Marilyn Gladu, Tourism Sarnia Lambton, Village of Oil Springs Municipal Office, Oil Museum of Canada, and the Oil Springs Library) and promoted effectively through media and social media platforms, resulting in hundreds of postcards submitted, and many more sent directly to Minister McKenna. To further promote awareness of the application, the project committee also distributed hundreds of additional postcards that could be addressed to family and friends, extending our promotional reach even further.





## **ENGAGEMENT WITH PROVINCIAL MINISTRIES & AGENCIES (Section 5D)**

***Summarize any discussions you've had with your provincial / territorial parks or heritage department regarding your application.***

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The Ontario government has long recognized the importance of the Oil Springs Industrial Landscape, and has participated in efforts to protect, enhance and promote the site through funding support for upgrades to the Oil Museum of Canada in anticipation of the ICOMOS Black Gold Conference (2008), and involvement in the establishment of long-term protection for the site as the Oil Heritage Conservation District (HCD), designated by the Ontario Heritage Act (2010).

Building on this established relationship, the steering committee has pursued ongoing consultation in recent months with provincial officials in support of the Oil Springs Industrial Landscape application. The support at the provincial level is reflected in the encouraging letters received from the Minister of Natural Resources & Forestry, Kathryn McGarry, Minister of Tourism, Culture & Sport Eleanor McMahon, Assistant Deputy Minister, Culture Division, Ministry of Tourism, Culture and Sport, Kevin Finnerty, and local area members of provincial parliament (see Letters of Support).

### **RURAL ONTARIO MUNICIPAL ASSOCIATION CONFERENCE (ROMA)**

The County of Lambton coordinated a delegation meeting with the Hon. Eleanor McMahon, Minister of Tourism, Culture and Sport during the Rural Ontario Municipal Association (ROMA) Conference in Toronto on January 30, 2017.

The meeting included representatives of County Council and Ministry staff, and provided the opportunity to share with the Minister a completed copy of the nomination package for the Oil Springs Industrial Landscape.

The project steering committee was pleased to learn of the Minister's support for this initiative, and submitted a formal request for a letter of support for the application. The response from Minister McMahon is included in this package (see Letters of Support).

### **ONTARIO HERITAGE TRUST**

The Ontario Heritage Trust has a broad, province-wide mandate to identify, protect, promote and conserve Ontario's heritage in all its forms. The Trust serves as the heritage trustee and steward for the people of Ontario. In this capacity, it is designated to:

- conserve provincially significant cultural and natural heritage
- interpret Ontario's history
- educate Ontarians of its importance in our society
- celebrate the province's diversity

The Oil Springs Industrial Landscape project committee has been in dialogue with Ontario Heritage Trust Senior Management regarding the application. Previously, the Ontario Heritage Trust Chair advised the Ontario Minister of Culture on the significance of the site and the Ministry has a comprehensive understanding of its cultural heritage value.

Currently the Trust Board is without quorum and cannot review and comment on the merits of the Oil Springs Industrial Landscape application. We have been informed that the Trust will be submitting its recommendations directly to the Minister.

For more information, we have been encouraged to provide the following contact:

- *Sean Fraser, Director of Heritage Programs and Operations*  
*Ontario Heritage Trust*  
*10 Adelaide Street East, Toronto, Ontario, Canada M5C 1J3*  
*Telephone: 416-325-5010 | Fax: 416-325-5071*  
*Email: Sean.Fraser@heritagetrust.on.ca*





## LETTERS OF SUPPORT (Section 5D)

*\*Please annex any related letters of support (encouraged but not required). Information regarding community and stakeholder interest, including letters of support, can be submitted up until April 30, 2017.*

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Please find below a list of 55 letters of support received and submitted by category. These include the 14 letters provided to support the submission of the original application in January of 2017 (denoted by an asterisk). Copies of the letters can be accessed and downloaded through the FTP link provided in the body of the submission email, and originals will be sent via mail.

### A) GOVERNMENT OF CANADA

1. Senator George Baker, Gander-Grand Falls, Newfoundland and Labrador
2. Sarnia-Lambton MP Marilyn Gladu \*
3. Lambton-Kent-Middlesex MP Bev Shipley
4. (Former) Sarnia-Lambton MP Pat Davidson

### B) GOVERNMENT OF ONTARIO

5. Minister of Natural Resources & Forestry Kathryn McGarry
6. Minister of Tourism, Culture and Sport Eleanor McMahon
7. Ministry of Tourism Culture and Sport ADM Kevin Finnerty \*
8. (Former) Minister of Culture Caroline DiCocco\*
9. Sarnia-Lambton MPP Bob Bailey
10. Lambton-Kent-Middlesex MPP Monte McNaughton

### C) MUNICIPAL GOVERNMENT

11. The County of Lambton, Warden Bill Weber \*
12. The Township of Enniskillen, Mayor Kevin Marriot
13. The Town of Oil Springs, Mayor Ian Veen \*
14. The Town of Petrolia, Mayor John McCharles

### D) RELATED PETROLEUM BUSINESS

15. Imperial Oil Limited, Dave Luecke, Chemical Plant Manager
16. Baines Machine and Repair Works Ltd., Owner Albert Baines

### E) PETROLEUM ASSOCIATIONS

17. Association of Historic Oil Producers – Dave Bond, member
18. Ontario Petroleum Institute – Dale Holland, President

#### F) HERITAGE PROFESSIONALS AND ACADEMICS

- 19. National Trust for Canada - Chair Richard Moorhouse \*
- 20. University of West Virginia Industrial Design Institute - Emory Kemp
- 21. ICOMOS International Secretariat Former Director - Francois LeBlanc
- 22. ICOMOS Canada Former Board Member, Current President ICOMOS International Wood Committee, Ian McGillivray- Ian McGillivray \*
- 23. Former Director of ICOMOS Canada & Architectural Historian - John Blumenson
- 24. Architectural Conservancy of Ontario - President Catherine Nasmith
- 25. Canadian Industrial Heritage Centre - President John Kneale
- 26. Western University - Associate Director MMA Public History Michelle Hamilton \*
- 27. Western University Robert Cochrane Fellowship - Recipient Meaghan Rivard
- 28. Consulting Cultural Heritage Specialist & Landscape Architect - Wendy Shearer
- 29. Ontario Museum Association - Executive Director Marie Lalonde
- 30. Historica Research - Principal Chris Andreae \*
- 31. Norman R. Ball & Associates - Principal Norman Ball \*
- 32. The Distillery Historic District, Toronto - Partner Jamie Goad \*
- 33. Novita Interpares - Principal Brian Arnott
- 34. Simon Fraser University Vancouver Campus - Former Exec. Director Ann Cowan
- 35. Canadian Historian & Author - David Finch \*
- 36. ASI (Archaeological and Cultural Heritage Services) - Founder Ron Williamson
- 37. Canadian Association of Heritage Professionals - Tamara Anson Cartwright
- 38. Former Cultural Services Advisor, Ontario Ministry of Tourism & Culture - Paul King
- 39. Architectural Conservancy of Ontario, President, Hamilton Chapter - Barbara Murray

#### G) HISTORICAL ASSOCIATION

- 40. Lambton County Historical Society, President Ron Urry \*

#### H) MUSEUMS

- 41. Oil Museum of Canada, Supervisor Connie Bell \*
- 42. Canada Museum of Science and Technology, Curator Industrial Design Anna Adamek
- 43. Leduc #1 Energy Discovery Centre, Executive Director Jan Becker

I) ARCHIVISTS

44. Lambton County Archives - Archivist Dana Thorne

45. Fairbank Oil Fields - Archivist Colleen Inglis

J) THE ARTS

46. Photographic Artist - Edward Burtynsky

47. Writer - Michael Mitchell

48. National Theatre School of Canada - Former Director General Paul Thompson

49. Petrolia Community Theatre - President Carol Graham

50. Novelist - Susan Swan

51. Writer/Journalist - Gary May

K) TOURISM & ECONOMIC DEVELOPMENT

52. Southwestern Ontario Tourism Centre - Executive Director Jim Hudson

53. Sarnia-Lambton Tourism - General Manager Joy Sims Robbins

54. Sarnia-Lambton Economic Partnership - General Manager George Mallay

55. Sarnia-Lambton Workforce Development Board – Exec. Director Shauna Carr

