

**MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION
HELD AT 5:30 P.M. ON MARCH 21, 2013
IN THE COMMUNITY HISTORY CENTRE MEETING ROOM
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5**

PRESENT: DOUGLAS COLBY
CATHARINE DOWNES
DAN FRANCIS
JOHN GILMOUR (Alternate Representative, Friends Society)
COUNCILLOR ROBIN HICKS (District)
SANFORD OSLER (Vice-Chair)
SEPIDEH SARRAFPOUR
MATTI POLYCHRONIS
ROBERT WATT
NANCY KIRKPATRICK, Director
SHIRLEY SUTHERLAND, Assistant Director
JAN MANATON, Recording Secretary

REGRETS: COUNCILLOR DON BELL (City)
ROBERT HEYWOOD (Chair and Friends Society Representative)

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

The Vice-Chair called the meeting to order at 5:32 p.m. The agenda was unanimously approved as circulated on a motion by Mr. Colby, seconded by Mr. Francis.

2. **APPROVAL OF THE MINUTES OF FEBRUARY 21, 2013 REGULAR MEETING**

Mr. Francis MOVED and Ms Downes SECONDED

THAT the Minutes of the Regular Meeting of the Commission held on February 21, 2013 be approved.

CARRIED UNANIMOUSLY.

APPROVAL OF THE MINUTES OF FEBRUARY 21, 2013 IN-CAMERA MEETING

Mr. Francis MOVED and Ms Downes SECONDED

THAT the Minutes of the In-Camera Meeting of the Commission held on February 21, 2013 be approved.

CARRIED UNANIMOUSLY.

3. **MATTERS ARISING**

Commission Vacancy

The Vice-Chair noted that he had spoken with Councillor Bell, who had said that he had not yet heard back from the prospective Commissioner but would follow-up again. The Vice-Chair stated that this item will be on the agenda for the Governance Committee meeting to be held early in April.

ACTION: Councillor Bell to follow up on this matter; Governance Committee to discuss at its next meeting.

New Museum Update

- ***Richardson Foundation***

Ms Kirkpatrick noted that she had done some research into the foundation, which is based in Winnipeg, but had not yet had an opportunity to follow-up as discussed at the February Commission Meeting.

ACTION: Ms Kirkpatrick to contact Richardson Foundation to indicate the various opportunities presented by the new museum and to discuss the types of projects the Foundation might support.

- ***Meeting with Member of Parliament Andrew Saxton***

The Vice-Chair noted that he and Ms Kirkpatrick had met with MP Saxton, who responded very positively to the proposed location for the new museum. MP Saxton had indicated that the federal government recognized the importance of museums and would be looking at strengthening the museum function in Canada. The Sesquicentennial of the Confederation of Canada may offer opportunities for matching project funds from the federal government. MP Saxton had suggested that the new museum be positioned as an alternative to the National Maritime Centre, noted that funding might be available through Heritage Canada or Western Economic Diversification, and asked to be kept informed. Saxton's assistant will check and advise on any funding opportunities relating to Canada's Sesquicentennial.

Ms Kirkpatrick noted that she had sent Information Reports on the Sesquicentennial to both City and District Councils, adding that there had been no specific discussion with MP Saxton on how Sesquicentennial grants will be structured.

ACTION: Ms Kirkpatrick to follow-up with MP Saxton or his assistant with respect to Sesquicentennial funding opportunities and with the City on the subject within 3 months.

4. **REPORTS FOR APPROVAL**

Museum Collection Clean-up Progress Report #3

Ms Kirkpatrick spoke to the report that was circulated with the meeting package. She noted that all donor research has been completed. In response to queries about the ability to meet the various deadlines, she confirmed that staff is on track to complete the project in time. Ms Kirkpatrick stated that staff anticipated being able to process more than 2,000 artifacts per quarter now that they were dealing with smaller items. She will be advised if they are falling behind. Councillor Hicks noted that staying within target was most critical from the District's perspective and asked Ms Kirkpatrick to monitor this aspect.

Ms Kirkpatrick stated that Ms Moore will be concentrating almost exclusively on deaccessioning upon her return from maternity leave. Ms Moore had expressed confidence that she would be able to process all items prior to May 2015, however, if for some reason this was not possible, items will be boxed (and thus will take less space), stacked and moved to new storage. Ms Kirkpatrick's only concern was related to locating a new storage facility and she would be turning her attention to this matter, and following up with City staff, once the new museum reports had gone to City Council. The District also has the specifications for new storage space.

Ms Kirkpatrick called attention to the FAQ sheet that was attached to the report. The FAQ sheet is posted on the website. She noted that "staff picks" of artifacts from the warehouse continue to be posted on Facebook and the exhibit case at the City Library will be refreshed and feature a few more artifacts from the collection.

Mr. Watt **MOVED** and Mr. Francis **SECONDED**

THAT the report entitled "Museum Collection Clean-up Progress Report #3" dated March 15, 2013 be received;

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

CARRIED UNANIMOUSLY.

New Museum Exhibit Concept Plan Report

Mr. Francis reminded Commissioners that the City of North Vancouver had last summer issued a Request for Proposals for an Exhibit Plan Study for a new museum and that the Exhibit Planning Committee had chosen KEI Space Design Ltd. ("KEI") to do this work. The committee had met several times to assess progress reports and the KEI team had consulted widely. Mr. Francis noted that their report was being presented to the Commission for discussion and its endorsement, if the Commission saw fit. Ms Kirkpatrick had circulated a link to the report online and several hard copies were on hand at the meeting. Ms Kirkpatrick had prepared a report on the Exhibit Concept Plan and was invited to speak to that report.

Ms Kirkpatrick noted that KEI's report provided a high level overview in response to the terms of the RFP. Company principals had been a pleasure to work with and had gone beyond what was called for in the RFP by providing, in addition to the conceptual overview, some identity and branding work. With respect to budget estimates for the new museum exhibits, Ms Kirkpatrick noted that the timeline imposed (which was longer than it would typically take to complete) would result in increased costs. The original price for exhibit components was estimated at \$1 million; this has now doubled to \$2 million as a result of NVMA's request for a higher quality visitor experience. However, KEI confirms they can work within whatever budget is set and that the exhibit plan would still work and result in a really attractive facility within a lower budget if necessary.

The main components of the new museum design are the Idea Exchange, the core gallery and the children's gallery. Contemporary approaches, such as interactive components and multiple voices telling the same story from different perspectives, will enliven the exhibits. Given the small staff and operating budget, KEI was recommending, as a way to keep exhibits fresh and changing, the use of modular, stackable, moveable and integrated exhibit components throughout, some of which could be distributed to events and other sites in the community. First Nations stories will be told throughout the exhibit and input will be sought from local First Nations at the detailed planning stage. Ms Kirkpatrick noted that she would address how First Nations content will be incorporated in the exhibits in her covering Report to Council.

Commissioners responded very positively to the Exhibit Concept Plan and noted the exceptional value received from the consultants. Mr. Francis MOVED and Mr. Watt SECONDED

THAT the North Vancouver Museum and Archives Commission approves and strongly endorses the Exhibit Plan Study prepared by KEI Space Design Ltd.;

AND THAT it recommends that the Study be submitted for review by the City of North Vancouver's Major Projects Committee/Directors' Team;

AND THAT it recommends, thereafter, that the Study and a copy of this motion of support should be forwarded for consideration to the Mayor and Council of the City of North Vancouver.

CARRIED UNANIMOUSLY.

5. ***REPORTS***

Friends Society

North Shore Business Trade Show

Mr. Gilmour reported that the Society's new 3-minute video had been previewed at the Trade Show. When it is in its final form, it will be put on my-museum.ca, and promoted on Facebook, Twitter and

Linked-In. Ms Kirkpatrick noted that the video was finished but there were a few technical glitches to smooth out. Mr. Gilmour stated that the Trade Show had been a good venue for raising awareness and that opportunities for speaking engagements may be generated as a result. An attractive hand-out about the new museum had been circulated, and a new corporate membership/ sponsorship sheet was available. Mr. Gilmour had also attended the *Business After 5* reception following the trade show. One of the attendees, who has a background in fundraising and working with non-profits, expressed interest in joining the Friends board. The Vice-Chair thanked Councillor Hicks for bringing the Trade Show to the Commission's attention. Ms Kirkpatrick noted that a presentation that can be used at speaking engagements would be finalized next week.

Advocacy Campaign

Mr. Gilmour noted that two sessions to provide updated information on the new museum project would be held next week on March 26th and 27th in the Community History Centre Meeting Room. The Vice-Chair stated that there are two separate markets to be reached in this advocacy campaign – community leaders who can influence decision makers, and the wider mass market of City residents ahead of the survey on community amenities. He noted that the list of potential supporters that was circulated after last month's Commission meeting has been prioritized. Individuals on the high priority list, community members who had been interviewed by Lord Cultural Resources, and key people met at the Trade Show will be invited to the information sessions next week. The sessions will be an hour long, commence with an introduction by the Vice-Chair, who will provide background information, followed by the exhibit plan presented by Ms Kirkpatrick and wrapped up by the Friends Society President. The objective will be to engage the attendees emotionally and invite them to sign a statement of support. Discussion was held concerning the statement. It was stressed that this would not be a petition. Individuals would be giving expressions of their support, which does not imply commitment, and permission would be obtained before using anyone's name. The Vice-Chair noted that attendees could be invited to join the Friends Society or to request a presentation to community and other groups.

Ms Kirkpatrick mentioned that a third session may be held for those who are unable to attend the first two. All former commissioners, Friends board members and past and current volunteers will be invited to that session. The Vice-Chair encouraged Commissioners to attend the sessions and feel free to bring a guest. The information sessions next week provide a vital opportunity to get support from influential community members and Commissioners were encouraged to send personal invitations. Additional sessions could be scheduled if necessary.

The Vice-Chair noted that the approach to the wider community audience was not as yet developed. A suggestion was made to disseminate information via media outlets but it was felt that this should not take place until after the information workshop with City Council. Ms Kirkpatrick noted that the next step would be to organize, via the City's Chief Administrator, a workshop in April with City Mayor and Council at which the reports from both consultants would be presented, followed by a full discussion. Discussion ensued as to whether the full reports should be made available ahead of the workshop to give Councillors the opportunity to review them fully. The reports will be shown to District Council after City Council has reviewed them.

ACTION: Ms Kirkpatrick to circulate to Commissioners on Friday, March 22 by email the list of individuals invited to the information sessions.

ACTION: The Commission Chair/Vice-Chair and the Friends Society President to send a personal invitation to the information sessions to all City and District Councillors.

Director's Report

Ms Kirkpatrick showed the short video produced by KEI Space Design Ltd. It will be available via the www.nvma.ca website. Ms Kirkpatrick spoke to the "next steps and key dates" document that was available at the meeting and noted that there was a typographical error in the meeting time for March 27. The end time should read 8:30pm. Discussion concerning the use of "North Shore" versus "North Vancouver" in the video and report concluded that usage depended on the context.

Ms Kirkpatrick reported that several new federal programs announced earlier in the day as part of the government's Economic Action Plan may have an impact on the new museum project: the

First-Time Donor's Super Credit, the Endowment Incentive, the Community Improvement Fund and the Building Canada Fund. All of these programs may provide sources of funding at a variety of levels.

Museum & Archives Operations

Ms Sutherland noted the following:

- The *New Museum* page of the website has a link to Ms Kirkpatrick's blog and the KEI video, along with an ability to provide a response.
- A meeting will be held with NVMA's webmaster to discuss using Constant Contact to deliver electronic newsletters via email distribution lists.
- The Friends Society fundraiser, *Treasures from the Attic*, will be held at Presentation House on April 27th. Promotion for this event is just underway. She encouraged Commissioners to take posters for display and spread the word to friends, family and colleagues. A PDF version of the flyer had been circulated earlier by Ms Kirkpatrick. At the event, the new museum videos will be on display, along with an exhibit of *Family Treasures* projects produced by a class at Carisbrooke Elementary School. The Friends Society board will be on hand to encourage support for the new museum project and to sell memberships.
- Two videos produced by the Youth Team had been premiered. The videos described how to do a Heritage Fair project from a student's perspective and will be taken to classrooms to inform about and promote the Fair. The videos will also be on the website.
- Additional help for the Archives has been arranged by Archivist Janet Turner. Contractor Reto Tschan has been hired to organize the BC Mountaineering Club documents and photographs; an archives intern from UBC's School of Library, Archival and Information Studies will provide general assistance over the summer, and a work experience student from Langara College will be organizing microfilm of property records from the District of North Vancouver.
- The *Diversifying History* project will get underway this summer with assistance from an SFU Co-Op student who has been hired to conduct, record and document six oral histories from individuals in the Persian community. The Friends Society has applied for funding from the Hamber Foundation to enable the production of memory boxes that will be circulated to community events. An advisory committee for the project includes representatives from the Canadian Iranian Foundation and the City of North Vancouver Library's multicultural services department.
- An enquiry was made to organizers of the International Mountain Festival concerning possible participation in next year's festival. Ms Sutherland had not yet had a reply but would advise Commissioners when a response had been received.

Ms Kirkpatrick noted that the next issue of the Friends Society's Express Newsletter would include an option to receive the Express electronically via PDF. This would reduce printing and mailing costs for the newsletter. She clarified that the Express would not be distributed via Constant Contact.

Governance Committee

The Vice-Chair noted that the four priority areas for improvement identified via the Self-Evaluation Survey had been written up and circulated with the meeting package.

Special Committee on Exhibit Planning

As Mr. Francis had left the meeting early, the Vice-Chair noted that minutes of the last committee meeting had been circulated with the meeting package.

Special Committee on Business Planning

The Vice-Chair noted that the committee had recently met and reviewed the draft market analysis and assumptions provided by Lord Cultural Resources in order to agree on the assumptions for expenses and revenue sources. Earned revenue from admissions, gift shop sales and facility rentals are expected to cover additional costs and enable municipal operating grants to remain at current levels. Lord Cultural Resources will be preparing its projections based on these assumptions and their report is expected in the early part of April. It will be available for approval by the Commission at its April meeting.

Ms Kirkpatrick noted that all feedback has been sent to the lead consultant. Some changes were made to the timeline to accommodate potential Sesquicentennial funding and relating to the building sitting idle for several years. Lord Cultural Resources is proposing that the building be made available in 2013 and 2014 for community and cultural organizations and recommending that any changes made to the structure not negatively impact its transition to the new museum. Construction would start in 2015 if fundraising goes well, with a view to a soft opening late in 2016 ahead of the 2017 Sesquicentennial.

Ms Kirkpatrick noted that Council will be asked to approve funding for the Fundraising Feasibility Study once it has received and accepted the exhibit design concept and business plan. It will be necessary for the City to endorse the new museum in the Pipe Shop as a demonstration of support ahead of the Fundraising study. It was noted that the City's capital commitment to the project will also be essential to attract funding from other levels of government. Discussion about strategy directly relating to financing of the project took place. The District's capital contribution to the Community History Centre was noted and the need for persuasive arguments to convince the City was identified.

ACTION: Ms Kirkpatrick to discuss new federal funding programs with Isabel Gordon, City Director of Finance, and Larry Orr, City Manager, Land & Business Services.

6. **OTHER BUSINESS**

Councillor Hicks suggested that Lynn Valley Day at the end of May would provide an opportunity to show the new museum video at the Community History Centre.

7. **ADJOURNMENT**

The meeting was adjourned at 7:53 p.m. The next regular meeting is scheduled to take place on Thursday, April 18, 2013 at 5:30 p.m. in the Community History Centre Meeting Room.

SANFORD OSLER, Vice-Chair
NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION

Minutes prepared by: _____
Janice Manaton, Commission Secretary