

**MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION
HELD AT 6:00 P.M. ON JUNE 29, 2011
IN THE COMMUNITY HISTORY CENTRE MEETING ROOM
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5**

PRESENT: COUNCILLOR PAM BOOKHAM (City)
DOUGLAS COLBY
DANIEL FRANCIS
ROBERT HEYWOOD (Chair and Friends Society Representative)
COUNCILLOR ROBIN HICKS (District)
DEBORAH JACOBS
SANFORD OSLER (Vice-Chair)
SEPIDEH SARRAFPOUR
BLAIR TROUSDELL
NANCY KIRKPATRICK, Director
JAN MANATON, Recording Secretary

REGRETS: MATTI POLYCHRONIS
ROBERT WATT

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

The Chair called the meeting to order at 6:25 p.m. The agenda was approved as circulated.

2. **APPROVAL OF THE REGULAR MINUTES OF THE MAY 19, 2011 MEETING**

Mr. Francis MOVED and Councillor Bookham SECONDED

THAT the Minutes of the Regular Meeting of the Commission held on May 19,
2011 be approved as circulated

CARRIED UNANIMOUSLY.

3. **MATTERS ARISING**

New Museum Update - Space Program and Operating Costs Study

Ms Kirkpatrick spoke to her June 26, 2011 report to members of the Commission that accompanied the study by Urban Arts Architecture and the Executive Summary from Report on Community Engagement (Rockandel & Associates, May/June 2011), and her email outlining draft motions for consideration submitted by the Chair, Vice-Chair and Chair of the Facilities Planning Committee. The Chair noted that the Commission needs to consider three different size options analyzed by Urban Arts Architecture (UAA) and forward its recommendations to City Council. He stressed that the Commission would be recommending space needs, not a specific site for a new museum. The two municipal councillors left the meeting while this discussion took place.

Mr. Osler noted that increased costs for a larger museum relate mainly to staff costs and not to facility operating costs. He pointed out, however, that any savings in rent could offset increased staff costs, and noted that 20% of revenue would need to come from non-municipal sources.

Ms Kirkpatrick noted the following assumptions in estimating operating costs for a new museum on the Onni site:

- a reduction of 33% in facilities costs for the Community History Centre, as less space would be required for staff; and

- the collection would be moved from the warehouse to the new museum site, saving lease costs.

She added that while there is no written confirmation that rent would not be charged for a museum on the Onni site, discussions to date have indicated there would be no rental costs. This would, however, be part of the ongoing density/amenity negotiations between the City and the developer. Commissioners commented on the need for more discussion on this point and clarification at a later date as to whether the museum would be leased or part of a strata.

Councillors Bookham and Hicks returned to the meeting.

Mr. Francis MOVED and Mr. Trousdell SECONDED

WHEREAS on January 17, 2011 the Council of the City of North Vancouver directed City staff to process a development application for a site at 13th and Lonsdale to include a new North Vancouver Museum and requested staff to report back in future with the size and standards and estimated operating costs for a new museum at this location;

WHEREAS on June 29, 2011 Urban Arts Architecture + Urban Design consultants, who had been hired by the developer to carry out a "Space Program and Operating Cost Study" for the new museum, presented their recommendations to the Commission;

WHEREAS the Study analyzed the museum's space needs, explored three different size options, and recommended the optimum size of the new museum should be 23,155 square feet and that the collection should be stored onsite;

WHEREAS the Study is the third recent study to recommend the optimum size of a new museum should be approximately 23,000 square feet;

WHEREAS the Study concludes that staff size, rather than facility size, is the key determinant of long-term operating costs; and

WHEREAS additional operating costs for a new museum are expected to be self-funded;

THAT the North Vancouver Museum & Archives Commission endorses the Study's recommendation that the optimum size of a new museum on the 13th and Lonsdale site should be approximately 23,000 square feet and that the collection should be stored onsite.

Councillor Bookham noted that the current study confirms space needs determined by earlier studies and asked Commissioners to consider whether they would be prepared to lose the opportunity for inclusion in the Onni site if City Council decides that a new museum on that site is not feasible. She also mentioned that there had been discussion in the past about the City purchasing warehouse space. Commissioners noted that their responsibility lies in standing firm on museum space requirements to do the job properly. A suggestion was made that the size of current spaces be communicated to City Council to emphasize that the optimum size recommended in the report is not significantly more than the total area currently occupied, and that one site would provide for more concise and economic operations. A comment was made that some successful institutions do store their collections offsite, but Ms Kirkpatrick noted that those institutions have a large staff and the necessary equipment. It was noted that storage space would also be needed to house displays and provide for future expansion.

The following two clauses were added to the motion after the third "whereas":

"WHEREAS the museum currently occupies 21,600 square feet spread over three locations, the Study recommends that museum functions be consolidated into approximately 23,000 square feet;" and

"WHEREAS consolidation offers an opportunity to increase efficiencies and to significantly reduce ongoing costs associated with multiple locations;"

The wording in the final “whereas” was amended to read:

“WHEREAS *incremental* operating costs for a new museum are expected to be self-funded”.

CARRIED UNANIMOUSLY.

The Chair turned to the draft motion concerning the location of a new museum in central Lonsdale. The Commission’s previous intention to have a museum in Lower Lonsdale was queried. Ms Kirkpatrick noted that the recent new museum vision study had identified three possible locations: Lower Lonsdale, the Safeway site in Central Lonsdale and the Harry Jerome Recreation Complex. The Lower Lonsdale Cultural Facilities Study recommended that the museum be located in Central Lonsdale. The following questions were raised with respect to the draft motion: whether it tied the Commission to the specific Lonsdale site and whether this would be beneficial or detrimental. It was pointed out that there has been very little positive feedback and some push back from the community with respect to the Onni proposal to include a new museum in its development on the Safeway site.

It was pointed out that Commissioners are supporting the space requirements for a new museum, not a specific location, and it was felt that the second draft motion was unnecessary. It was also noted that there was some risk attached to endorsing a specific proposal and location, that City Council had requested clarification on space needs for a new museum, and that the report and the first motion covered this. Concern was expressed that there may be competition for the amenity space in the Onni development and that the opportunity may be lost to other candidates. Councillor Bookham suggested that it would not be wise for the Commission to limit the location for a new museum to one specific site, and that a new museum should be located where it can be most successful and sustainable.

Ms Jacobs asked to be excused from the remainder of the meeting as she had another engagement.

4. **REPORTS**

Director’s Report

Ms Kirkpatrick requested that the meeting go in camera to discuss two matters. Councillor Bookham MOVED and Mr. Osler SECONDED

THAT the Commission meet in camera at Ms Kirkpatrick’s request.

CARRIED UNANIMOUSLY.

American Association of Museums Conference

Ms Kirkpatrick spoke to her report that was circulated with the meeting package. She noted that this report had also been provided to staff and that reading materials and books were available for perusal. Councillor Bookham asked that this report be included with the minutes for circulation to Council. Councillor Hicks commented that the report was very worthwhile and asked whether minutes were provided to the District as they did not seem to get circulated. Ms Manaton confirmed that adopted minutes were provided to both the City and the District.

Ms Kirkpatrick noted that historical societies in the United States have had to reinvent themselves and that specifically, the Brooklyn and the Minnesota Historical Societies appeared to be doing programs similar to what the Commission would like to be doing. Those societies were talking about the whole world in the context of their local community. Ms Kirkpatrick noted that she was not aware of a Canadian museum that is operating on the Commission’s proposed new model. Mr. Osler noted that it would be helpful to be able to demonstrate what other institutions are doing as a way of illustrating the Commission’s vision. Mr. Osler pointed out that some of the ideas generated relate to governance issues and asked Ms Kirkpatrick to think of actionable items. Ms Kirkpatrick confirmed that these would be discussed at the next Governance Committee Meeting.

Request for Funding to Accelerate Collection Cleanup

Ms Kirkpatrick spoke to her report circulated with the meeting package and announced that four bays at the warehouse that were previously inaccessible have been freed up. She had scheduled a meeting with Collection Coordinator Luc Desmarais and Collections Manager Magdalena Moore to discuss next steps. She would define a longer term strategy over the next several weeks to form the basis of capital funding requests. Ms Kirkpatrick asked for permission to use a portion of the Operating Reserve Fund to cover the costs of two temporary museum assistants to help the Collection Coordinator, who is confident that, with additional help, significant progress can be made. Ms Kirkpatrick noted that Mr. Desmarais was doing a great job.

Ms Kirkpatrick reported a recent discussion with a North Vancouver auctioneer who did not recommend a "garage sale" approach for disposing of deaccessioned items but rather suggested an auction, possibly over two days, with the museum paying about 20% commission.

Ms Kirkpatrick confirmed that staff did not work alone at the warehouse and that, in order to get the most benefit out of the Collection Coordinator, at least one other staff member would need to be hired. Mr. Francis MOVED and Councillor Bookham SECONDED

THAT in order to accelerate the warehouse clean-up project, the Commission approves the use of up to \$12,500 from the City of North Vancouver's 50% share of the Commission's Operating Reserve Fund for the purpose of hiring part-time temporary staff;

AND THAT The Commission requests that the District provide an equal amount (up to \$12,500) from its 50% portion of the Operating Reserve Fund to hire part-time temporary staff for the warehouse clean-up project;

AND THAT if the District does not approve this use of Operating Reserve Funds, the Commission approves the use of up to \$25,000 (100% of the project costs) to be taken from the City's share of the Commission's Operating Reserve Fund.

Mr. Trousdell asked for clarification on the \$100,000 ceiling on the Operating Reserve Fund. Ms Manaton explained how this limit had been exceeded when the 2010 BC Arts Council operating grant was awarded as two separate grants, the first of which was received in 2009 and resulted in a large surplus for that year. Permission will be sought from the two municipalities to retain the amount over the Fund's limit.

Mr. Osler suggested that the third paragraph of the motion be removed. The mover and seconder agreed to this amendment.

CARRIED UNANIMOUSLY.

Museum and Archives Operations

Ms Kirkpatrick noted the following:

- Two students have been hired via a grant from *Young Canada Works in Heritage Institutions*, with matching funds from the City of North Vancouver, to present *Waterfront Productions*. A male and a female interpreter have been hired this year and will be portraying Shipyard Sal and Sam and Molly and Max the Mountaineers.
- The Museum and Archives and the Friends Society have a booth at the Canada Day festivities in Waterfront Park. Volunteers are being sought to help staff the Friends booth; Ms Kirkpatrick asked to be notified if Commissioners would like to assist. The booth will feature advocacy and exhibit panels, information handouts and advocacy handouts. The Society will be providing membership information but will not be allowed to sell anything.
- The Friends Society will be hiring two students with the assistance of a *Canada Summer Jobs* grant. A university student will be hired to assist with the museum collection and a high school student will be hired to work as an Archives technician.
- The 2011-12 school program brochure is under development. As job action by teachers is anticipated, a "Plan B" is under discussion.

- Ms Kirkpatrick is working with Presentation House Gallery, which is creating a GPS-enabled mobile phone application that focuses on the Spirit Trail. The gallery is hiring a student to pull together the material; the Archives will provide historic photographs and information about each site. The gallery will also be applying for other grants for technical assistance. They have not decided whether they will purchase an “off the shelf” program or whether they will write their own application. Mr. Colby suggested that a similar application could be developed for mountain bike and other North Shore trails.

Councillor Hicks asked to be excused from the remainder of the meeting.

Standing Committee on Governance

Mr. Osler noted that the committee had met on June 13, 2011. Minutes were circulated with the meeting package.

Special Committee on Community Engagement

The Chair noted that Ms Polychronis had been extremely busy arranging Canada Day celebrations and that he would speak with her after July 1 about holding a committee meeting. Ms Kirkpatrick noted that the Friends Society board will also be involved in community engagement but the new board had not yet met. Mr. Colby asked whether there was a budget line to cover community engagement. Ms Kirkpatrick confirmed that the budget includes funds for the website and for advertising.

Special Committee on Programming & Collections

Mr. Francis had nothing to report.

Special Committee on Facilities

Mr. Francis reported that the committee had met twice in person to go over the Urban Arts study and held email discussions. He referred to the focused Executive Summary and thanked Councillor Hicks for his assistance with the financial aspects.

Friends Society

The Chair noted that a resolution to amend the bylaws had been passed at the Annual General Meeting held on June 4, 2011 that will enable the Society to have a board of between 5 and 12 members. The old bylaws required a board of six members. The amendment will take effect once the resolution has been processed by the provincial agency overseeing societies. New board members include John Gilmour, former president of Lynn Valley Community Association, who is a developer in the Lower Mainland; former District mayor and former federal Member of Parliament, Don Bell; Commissioner Matti Polychronis. Board members in the second year of their term are David Rodger, Laura Anderson and the Commission Chair, Bob Heywood.

The Society’s founding documents set out that the Friends exist to raise community awareness, support the museum and raise funds. The board will be seeking new members and defining what they want them to do, and will be looking at independent sources of revenue to fund the museum in the future. The first task is to find people who have forward thinking ideas regarding fundraising and who have a strong community outreach, experience in fundraising, and an interest in the museum and archives. A meeting has not yet been held to appoint officers but this will happen over the summer. The Chair asked Commissioners to provide him with names of anyone who could be approached and would be willing to commit for approximately three years.

5. OTHER BUSINESS

Urban Arts Study - Next Steps

Mr. Osler noted that there had been no discussion on next steps following the Urban Arts study and how to move the report’s findings forward, both in the short term and the long term. The Chair asked when the report should go to Council and when it would have the most impact. Ms Kirkpatrick suggested that it be presented on July 18, when Richard White, Director of Community Development, would be providing an update to Council on the negotiations with Onni, and asked whether it should be a separate presentation or submitted with the rest of Mr. White’s material. The

Chair asked Ms Kirkpatrick to discuss this with Mr. White and strategize on how best to present the material to Council. Mr. Trousdell strongly recommended that the report be submitted to Council ahead of the Onni package. Mr. Osler noted that Appendix B fleshes out the new vision and should be communicated to Council.

Councillor Bookham suggested that at this juncture it may be difficult to get onto the Council's agenda ahead of Mr. White's report and that Ms Kirkpatrick should try to ascertain when Onni plans to present its rezoning application. Ms Kirkpatrick suggested that she could ask for the opportunity to hold a workshop with Council in the fall, with a Commission workshop held ahead of time. The Chair noted that there should be an opportunity to do this later if the new museum is not going to be part of the Onni development. Councillor Bookham noted that it would be preferable if the consultant presented the report and suggested that Ms Kirkpatrick find out if there would be room on an upcoming Council agenda for a delegation. Ms Kirkpatrick undertook to check the consultant's contract to determine what their obligations were.

Mr. Colby noted that the Commission's task was primarily to sell the idea of the new museum to the public and to City Council, and that a professional presentation – not a simple PowerPoint – by someone who has the ability to create something that warrants discussion was needed to convince the community that they want a new museum. Mr. Osler suggested that the Commission allow the Chair and Ms Kirkpatrick to take whatever action they deem necessary in this regard.

The Chair confirmed that Ms Kirkpatrick should contact the City Clerk regarding the possibility of a delegation to Council on July 11 or 18 and to contact the consultant with respect to presenting the Space Program Study.

Mr. Osler asked that prior to the next meeting, Commissioners give some thought as to how the study can be moved forward.

Corporate Donations and Fundraising Opportunities

Mr. Colby suggested that the Commission consider having a product that could be used when seeking donations and he circulated some items as examples of what might be considered. He proposed his idea of holding an art contest in concert with local schools and using the children's art to make coasters. The children could also sell the coasters to raise funds. This would provide an opportunity to talk about the museum. Mr. Colby also noted the website should be professionally updated to explain what the Commission is doing and what its vision is. Mr. Osler agreed that these ideas should be pursued and suggested that Mr. Colby sit on the Community Engagement Committee. Mr. Colby also proposed holding a raffle. Ms Manaton explained that this would need to be held via the Friends Society and noted that there are extensive regulations governing raffles. The Chair expressed his opinion that these ideas were worthy of serious thought and consideration.

6. **ADJOURNMENT**

The meeting was adjourned at 8:23 p.m. The next regular meeting is scheduled to take place on Thursday, September 15, 2011 at 5:00 p.m. in the Community History Centre Meeting Room.

ROBERT HEYWOOD, Chair
NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION

Minutes prepared by: _____
Janice Manaton, Commission Secretary