



**Resolution for the May 20, 2010
Annual General Meeting of the
Britannia Beach Historical Society (BBHS)**

Resolution and Supporting Rationale

Be it moved that the Britannia Beach Historical Society change the name it operates as from the BC Museum of Mining to the Britannia Mine Museum. The moniker National Historic Site will remain as an integral part of the name.

On March 5, 2010 the Board of Directors considered a recommendation from staff and the Project design team to change the operating name of the Museum. The recommendation was accepted with the following motion made:

To proceed with taking to the membership at the May 20, 2010 AGM a recommendation that the Britannia Beach Historical Society will change its public operating name from the BC Museum of Mining, National Historic Site to the Britannia Mine Museum, National Historic Site and that implementation of this name change be reflected through the final roll out of the Britannia Project in the summer of 2010 and the associated reorganization of Museum operations which will include a marketing strategy.

Presented to the Board were discussion papers that outlined several options associated with how the Museum may consider reinventing itself in the market place to better assure its ongoing financial sustainability. The written reports detailed opinions and considerations associated with the advantages and benefits of each option presented including costing implications. In addition, opinions of tourism, government and mining industry leaders were presented to ensure full awareness of risk associated with the proposed change was well understood.

In making the recommendation to the Board of Directors to change the name of the Museum, the staff and design team confirmed their sense of the Museum's purpose and mission and that the recommendation did not deviate from this; it was confirmed that the reinvented Museum will continue to be a **keeper of and story teller about an important mine** (i.e. Britannia) and that the Museum will strive **to inspire exploration about individual and societal connections to mining**.

The informal public testing and gauging of response to the proposed new name revealed:

- Fewer words gives a stronger marketing opportunity.
- Linked past with present.
- Keeps the purpose of the facility clear... it is a museum.
- Emphasizes place (Britannia) and its rich history.
- Responds well to the general public's sense of the Museum as 'what's happening at the Mine'.
- Removes confusion about the Museum being operated with government funds.