

MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM & ARCHIVES COMMISSION

Commencing at 5:30pm on Wednesday, May 16, 2018
AT THE COMMUNITY HISTORY CENTRE
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5

PRESENT: COUNCILLOR DON BELL
JONATHAN EHLING
VICTOR ELDETON (Chair)
KEVIN EVANS
DEREK HAMILL
GINETTE HANDFIELD
COUNCILLOR ROBIN HICKS
TERRY HOOD
TERRY McALDUFF (Friends Society)
NANCY KIRKPATRICK, Director
LAUREL LAWRY, Recording Secretary
SHIRLEY SUTHERLAND, Assistant Director

REGRETS: JAMES FOX, SHERYL FISHER-RIVERS
GUESTS: CATHARINE DOWNES (Branding/Naming Working Group)

1. Call to Order at 5:35 pm.

Mr. Evans moved and Councillor Bell seconded the Approval of the Agenda.

2. Consent Agenda

- Approval of Minutes of Regular Meeting held April 18, 2018
- Director's Report
- Recommended Museum Deaccessions Report #19

Ms. Handfield moved, and Mr. Evans seconded

THAT the recommendations listed within the "Consent Agenda", be approved.

Recommended Museum Deaccessions #19

THAT the North Vancouver Museum & Archives Commission approves the deaccessioning and disposal of all 247 accessioned objects and 176 unaccessioned (found in inventory) objects on the attached lists,

AND THAT the Commission recommends to the municipal owner of each accessioned object (City and/or District of North Vancouver as appropriate) that all of these items be deaccessioned and disposed of, according to the provisions of the Commission's Collection Policy.

CARRIED UNANIMOUSLY

3. Presentation by Catharine Downes, Branding/Naming Working Group
 - Report on NVMA Naming Research

Ms. Downes' presentation reviewed the market research testing. Five names were tested with the public for overall impressions, as well as for specific attributes. Demographic differences were reflected in the results as well as specific pros and cons of each name. One clear "winner" did not emerge however it is important to remember that the name is only one piece of the branding. Two paths were considered by the committee: the first was to proceed with a descriptive name such as Museum of North Vancouver and create a logo to organically introduce it; the other was to move forward with a different name that had a stronger sense of storytelling and potential metaphor opportunities). The Committee decided that option 2 might potentially need more investment to develop into a catchy brand. The recommendation from the Committee is to pursue the generic name through organic development of the logo. The logo design will be integral to the presentation of the name to the public. There was some discussion around using a similar treatment aligned to the style of the current NVMA logo but the Commission decided there was a desire not to limit the designers. The public release of the name and logo will take place with the public launch of the Capital Campaign.

Moved by Mr. Elderton and seconded by Councillor Bell

To accept the recommendations of the Naming and Branding Working Group.

CARRIED UNANIMOUSLY

Terry McAlduff arrived at 5:35 pm.

4. New Museum Reports
 - Update on New Museum Budget & Transition Planning

An update was provided by the Director on the current state of the project budget and transition planning process. A meeting is set for May 23, after two cancellations to meetings due to City Staff's conflicting commitments. A new spreadsheet template document is being developed by NVMA staff in order to better track the project costs and budget overruns. Project tracking has been insufficient to date despite requests for more comprehensive reporting. The fundraising commitments and schedule also need to be reviewed with City staff. NVMA staff will be working with City staff to recommend that a 2019 Project Plan be submitted by City staff for the New Museum project.

The enhanced design development for exhibits has started this week however payment processing has been slow from the City for previous invoices and no new contract reflecting the enhanced exhibit design amount has yet been prepared and executed between the City and Kei Space Design. Available funds for Streetcar costs have not been clearly defined by City staff to designers and contractors.

The issue of cost escalation has been broached by NVMA staff with the Director of Finance and his staff at the City and, in their last meeting, he encouraged NVMA staff to apply for additional funding early and for the full amount required. The causes of some of the additional costs include schedule changes, which have a direct impact on increased collection warehouse costs as the lease will need to be extended to December 2019, from May 2019.

It was discussed that the new tracking document should be used by City staff on an ongoing basis, with the support of the Commission. The Governance Committee could make a request that the Project Manager and/or City staff attend a governance committee meeting on June 20 in order to lay out clearly the requirements for reporting.

The detailed exhibit design should be complete by October 2018 so funding from the Capital Campaign to pay for enhanced exhibit elements will be required by December 2018 before exhibit fabrication is tendered.

- Report on Mobile Exhibits

A list of possible topics for mobile exhibits was circulated to Commissioners. The wear and tear and damage to the mobile exhibits at the Delbrook Recreation Centre has been significant. One way to tackle this problem could be to educate and work with staff at the Recreation Commission to foster a sense of ownership; the other is to build sturdier displays. The Parkgate Recreation Centre has not followed up with NVMA to date with respect to a schedule for installing a mobile exhibit, however, the Director will pursue this in the near future. There is an opportunity to display New Museum rack cards in the mobile exhibits, or perhaps to feature information about the new museum project within existing cases in a more permanent way. The Communication committee will take on the implementation of creating an appropriate display for the exhibit cases. Sharing the information on the mobile exhibits with District Councillors is an important idea, as well as the new exhibit ideas; a general information report about the mobile exhibits and the museum project will be prepared by the Director.

5. Councillors' Review/Reports

- Save the Date for Report to City Council: Monday July 16 2018

District: Councillor Hicks had nothing to report.

City: Councillor Bell had nothing to report.

It was confirmed that the NVMA Director will send a 2-page information piece to all declared municipal candidates in September 2018.

6. Reports:

- Friends Society Report

Ms. McAlduff reported that the year end of the Society was March 31 2018 and the AGM will be held in September 2018. Information on a speaker for the AGM and a date confirmation will be shared when available. Feedback on the April 27 fundraising event has been positive and although a final financial report has not been finalized, early indications show it was a financial success. Community events are being pursued by the board and volunteers, including Lynn Valley Day and Canada Day. An auditor is being considered for the Friends of the NVMA Society financial statements for the fiscal year ending 2019 and future years.

- Governance Committee Report

- Policy Approval

Campaign policies were reviewed by the Governance Committee at its May meeting and the outcome was that legal review of the policies is advisable. In the interim, comments and suggestions from Commissioners on the policies which have been circulated are encouraged. Councillor Hicks plans to review the policies with District lawyers to gain municipal perspective. A long-term revenue strategy for the organization needs to be supported by good, strong policies.

Councillor Robin Hicks left the meeting.

- Capital Campaign Cabinet

- Capital Campaign Plan

Mr. Hamill provided an update on the Fund Development Administrator who will be attending the next meeting of the Capital Campaign Cabinet on May 22. A donor research contractor is in the process of being engaged. The Solicitation Committee has confirmed that the \$500,000 target for December 2018 is to be the main focus of its activities. The Prospect Information Management form is being implemented by the solicitation committee. The Campaign Plan was distributed in advance to the Commissioners for their review.

Moved by Terry Hood and seconded by Mr. Elderton

THAT the Commission endorses the Capital Campaign Plan as presented, with the understanding that it will be an evolving tool.

CARRIED UNANIMOUSLY

June 5 from 7:30-9:00 pm is the date set for the Solicitation Committee to offer a workshop for making the "ask" and is inviting interested volunteers, whether Capital Campaign Cabinet, Solicitation Committee or Commission members, to attend.

Terry McAlduff left the meeting.

- Community Engagement & Partnerships Committee
Mr. Hood provided an update on the work of the committee, including additions to the Community Partnerships table that has been developed. A meeting between Mr. Evans and Mr. Hood and Seaspans staff was productive and Seaspans demonstrated enthusiasm for the museum and community partnerships. A meeting with the Chamber of Commerce covered meaningful ground with respect to connections and community partnerships. It was noted that the updated, long version of the New Museum slide deck is about 15 minutes.
- Aboriginal Voices Advisory Group
Progress is being made with the work of the AVAG. "Indigenous Voices Advisory Committee" is put forward as the new name of the group. There is potential for funding for Indigenous content in the mobile exhibits; the group has been working on this with NVMA staff. Robert Joseph, a North Vancouver resident, received the Order of Canada last week and it was suggested that perhaps he could be asked to express support in some way for the NVMA and its work in following the recommendations of the Truth and Reconciliation Commission.

7. Items from Commissioners

- Standing Item: Commissioner communications with municipal councilors
Commissioners had nothing to report.

8. Other Business

It was suggested that simulated "rail tracks" could be installed in the sidewalk outside of the Museum to create a sense of continuity with the Museum Streetcar. The idea will be presented to the Director of Strategic Initiatives, and potentially the Public Arts Council and City staff in the department responsible for the Public Realm.

9. The meeting was adjourned at 7:35 pm. The next meeting is scheduled for 5:30 pm on Wednesday, June 20, 2018 in the Community History Centre Meeting Room.



Victor Elderton, Chair
NORTH VANCOUVER MUSEUM & ARCHIVES COMMISSION

Minutes prepared by: 
Laurel Lawry, Commission Secretary