

**MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION
HELD AT 5:30 P.M. ON JUNE 20, 2013
IN THE COMMUNITY HISTORY CENTRE MEETING ROOM
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5**

PRESENT: COUNCILLOR DON BELL (City)
IAN CAMPBELL
DOUGLAS COLBY
CATHARINE DOWNES
DAN FRANCIS
ROBERT HEYWOOD (Chair and Friends Society Representative)
COUNCILLOR ROBIN HICKS (District)
SANFORD OSLER (Vice-Chair)
MATTI POLYCHRONIS
SEPIDEH SARRAFPOUR
ROBERT WATT
NANCY KIRKPATRICK, Director
SHIRLEY SUTHERLAND, Assistant Director
JAN MANATON, Recording Secretary

1. **CALL TO ORDER AND APPROVAL OF AGENDA**

The Chair called the meeting to order at 5:30 p.m. The agenda was approved as circulated.

2. **INTRODUCTION OF NEW CITY APPOINTEE**

Item was postponed until later in the meeting.

3. **PRESENTATION ON CITY OFFICIAL COMMUNITY PLAN**

The Chair introduced Suzanne Smith, Senior Planner for the City of North Vancouver, who provided an outline of the *City Shaping* process currently underway. Ms Smith noted that the City had been working on this project for two years. Several workshops and extensive community engagement has taken place. The key issues identified are affordability, economic development, public safety, transportation and financial planning. Ms Smith noted that the City has also been looking at the impact of climate change, and how adaptation to it will require planning for floods, storm surges, invasive plants, etc., and changes to building parameters and requirements for new buildings. Several land use scenarios have been developed by the Planning Department and these are soon to be presented in a Report to Council. A draft Official Community Plan is anticipated by spring 2014. Ms Smith noted that there will be a separate process for the central waterfront. A branding and visioning process will soon be underway, along with a design process for the foot of Lonsdale.

It was noted by the Vice-Chair that the museum helps identify a “sense of place” for the community. Ms Smith was asked whether there would be an opportunity to include language specific to the Museum and Archives, such as that contained in the District of North Vancouver’s OCP, and when the best time would be for the Commission to provide its input. Ms Smith advised that the broad policy review has now been concluded. Once Council has approved a draft policy, this will be forwarded to committees for comment.

The Commission noted that plans for the new museum incorporate an idea exchange which would provide an ideal forum for community members to review ideas and for the City to present ideas for discussion and feedback. Ms Smith commented that it was a good idea to broaden the horizons of what the museum offers and supports within the community.

2. **INTRODUCTION OF NEW CITY APPOINTEE**

The Chair introduced new appointee Ian Campbell, an hereditary chief of the Squamish Nation who sits on the Band Council, and welcomed him to the Commission. Chief Campbell commended the Commission for its plans for a new museum and the level of effort put into their development. He stated that it was a good time to be involved and that the Council was excited about the new museum and the opportunity to have a representative on the Commission. The ability to tell the story of the Squamish people in the new museum has lots of potential and the Nation has resources than can be drawn upon to help support the new museum.

4. **APPROVAL OF THE MINUTES OF MAY 16, 2013 REGULAR MEETING**

Mr. Francis MOVED and Mr. Osler SECONDED

THAT the Minutes of the Regular Meeting of the Commission held on May 16, 2013 be approved.

CARRIED UNANIMOUSLY.

5. **MATTERS ARISING**

New Museum Update

• ***Presentation to District Directors' Team***

Ms Kirkpatrick reported that she had delivered to the District's senior executive a presentation similar in content to one made to the City Directors' Team. The presentation was well received but it was noted that everything hinges on the business case, as the District wants to ensure that no additional funding would be required from either municipality.

ACTION: Ms Kirkpatrick will discuss with Councillor Hicks the timing of a presentation to District Council in the fall.

• ***Meeting with City Major Projects Team***

Ms Kirkpatrick noted that this team was comprised of key senior managers at the City. The team had discussed preparing a companion report to accompany the Commission's Report to Council on the new museum but it was thought that a stronger case would be made if the two reports were merged and the proposal endorsed by both the Commission and senior City staff. Ms Kirkpatrick reported that, with the Commission Chair and Vice-Chair, she had reviewed a set of consolidated recommendations; a document outlining these recommendations was circulated to Commissioners at the meeting. Of concern is the insertion of deadlines by senior staff in Items 3 and 4. A fundraising professional working for a local foundation had advised that it would not be wise to launch the Fundraising Feasibility Study prior to considerable background work being done. This cannot commence until after the report has gone before Council in mid-July. Ms Kirkpatrick hoped to have an opportunity to obtain feedback from the City's Director of Special Projects on how to address this matter.

The Chair explained that the Special Committee on Fundraising Feasibility Oversight, chaired by Friends Society President John Gilmour, had its first meeting on June 18th. At that meeting, the fundraising professional had suggested that the Commission should not bring in a

consultant until names of potential donors had been identified and a structure had been established. The purpose of a Feasibility Study is to determine for Council the Commission's state of readiness for fundraising. It is therefore a matter of urgency that a strategy be implemented, including comments about a proposed branding initiative. Terry McAlduff, a member of the Friends Society board, had prepared a discussion paper in this regard. What is clear is the necessity to build relationships with contacts, to obtain a commitment from the City for the Pipe Shop and to determine the amount of federal funding that would be available before going to prospective donors or sponsors. The Fundraising Feasibility Committee is now considering a campaign structure, the process, use of social media, and campaign style. Ms Downes added that the Feasibility Study is the insurance policy that vets an organization's fundraising plan, and that groundwork must be done by the organization ahead of the study.

The Commission concluded that prospect development should commence immediately, as the City's commitment will be dependent upon the level of interest in the project. The Chair noted that the Friends Society was key to raising awareness and interest. In this connection, Mr. Watt reported that John Gilmour had arranged for the Harbottle Truck and the new mobile museum cart to take part in the Canada Day Parade. Commissioners and board members will be contacted regarding their availability to walk behind the vehicle, carrying a banner and distributing informative handouts on the parade route and at Waterfront Park. Mr. Watt noted that he would be seeking representatives from other community organizations to accompany Friends members and Commissioners in the parade. Commissioners made suggestions with respect to the content and format of the handout.

The Vice-Chair noted that the Governance Committee had discussed offering Councillor Keating an opportunity to meet to discuss the new museum plans in detail, as the councillor had been unable to attend the Council Workshop in May.

ACTION: Mr. Watt to approach Councillor Keating regarding a meeting to discuss new museum plans.

With respect to the deadline in Recommendation #3 that requires the Commission to report on the results of the Feasibility Study by the end of 2013, and given that the Commission now realizes that preparatory work must be done prior to the Study, the Commission considered what would be a more realistic deadline. The Chair noted that the deadline in Recommendation #4 to secure financial commitments was onerous and the Commission considered alternate wording. Also discussed was the possibility of hiring a fundraising consultant to assist with the fundraising plan and database management, and to provide coaching for staff and Board volunteers. Possible sources of funding to hire such a consultant were reviewed. Ms Kirkpatrick spoke to Recommendations #9 through #12 which had been added by the City's team to the Recommendations approved at the Commission's May meeting.

Mr. Osler MOVED and Mr. Francis SECONDED

THAT the Report to Council dated June 14, 2013 (document number 2109956) be approved with the following changes:

Recommendation #3 to read as follows:

"THAT Council authorizes the NVMA Commission to undertake a Fundraising Feasibility Study, which includes the development of a recommended timeline for a capital campaign for a new North Vancouver Museum to be located in the Pipe Shop on Lot 4 of the Pier development, and directs the Commission to report back on the results of the Study by April 2014";

Recommendation #4 to read as follows:

“THAT Council approves the use of the entire Pipe Shop on Lot 4 of the Pier Development for a new North Vancouver Museum conditional upon: a) Council’s acceptance of the capital campaign timeline in the Fundraising Feasibility Study, and b) the NVMA Commission’s ability to secure the full Capital and Operating financial commitments according to that timeline.

CARRIED UNANIMOUSLY.

Community Presentations

The Chair noted that five presentations had taken place, resulting in new memberships in the Friends Society, and more will be offered to groups over the summer.

Meeting with Richardson Foundation

Ms Polychronis reported on a breakfast meeting held with the Director of Corporate Communications and the General Manager and Vice-President of Richardson International. Director Nancy Kirkpatrick and Friends Society President John Gilmour had also been in attendance. Plans for the new museum were discussed and more details were requested by the company, although this information cannot be provided until the City provides approval to proceed further with plans for the museum. The Commission was encouraged to approach Richardson International again when it is ready to provide sponsorship opportunities but no indication was given of the amount of money that might be available. The representatives from Richardson indicated that they would also be meeting with the City mayor and other community organizations.

Federal Funding Sources

Ms Kirkpatrick noted that she had received a reply from Minister Moore’s office expressing interest in the new museum project and asking her to contact his assistant. She had also received a letter from MLA Saxton thanking her for her update. Ms Kirkpatrick stated that she would be concentrating her efforts on obtaining federal funding.

6. **REPORTS**

Director’s Report

Proposed Communication Strategy for the New Museum Project

Ms Kirkpatrick spoke to the report that had been circulated with the meeting package. She requested that Commissioners consider the communication strategy, identify priority areas, and return their comments to her within the next two business days. She noted that it will be important to have materials on hand on July 16 and a spokesperson will need to be identified.

ACTION: Ms Polychronis offered to approach John Gilmour for assistance with the communication strategy and Ms Downes offered to help brainstorm. Ms Sutherland asked to be included in any meetings in this regard. Ms Kirkpatrick will forward input from Commissioners to Ms Polychronis.

New Museum Information Sheet and Advocacy Group Contact List

Ms Kirkpatrick spoke to the handouts made available at the meeting and noted that she was compiling a digital toolkit of authorized documents that could be released to interested parties. The documents can be obtained from Ms Manaton. The Chair stated that contact information will need to be captured in the database and asked Commissioners to provide names and information. It was noted that the list was weak in “lead contacts” and asked Commissioners to

identify individuals who are known to them and who could provide introductions. Ms Kirkpatrick noted that the database was being tested and reviewed.

ACTION: In Ms Kirkpatrick's absence, Commissioners are to provide names to Ms Manaton.

Museum Collection Clean-Up Progress Report #4

Ms Kirkpatrick noted that the project has fallen slightly behind pace but a full review is being conducted to see what needs to be changed in order to guarantee completion on time. The first batch of deaccessioned items has gone to auction.

Mr. Francis MOVED and Mr. Osler SECONDED

THAT the report entitled "Museum Collection Clean-up Progress Report #4" dated June 7, 2013 be received;

AND THAT the report be submitted to the Councils of the City and the District of North Vancouver.

CARRIED UNANIMOUSLY.

Museum and Archives Operations

Ms Sutherland noted the following:

- A Community Service Award for presenting and preserving North Shore history was presented to the Museum and Archives by the North Shore Executive Association. Ms Sutherland's participation in the Heritage Fair Program has been recognized by Canada's National History Society; her name appears on the Society's Wall of Honour.
- Five student participants in the Sea to Sky Regional Heritage Fair have been selected to attend the Provincial Fair which takes place in Victoria from July 4 to 8.
- An advisory committee has been struck for the *Diversifying History* project. Interviewees and topics for discussion are being identified. Interviews are being prioritized. To date, three interviews have been conducted and transcribed, and memory boxes are being considered.
- The two students hired with a *Young Canada Works* grant and funding from the City are working under the guidance of Presentation House Theatre professionals on their roles as *Shipyard Sam and Shipyard Sal*. The program has changed considerably this year and the presentations will involve songs, verse, theatrical interaction with the public, and mobile interpretation via a museum cart pulled by bicycle. The students will appear around the community in addition to the central waterfront and they will be on site for the night markets and concerts at the Shipyards. On Sundays, they will be at Lynn Canyon Park in the roles of Max and Molly the Mountaineers.
- The BC Mountaineering Club collection in the Archives has now been fully assessed, finding aids have been written and uploaded to the website. The project will be announced in the Museum and Archives' new e-newsletter, which provides short notes with links to the website for more detailed information.

Governance Committee

Mr. Osler spoke to the minutes that had been circulated to Commissioners earlier in the day. He noted that the committee is looking at possible Commission vacancies and considering what type of skills and background would be desirable in new appointees, and the following specific selection criteria were identified: Commission leadership potential, and community influence and credibility. This would require a higher profile individual than has historically been sought. Commissioners were asked to provide nominations, with background material on individuals proposed, for consideration at the September meeting of the Committee.

ACTION: Mr. Osler to circulate general criteria and specific skill requirements to Commissioners; Commissioners are requested to respond by July 8, 2013.

Special Committee on Fundraising Feasibility Oversight

The Chair noted that this item had been reported on earlier in the meeting. He referred to the Draft Deliverables document circulated with the meeting package. Ms Kirkpatrick stated that planning should get underway immediately and she confirmed that, before she left on vacation, she would contact a fundraising professional whose name had been provided to her.

Friends Society

The Chair commented that the Board of Directors was concentrating on matters relating to the Fundraising Feasibility Committee and that there was nothing further to report.

7. ***OTHER BUSINESS***

- Ms Kirkpatrick stated that all donation cheques for the new museum should be made out to North Vancouver Museum and Archives Commission.
- Mr. Osler thanked Ms Kirkpatrick for her hard work on multiple projects over the last while.
- There was discussion about whether a delegation to City Council would be allowed on July 15, 2013 and how public support could be demonstrated.

8. ***ADJOURNMENT***

The meeting was adjourned at 7:55 p.m. The next regular meeting is scheduled to take place on Thursday, July 18, 2013 at 5:30 p.m. in the Community History Centre Meeting Room.

ROBERT N. HEYWOOD, Chair
NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION

Minutes prepared by: _____
Janice Manaton, Commission Secretary