

Map Users' Advisory Committee Report

It was clear from the Panel Discussion on the *Future of Topographic Mapping in Canada* at Geotec in June 2006 that re-opening any discussion on the future of print topographic maps in Canada was not going to happen. For ACMLA to have any effect on this policy it would have to be moved to a political level and it would have to involve all Canadians that believe that this policy should be reversed.

That panel precipitated the following:

- This summer MUAC was re-activated by the ACMLA Executive with a mandate to focus on the topographic map issue.
- MUAC drafted a letter for the Executive to be sent to the Minister of Natural Resources putting the Minister on notice of ACMLA's position on the government's policy in regards to topographic maps with the suggestion of the convening of an expert panel to evaluate this policy and provide recommendations to the Minister.
- An action plan and strategy was formulated including an independent website.

Thank you to President David Jones and all of ACMLA for their ongoing encouragement and support in the past year.

Actions

July 2006

- Map Users Advisory Committee re-activated. Members Heather and Susan Mowers with Grace Welch as "honourary member" and James Boxall as representing the Canadian Cartographic Association.
- Maps for Canadians website drafted.

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- Recommended to ACMLA Executive support of an independent website “Maps for Canadians”.
- Letter drafted to NRCan Minister Lunn protesting the closing of the Canada Map Office and stopping print topographic maps sent to ACMLA executive for review.

August 2006

- Letter sent by David Jones, August 14, 2006.
- Maps for Canadians website finished.

September 2006

- Maps for Canadians Web site registered. Live, Sept 26th
- Message sent on Carta.
- Presentation to Tim Mark, Executive Director of Canadian Association of Research Libraries requesting support.
- First telephone call from a reporter requesting an “on-air” interview: CBC Radio Newfoundland & Labrador.
- Interview CBC Radio Newfoundland & Labrador: Heather.
- Interview CBC reporters: Halifax, Vancouver, Saskatchewan.
- Newspaper reporter interviews.
- Added comments section to Maps for Canadians website.
- Briefing paper prepared for Tim Mark to have the support of CARL, October 4th
- Telephone calls from reporters and public. Reporters referred to Minister’s office and NRCan.
- Arranged interviews CBC Whitehorse: Grace Welch and CBC Maritime Noon: James Boxall (pulled from show as it was to air same day as decision reversed).
- Explore Magazine interview with an article on topo mapping in the upcoming issue – arranged interviews with Juliet Altha, Federal Maps and James Boxall, CCA for the issue. Magazine holding issue of magazine awaiting word from NRCan in regards to decision. Article not printed as the decision was favourable.
- Support from RDC – Federal Maps (Juliet and Dennis Altha).
- Joint Press Release issued – CCA and ACMLA.
- Emails received from Maps for Canadians website responded to.

- Emails received from Carleton address responded to.

October 2006

- Telephone Calls from Director of Communications, Minister of Natural Resources' Office to key stakeholders informing them that Minister Lunn had reversed the previous decision and will keep the Canada Map Office open and retain paper topographic maps: CBC reporters, David Jones, Grace Welch, Heather McAdam, etc.
- CARTA thank you sent, October 12th - Copied to Minister's Director of Communications.
- CBC Radio, Ottawa, October 13th: live interview at the CBC building: Heather. Previously scheduled to discuss the closing but changed after decision to what has happened.
- CBC Radio (Newfoundland & Labrador) - October 16th .
- CBC Radio Quebec City, October 16th
- Letter of thanks from ACMLA MUAC to Minister Lunn, October 19th
- CARL offered services of CARL lobby firm.
- MUAC meeting with CARL lobbyist, Impact Public Affairs, October 24th – discussion and strategy session. Statement in the House discussed.

November 2006

- Recommended approval of framed presentation ACMLA historical reprint map to Executive.
- Presentation map for Minister Lunn: selection of ACMLA reprint maps sent from McMaster.
New Map of British Columbia, Victoria, 1882. Reproduced at scale from an original in Library and Archives Canada by the Association of Canadian Map Libraries and Archives. Published in co-operation with the Department of History, University of Victoria, Victoria, British Columbia. 1979. This edition is limited to 500 copies of which this is copy No. 291.
- Map framed.
- Requested spreadsheet files from NRCan for print topos and NTDB files.
- Analysis of NRCan data.
- Meeting with Patrick McIntyre, Policy Advisor, Minister of Natural Resources Canada. Grace, Susan & Heather

- Statement written for “Statements by Members” in the House of Commons (SO31).
- Standing Order 31 Statement for the House of Commons sent to Scott Thurlow, Impact Public Affairs. Arrangements completed with Minister’s office and MP Pierre Lemieux.
- Statement read in the House on December. In attendance in the Member’s gallery – Grace, Susan, Heather, and Impact Public Affairs lobbyist (Scott Thurlow).
- Meeting after the statement in MP Pierre Lemieux office in the Confederation Building with a presentation to Mr. Lemieux of topographic maps of his riding, an ACMLA reprint map of his riding and a letter of thanks to MP Lemieux for his support.
- Letter written for the Hill Times.
- Frequent MUAC meetings, telephone calls, emails with CARL executive director and Impact Public Affairs lobbyist.

December 2006

- Letter submitted and published in the Hill Times, December 5th issue. This issue was chosen specifically as it had the annual policy brief for the Ministry of Natural Resources.
- Presentation to the Minister of Natural Resources scheduled for December 12th - cancelled due to cabinet meeting.
- Frequent MUAC meetings, telephone calls, emails with CARL executive director and Impact Public Affairs lobbyist.
- Policy Brief first draft.

January 2007

- CARL hired contract lobbyist specifically for ACMLA advocacy (12 hours).
- Meeting Jan. 4th with ADM Mark Corey and Director General Jeff Labonte was very encouraging. We had an open exchange and the consensus by everyone seemed to be that we will be able to work together. One of the main working together initiatives will be policy discussions with map stakeholders. Grace, Susan & Heather.
- Frequent MUAC meetings, telephone calls, emails with CARL executive director and CARL lobbyist

- Policy Brief more drafts. Final draft sent to Dr. Fraser Taylor and to lobbyist for comments.

February 2007

- Policy brief completed as well as an Executive summary, Backgrounder, and Key Messages.
- Frequent MUAC meetings, telephone calls, emails with CARL executive director and CARL lobbyist.
- Introduction to the Policy Brief for the Bulletin finished and files sent to ACMLA Bulletin editor.
- Maps for Canadians website redesigned and updated.

March 2007

- Policy brief and introduction published in Bulletin.
- Frequent MUAC meetings, telephone calls, emails with CARL executive director and CARL lobbyist.

April 2007

- Briefing Package with Policy Brief, Executive Summary, Key Messages and Backgrounder sent to Mark Corey, ADM Natural Resources Canada; Jeff Labonte, DG; Jean Cooper, DG
- Telephone call from Jeff Labonte
- Meeting April 12th with Troy Tait, Senior Policy Advisor, Minister of Natural Resources.
- Press Release sent to Minister's Office. Minister's Office circulated Press Release to NRCan.
- Presentation of Map April 24th to Minister of Natural Resources.
- Frequent MUAC meetings, telephone calls, emails with CARL executive director and CARL lobbyist.
- Carta Message sent regarding presentation map.
- NRCan website with pictures and description of event.

May 2007

- Report of meeting from CARL lobbyist received.
- Briefing packages to be distributed to the executive at the ACMLA annual conference.

- Executive summary, backgrounder, and key messages to be distributed to the ACMLA membership at the conference.