

**MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION
HELD AT 5:00 P.M. ON SEPTEMBER 22, 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)
MATTI POLYCHRONIS
SEPIDEH SARRAFPOUR
ROBERT WATT
NANCY KIRKPATRICK, Director
JAN MANATON, Recording Secretary

REGRETS: DEBORAH JACOBS
SANFORD OSLER (Vice-Chair)
BLAIR TROUSDELL

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

The Chair called the meeting to order at 5:01 p.m. The agenda was approved as circulated.

2. **APPROVAL OF THE REGULAR AND IN-CAMERA MINUTES OF THE JUNE 29, 2011 MEETING**
Councillor Bookham MOVED and Mr. Francis SECONDED

THAT the Minutes of the Regular Meeting and the Minutes of the In-Camera Meeting of the Commission held on June 29, 2011 be approved as circulated.

CARRIED UNANIMOUSLY.

3. **MATTERS ARISING**

New Museum Update - Space Program and Operating Costs Study

Ms Kirkpatrick noted that she had submitted a Report to City Council enclosing the Urban Arts report, along with motions passed at the June meeting endorsing the recommendation that the optimum space required for a new museum is 23,000 square feet. The matter was considered by Council on July 18 and the City endorsed the following resolution:

“PURSUANT to the report of the Director of the North Vancouver Museum and Archives dated July 8, 2011, entitled “Space Needs and Operating Costs for a New North Vancouver Museum”:

THAT Council endorse, in principle, the key findings of the “North Vancouver Museum Space Program and Operating Cost Summary”;

AND THAT the museum’s collection, if feasible, should be stored on-site;

AND THAT the Museum be included in staff work on plans for the waterfront;

AND that the size of the new museum should be approximately 20,000 to 23,000 square feet.”

Ms Kirkpatrick reported that she had subsequently been invited to a meeting at City Hall with Richard White, Director of Community Development, and representatives of the Onni Group. At that time, it was officially concluded that the museum would not be included in the Onni development proposed for the Safeway site. She had been advised that City Planning Department staff is looking at options for including the museum and other cultural organizations in a variety of locations and configurations on the waterfront. She had also attended meetings held by Planning Department staff with the new director of Presentation House Theatre and the director of Presentation House Photo Gallery. These meetings have been very productive and positive. The City's Finance Department will be asked to look at cost implications for the various options. Further meetings are anticipated and several options will eventually be presented to Council and to the boards of the various organizations for consideration prior to seeking public input. After the public process, a final submission will be made to Council. The Chair noted that this would likely take place after the municipal elections. Ms Kirkpatrick indicated her understanding that the initial Report to Council may soon be ready for presentation.

Ms Kirkpatrick commented that when her report was submitted to Council, specific reference to the Onni site had been removed, and that the Council motion specified that staff include the museum in plans for the waterfront. Councillor Bookham explained that it had become apparent that the amenity bonussing for the Onni site would be insufficient both to provide the required space for a museum on the site and for the development to be acceptable to the public. Mr. Watt pointed out that the Commission had made a significant achievement in having Council accept the space requirements and other Commission recommendations in principle, and direct staff to include the museum in waterfront plans. The Chair noted that public feedback at events attended over the summer suggested that there was support for a museum on the waterfront. He saw inclusion of the museum with other cultural amenities and possibly Capilano University as very positive. Mr. Watt noted the enormous burden on staff, especially the director, throughout the recent process and he expressed hope that the next stages would be easier to navigate.

The Chair pointed out that the waterfront issue is very complex, as it involves not only determining the best use of the waterfront but also the outcome of the Presentation House site after the current tenants leave, along with capital funding requirements. He expressed confidence that the City would work towards a solution that is in the museum's best interests. Councillor Bookham commented that at one time there had been willingness on the part of the Provincial Government to allow sale of the Presentation House site and use of the proceeds for waterfront amenities. It was not clear what the current government's position was. She said that this matter would not be resolved during the life of the current City council and suggested that the Commission ensure that the museum is discussed during the election campaign to find out where candidates stand. Councillor Bookham added that she had heard many comments and concerns from community members about the new economic climate. Mr. Colby suggested that the Commission find a way to keep the conversation going and determine where the municipal candidates stand, and whether they will endorse a new museum for North Vancouver.

Ms Kirkpatrick noted that the City's planners have a deep knowledge of the waterfront site and much more than a passing familiarity with museums. She confirmed that she has discussed with them at length the new museum concept. She encouraged Commissioners to advocate for a new museum and ask questions of candidates running in the municipal election.

4. **REPORTS**

Director's Report

Annual Report

Ms Kirkpatrick spoke to the 2010 Annual Report, apologizing for the delay in its production which was a result of the amount of time she had spent working on the new museum. She asked the Commission to accept the Annual Report for inclusion in the BC Arts Council application. She would also send copies to both mayors and councils, and to key stakeholders, and would post a PDF on the website. Mr. Watt noted that the report will be a useful tool in terms of advocacy vis-à-

vis potential candidates. Ms Kirkpatrick undertook to provide a copy of the report to everyone who is running for office. Mr. Watt MOVED and Mr. Colby SECONDED

THAT the North Vancouver Museum and Archives Commission accept the 2010 Annual Report as presented.

CARRIED UNANIMOUSLY.

2012 Budget

Ms Kirkpatrick spoke to the draft budget which had been reviewed with the Governance Committee prior to circulation with the meeting package. She stated her expectation that the municipalities will want to hold the line on operating grants and that she did not expect to ask for an increase, noting that the Commission was in a good position in that two new staff members have been hired at a lower step in their respective pay grades, which provides some flexibility.

Ms Kirkpatrick noted that funding for the Collections Manager did not flow through the operating budget and that this funding expires in 2012; a key priority was to determine how to fund a collections management position on an ongoing basis. She had discussed this matter with both municipal Finance Departments and had been advised by the City's Director of Finance to submit a special capital request as a placeholder for funds to enable the move of the collection from the current warehouse. A business case will be submitted at a later date, after being discussed with the Governance Committee at its next meeting.

Ms Kirkpatrick reported that the cost for exhibits in 2012 was expected to rise by about \$12,000 to cover guest curators, artist fees, travel costs and design fees for the two planned exhibits. It is hoped that the increase will be covered by an increase in the BC Arts Council grant. Ms Kirkpatrick added that the museum would be partnering with the City Library on the *Baxter&* exhibit. She also noted that all of the travelling exhibits are old and need to be redesigned and refreshed, and this is included in next year's work plan. The replacement exhibits are intended to be more portable.

Ms Manaton explained that a motion was required by the Commission to approve the draft budget that is provided to the BC Arts Council, but that there may be changes required as a result of municipal budget instructions. If that happens, a revised budget will be presented to the Commission.

Councillor Hicks enquired about the duration of the lease; Ms Kirkpatrick noted that, although the City committed only to 2012, the lease expires in 2015. The landlord has been duly notified that we will stay in the building beyond 2012. She also confirmed that the City and the District splits lease costs by virtue of their 50/50 funding of the operating budget.

Mr. Watt MOVED and Mr. Francis SECONDED

THAT the 2012 operating budget for the North Vancouver Museum and Archives Commission be adopted.

CARRIED UNANIMOUSLY.

Sponsorship Opportunities

Ms Kirkpatrick said that three upcoming exhibits (Made in BC, Ian Baxter& and Edward Mahon) all presented opportunities for sponsorship. The Chair noted especially that the upcoming exhibit on the works of Baxter& may offer an opportunity to hold a significant event. Ms Kirkpatrick advised that Ian Baxter& is known worldwide. She will be meeting with him in November and will provide more information at the next Commission meeting. Baxter& will oversee the installation of the exhibit, which will be in various sites; each site offers an opportunity for sponsorship recognition, as would the exhibit brochure. Fundraising has not been discussed at length but under consideration is a small, high-value event, early in June 2012, at which Baxter& would be available to meet with guests. Ms Kirkpatrick welcomed Commissioners' thoughts and suggestions in this regard. The Chair noted that this event had also been discussed with the Friends Board.

Mr. Colby asked for an information sheet outlining sponsorship opportunities and how sponsors may be recognized. Ms Kirkpatrick undertook to put together a sponsorship package. She noted that she had also met with an individual who has a personal connection to a large foundation and who will assist her in putting together a grant application. She commented that sponsorship can take many forms. Mr. Colby noted that attracting sponsorships takes practice and salesmanship. Some sponsors seek follow-up opportunities (e.g., a draw that provides a list for sponsors to contact; others may be willing to receive ongoing recognition for, say, an annual contribution and a fixed recognition plaque). Ms Polychronis noted that sponsors are also looking for “business to business” opportunities. A large fundraising event, to which prominent members of the community could be invited, would provide a venue for sponsors interested in reaching attendees. The Chair referred the matter to the Community Engagement Committee for review and recommendations. Mr. Francis MOVED and Councillor Hicks SECONDED

THAT sponsorship opportunities for upcoming exhibits be referred to the Special Committee on Community Engagement for review and recommendation on action to be taken.

CARRIED UNANIMOUSLY.

Museum and Archives Operations

Ms Sutherland noted that summer programming had concluded and reported the following:

- *Waterfront Productions* in 2011 had featured shipyard “pals”, with both a male and a female costumed interpreter. The interpreters, dressed as WWII shipbuilders, provided costumed tours of the waterfront in the face of some geographical challenges. The site is undergoing soil remediation, the interpreters were not located at the PGE station (and therefore had no respite from the summer heat), and accessing Shipbuilders’ Square was challenging. Despite this, the tours did very well. The program was expanded in 2011 to include a male interpreter at Lynn Canyon Park dressed as an early mountaineer. This program generated a tremendous response, with about 250 people interacting each afternoon. Display panels discussing mountaineering in the North Shore mountains demonstrated changes in equipment and clothing. Weather-dependent, the program is expected to continue on Sundays through to Thanksgiving.
- *School Programs*
The 2011-12 program brochure was circulated. Ms Sutherland noted that the brochure had been professionally designed and was intended to be placed on school bulletin boards. More extension programs are being offered in the upcoming year because of the significant administrative difficulties that teachers encounter when arranging field trips – teachers are happier if we take the programs to them. *North Vancouver Then & Now* is a new kit being offered to teachers that can be borrowed for 2 weeks to enable them to present in-class programs, and already a number of bookings have been received. The program brochure will be delivered to North Shore schools over the coming week and email blasts will be targeted to appropriate grades.
- *BCMC Donation to Archives*
A significant new collection has been acquired by the Archives. In 2007, the Museum was approached by the BC Mountaineering Club to do an exhibit. *Peak Performance* celebrated the club’s achievements and, once the exhibit had been struck, work commenced on the virtual exhibit *Climbing to the Clouds* (launched in 2010). While working with the club’s archivist, it became apparent that their records represented an important and valuable collection. NVMA’s Archivist, Janet Turner, discussed with the provincial archives where it should be retained and, as a result of these discussions, Ms Sutherland and Ms Turner worked with the club’s membership to have their archival material donated to the North Vancouver Archives. This represents a great opportunity, as it is unusual for a community archives to hold provincially significant collections. The collection is now stored in the Archives and is available to researchers. Ms Kirkpatrick noted that a virtual exhibit of mountain photography is planned. Individual club members have also donated artifacts, including some items used on first ascents. It is expected that some of these items would find a home in the new museum’s permanent exhibit and that the collection will provide material for future temporary exhibits. Ms Sutherland noted that the BCMC donation includes some 3,900 images. Archival students have already worked on the collection, which comes to the Archives well organized.

Ms Kirkpatrick also noted a donation of aerial photographs by the family of an individual who had been City Clerk in the 1920s. This acquisition came via Sharon Proctor, who has been responsible for soliciting a number of donations to the Archives.

Standing Committee on Governance

The Chair noted that a meeting of the Committee had recently been held and that Mr. Osler would circulate and speak to the minutes at the next Commission meeting. Mr. Hicks noted that the BC Arts Council grant proposal and the 2012 budget had been discussed at the meeting, along with candidate selection criteria for new commissioners and special funding for the collections project.

Special Committee on Community Engagement

Ms Polychronis noted that she had attended the first meeting of the new Friends board, and that it had gone very well. She was looking forward to working on sponsorship opportunities.

Special Committee on Programming & Collections

Mr. Francis noted that the committee had recently met to consider the Museum Collection Policy. The document had been referred to staff for some fine-tuning and will be discussed at the next meeting. The Archives Collection Policy will also be reviewed at that time, following which both policies will be presented to the Commission for adoption.

Upcoming program initiatives were also discussed at the meeting. Mr. Francis commented that it was remarkable how much the staff accomplishes with limited resources. Funding possibilities had also been discussed.

Ms Kirkpatrick asked Commissioners to let her know if they would like to have a tour of the warehouse and suggested that those who have been there before would be able to see the progress that has been made.

Special Committee on Facilities

Mr. Francis had nothing to report.

Friends Society

The Chair noted that the board met on September 20, 2011. In addition to himself, the current directors are Don Bell, Matti Polychronis, John Gilmour (who is now president) and newly-appointed director, Gavin Marshall. Others have agreed to join the board when it is expanded. A discussion has been held with the Lower Lonsdale Business Association, which is interested in appointing a member to the board. The board will be looking at sponsorship opportunities and will focus on awareness and fundraising.

The Chair reported that the Society had taken part in the Lower Lonsdale Fall Fair. A lot of people dropped by the booth and expressed interest in having a museum on the waterfront. The Chair circulated the Society's new membership form. Ms Kirkpatrick remarked that the new form provided an opportunity to purchase gift memberships and make donations. It will be uploaded to the website.

5. OTHER BUSINESS

Mr. Colby asked whether social media is being used to interact with the community. Ms Sutherland replied that both a Twitter feed and Facebook page is accessible from the website, and a QR code has been included on the *Climbing to the Clouds* website. Mr. Colby suggested that pre-loaded flash drives could be given out as a way of communicating the Commission's vision and plans for a new museum.

Mr. Watt reported that he would have a draft report about the City's update to its Official Community Plan ("OCP") at the next meeting. He remarked that the City's 1998 Social Plan included commentary about the commitment to build a new museum facility. He would ask the Commission

to approve his report, which he then intended to submit to the City's Planning Department's process for its new OCP.

6. **ADJOURNMENT**

The meeting was adjourned at 6:23 p.m. The next regular meeting is scheduled to take place on Thursday, October 20, 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