

**MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION
HELD AT 5:30 P.M. ON SEPTEMBER 19, 2013
IN THE COMMUNITY HISTORY CENTRE MEETING ROOM
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5**

PRESENT: DOUGLAS COLBY
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
JAN MANATON, Recording Secretary

REGRETS: COUNCILLOR DON BELL (City)
IAN CAMPBELL
CATHARINE DOWNES

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. **APPROVAL OF THE MINUTES OF JULY 18, 2013 REGULAR MEETING**

Mr. Francis MOVED and Mr. Watt SECONDED

THAT the Minutes of the Regular Meeting of the Commission held on July 18, 2013 be approved.

CARRIED UNANIMOUSLY.

3. **MATTERS ARISING**

New Museum Update

Next Steps

Ms Kirkpatrick noted:

- that she had met with Don Evans, who had agreed to assist with casting various budget scenarios for the new museum operation. Once completed, these will be discussed with the Governance Committee prior to presentation to the City;
- that she had contacted pm-volunteers.org, who had agreed to help define the major steps and sub-steps in the new museum project. A client profile is being written and will be sent to project managers, who bid on the volunteer work. Once a project manager has been selected, meetings will be held – this is expected to take place over the next several months;
- that her meeting with Barbara Pearce, Ken Tollstam and Isabel Gordon of the City had gone well. The request for funding for the new museum will be incorporated into the capital project sheets submitted by Ms Pearce, the City's Director of Special Projects, who will also be requesting \$250,000 for new museum fundraising purposes;
- that she had enquired about the independent assessment of the business case for the new

museum requested by the City, and had been advised that City staff would have different experts look at two aspects of the plan. A tourism expert will review the attendance projections and a catering expert will review the revenue anticipated from meetings and events.

The Chair noted that he had been advised by the City that clearance for Lots 3 and 4 of the Shipyard site had been received from the Province. Contracts are being drafted with Pinnacle and the buildings are expected to be in the City's possession shortly. The City will pursue rental opportunities for Lot 3 and a temporary use for Lot 4.

Workshop with District Council

Councillor Hicks noted that he had spoken with David Stuart, the District's Chief Administrative Officer, who had indicated that a semi-formal presentation will probably take place some time in October. Ms Kirkpatrick noted that Mr. Stuart had not mentioned a date to her and she had not yet amended her draft report to make it suitable for an information meeting with District Council.

ACTION: Councillor Hicks will remind Mr. Stuart of the request for an in-camera presentation with District Council.

ACTION: Ms Kirkpatrick to contact Mr. Stuart to see if a date has been set for the presentation.

Federal Funding Sources

Ms Kirkpatrick noted that she had prepared and sent a package to federal stakeholders and had followed this with a request to meet with MP Andrew Saxton to provide an update and ask for advice on how to obtain federal support for the new museum project. City staff had suggested that, as federal funding is provided in many different guises, she should keep communications open with the various City departments. Consideration was given to reminding the two municipalities of the Commission's request that the new museum be designated as their sesquicentennial project. It was decided that, when published, the criteria for this funding will provide the Commission with the opportunity to raise the matter again with both Councils and seek their endorsement of any grant requests made under the program.

Advocacy and Fundraising Contact Lists

Ms Kirkpatrick noted that she had anticipated providing an amalgamated list to Commissioners but that the format of the document was too unwieldy at present to circulate. A prospective fundraising consultant had indicated to her that templates for this type of list would be available if required.

4. CITY WATERFRONT VISION AND BRANDING STUDY

The Chair reported on a recent public meeting at which consultant Roger Brooks had presented his philosophy and defined the geographical area that this study would pertain to. The City wishes the area to be a vibrant place sustained by local residents and had asked Brooks to prepare an action plan, and to define the vision and brand, and the steps necessary to achieve these. Several other Commissioners had also been in attendance.

A subsequent meeting with Mr. Brooks had been held at the Community History Centre, with Mr. Osler, Ms Kirkpatrick, Councillor Bell and the Chair in attendance. Brooks was shown the information video and exhibit plan and they had discussed the concept and nature of the new museum. He had been very receptive, surprised and impressed by what he saw, and appeared to be on the same wavelength. Brooks stated that the success of the new museum project would be helped considerably if the Commission could plug into and complement the overall brand for the site, and had suggested that the name "North Vancouver" be abandoned. Commissioners indicated that they would like to collaborate with other players and be part of the branding process for the overall site. Brooks mentioned that there would be a fundraising campaign to fund the new brand and this was seen as a potential competitor to the fundraising campaign for the new museum. A team of individuals

committed to the new brand will be set up and will work through the next steps. Brooks committed to keep Ms Kirkpatrick informed. Ms Kirkpatrick noted that Mr. Brooks may play a role in changing the minds of several Council members and that he may advocate for a cooperative marketing and rental strategy for the entire site, along with program coordination. Commissioners had asked for plenty of public washrooms on the site to prevent over-use of the washrooms in the new museum. Brooks had also indicated that there must be activity after 6pm in the evening and the Commissioners confirmed a commitment to being open when opportunities arise that attract visitors to the site and to program to different types of visitors.

ACTION: Commissioners were encouraged to fill out an on-line survey on the City's website.

5. **REPORTS**

Director's Report

Collections Clean-Up Project Progress Report #5

Ms Kirkpatrick noted that the number of processed items was down a little in the fifth quarter, due mainly to the fact that staff vacations had taken place during this period and a very large number of non-accessioned, undocumented items from the shipyards had been discovered. However, the project is expected to remain on track because the next area to be surveyed, the east mezzanine, has already been cleaned up. Attention needs to be turned to the matter of the lease, and whether an extension might be considered. A back-up option, while not preferable, would be to turn the entire museum level of Presentation House into storage.

Ms Kirkpatrick noted that deaccessioning had fallen behind but that she expected this will be dealt with once the Collections Manager returns from maternity leave. If this does not happen, Ms Kirkpatrick will get more involved in the process to ensure that deadlines are met. The goal remains to complete processing and deaccessioning by August 2014. The remaining items will be packed in preparation for a move. Ms Kirkpatrick expressed confidence in this being done on time. Councillor Hicks noted that the District would be unreceptive to funding any more lease payments on the current warehouse.

Mr. Watt MOVED and Mr. Francis SECONDED

THAT the report entitled *Museum Collection Clean-Up Progress Report #5* dated September 16, 2013 be received;

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

CARRIED UNANIMOUSLY.

ACTION: Future storage of the collection to be an agenda item at the next Governance Committee meeting.

BC Arts Council Grant

Ms Kirkpatrick noted that staff members are currently working on this year's application for an operating grant from the BC Arts Council, which involves a review of accomplishments, what was learned and how this will influence next year's operation, and the preparation of budget and statistical information. Deadline for the application is September 30.

Transitional Logo and Wordmark

Ms Kirkpatrick reported that she was working with KEI Design on a fresh, updated transitional wordmark/logo for the North Vancouver Museum & Archives. It was felt that a contemporary look was required for fundraising materials, the website, business cards, rack cards, etc. A template will be

provide that will make it simpler to do graphics work in-house. The designers are donating a considerable amount of design services. Ms Kirkpatrick circulated examples and asked Commissioners for feedback.

Museum and Archives Operations

Ms Kirkpatrick noted that the Museum and Archives would be participating in *Culture Days*, a nationwide celebration of cultural events, held Friday through Sunday, September 27 to 29. A supplement to the *North Shore News* will list the weekend's events. On Friday, there will be an Archives open house; on Saturday, Sharon Proctor will deliver a talk entitled *Red Light Connections* that demonstrates how using the Archives can uncover surprising information. The talk will be followed by a tour of the Archives; and on Sunday, Walter Volovsek will be talking about and selling his book about Edward Mahon, and staff will be on hand with an exhibit about Mahon that will remain at City Hall throughout October.

Governance Committee

Mr. Osler spoke to the minutes of the Governance Committee meeting held on September 11, 2013 that were circulated with the meeting package, and noted that the committee had also met prior to the Commission meeting to review the 2013 budget projections and the 2014 budget. Ms Kirkpatrick noted that assumptions for the budget had been determined at the September 11 meeting; these included no increase in staff, continued closure of the museum to general admission, and continued seconding of staff to the warehouse project. A line item for snow and ice clearance at the Community History Centre had been added to the budget at the request of the District. The City has requested that all departments seek to reduce their operating costs. However, NVMAC's 2014 budget request includes the modest increase for snow/ice removal and step increases for two junior staff members. Figures for 2013 are expected to come in on budget. Discussion ensued about increasing earned revenue. Ms Manaton noted that one source of additional revenue, project-related grants, cannot be mingled with operating funds; these grants are held in restricted special purpose funds. Councillor Hicks expressed concern over the budget for electricity costs, which are expected to increase. Mr. Osler MOVED and Councillor Hicks SECONDED

THAT the 2014 Operating Budget be adopted for presentation to the BC Arts Council and the two municipal funders.

CARRIED UNANIMOUSLY.

ACTION: Mr. Osler asked for names of potential Commissioners as there will be several vacancies at year end. To date, no names of District residents have been proposed.

Special Committee on Fundraising Planning

The Chair noted that the committee was originally formed to oversee the Fundraising Feasibility Study, which has now been deferred to January 2014 in order to ensure readiness for the study. The name of the committee has therefore been amended and, in order to set the stage for a fundraising campaign, Requests for Expression of Interest were recently sent to various fundraising professionals to provide advice on developing contact lists, a database, parameters around sponsorships, etc. Two short-listed candidates will be interviewed at the end of September. Terms of Reference for the committee were circulated. The Chair read and explained each point. This committee will eventually form the nucleus of a much-larger Fundraising Committee. Mr. Watt MOVED and Mr. Francis SECONDED

THAT the Terms of Reference for the Special Committee on Fundraising Planning be adopted.

CARRIED UNANIMOUSLY.

Friends Society

The Chair noted that the Society's board was in the process of arranging a fundraising event to be held on Tuesday, October 22nd in conjunction with Presentation House Theatre. The Society has bought out the opening night of a 5-night run of *Good Timber*, a multi-media musical review based on the

logger poetry of Robert Swanson, also known as the “Bard of the Woods”. Tickets to the event are \$50 each and will include a bar drink and donated appetizers, a pre-show reception featuring a guest-curated exhibit of logging related photographs from the Archives, and a brief talk by a logging historian. In the West Gallery, the 0s and 1s from the Baxter& exhibit will be covered by brightly-coloured blackboard paint and logger poetry will be written onto the “blackboards”. A post-show reception will enable participants to mingle with the performers while having coffee and dessert. Tickets will be available through Presentation House Theatre. The Society is hoping to raise about \$4,000 in net revenue.

Ms Kirkpatrick stated that the event is being called a “celebration” rather than a fundraiser, as awareness of the new museum is a key component. A sponsor package is being promoted to increase revenue generated.

ACTION: Ms Kirkpatrick to let Commissioners know via email when tickets become available on the Presentation House Theatre website.

6. **OTHER BUSINESS**

- Mr. Colby suggested giving consideration to finding a way to harness “kid power”, via school programs, to carry the message of the new museum to North Vancouver families.

7. **ADJOURNMENT**

The meeting was adjourned at 7:00 p.m. The next regular meeting is tentatively scheduled to take place on Thursday, October 17th, 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