

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

Commencing at 5:30pm on Thursday, October 19, 2017
AT THE COMMUNITY HISTORY CENTRE
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5

PRESENT: COUNCILLOR DON BELL
CATHARINE DOWNES
JONATHAN EHLING
VICTOR ELDERTON (Chair)
KEVIN EVANS
JAMES FOX
DEREK HAMILL
COUNCILLOR ROBIN HICKS
TERRY HOOD
TERRY McALDUFF (Friends Society)
BOB McCORMACK (Friends Society)
NANCY KIRKPATRICK, Director
LAUREL LAWRY, Recording Secretary
SHIRLEY SUTHERLAND, Assistant Director

REGRETS: SHERYL FISHER-RIVERS
GUESTS: SHELLEY CRAIG AND DAVE CROMP, Urban Arts Architecture

1. ***Call to Order and Approval of Agenda.***

The Chair called the meeting to order at 5:32 pm. The Agenda was approved as amended.

2. ***Approval of Minutes***

Moved by Mr. Evans and seconded by Mr. Hamill that the Minutes of the Regular Meeting held on September 21, 2017 be approved as circulated.

CARRIED UNANIMOUSLY

3. ***Reports***

• ***Director's Report***

- ***BC Arts Council Operating Assistance grant application (2018 and 2019)***
The NVMA made an application to the BC Arts Council Operating Assistance program to increase annual funding from \$33,000 to \$50,000. Commissioners are invited to read the application to learn more about some of the interesting projects the NVMA is working on.
- ***BC Arts Council Enhanced Capacity grant application (2018 and 2019)***

A new application was submitted for the BC Arts Council Enhanced Capacity program with a request for \$30,000 per year. The grant program funds organizations like the NVMA as they go through business transitioning, HR planning and reviewing the business plan to align with the community needs assessment results. Decisions about the funding levels are generally posted in February 2018.

Action: An Executive Summary will be prepared by Mr. Evans based on the BC Arts Council application narrative for distribution to both municipal councils, and to update the website.

Action: As the BC Arts Council is a provincial government agency, the NVMA Chair and Director will organize a meeting with the local provincial government representative, and an invitation extended for her to meet the Commission.

- *Museum & Archives Operations*

September was a busy month for Programs, Exhibits and Volunteer program. Bookings for school programs have increased and the primary level programs are almost fully booked. Few Chief Dan George programs have been delivered to date but NVMA has received positive feedback and a good response to promotions to date. Attendance at PH is up due to the Chief Dan George exhibit and we are seeing steady visitation. A variety of Culture Days programs were carried out at the end of September; all activities were well received by the public.

Exhibit and text panels for the New Museum will be printed in English with First Nations language represented (French language is not necessary for Federal funding purposes). Some Farsi language will also be incorporated where appropriate. Incorporating phonetic translations and oral recordings of the First Nations Languages was discussed.

- *Governance Committee Report*

- *Report on Commission retreat*

The report on the retreat will be presented at the November Commission meeting.

- *Friends Society Report*

An update was provided on the Friends Society activities, including the year-end fundraising letter, Night at the Museum 2018, North Vancouver Chamber of Commerce and the Privacy Policy.

- *Aboriginal Voices Working Group*

The AVWG has had many meetings including a workshop session with the Kei Space Design exhibit team. Sandra White has been instrumental, alongside co-facilitator Sheryl Fisher-Rivers, in bringing about productive meetings and developing a strong group. Identifying opportunities to access funding for specific First Nations initiatives at the New Museum, from the Truth and Reconciliation Commission, including perhaps language translations and audio, was discussed by the Commission.

- *Branding/Naming Working Group*

- *Terms of Reference*

Working group member Ms. Downes provided an update on this task-oriented group focused on finding a name for the New Museum. Longer-term work could be examined at a future date around marketing however this would fall outside the scope identified by this working group.

- *Creative Brief*

A PowerPoint presentation was delivered discussing terminology, including legal name, Brand name and URL/copyright, logos (symbols and wordmarks), and taglines. A process timeline has been developed and was presented to the Commission. Recommendations for names are anticipated for the December Commission meeting. The Community Engagement digital platform team from the District will meet with the Director next month, which could present an opportunity to incorporate some naming ideas into the public consultation. An iconic physical attribute will be explored with architectural material provided to the branding consultant from the Building sub-committee.

- *Fundraising Cabinet*

The Capital Campaign update was provided by Mr. Hamill. The Donor Bill of Rights states that the Financial Statements be provided to potential donors. The Commission decided by unanimous consent that this should include both the NVMA and the Friends Society statements. Wording outlining the structure of donations will be developed (Friends Society provides funding to NVMA). Organizational/Financial structure wording will address the role that the City plays. Preliminary promotional and fundraising ideas were discussed by the sub-committees at their meeting, including a potential “Adopt-an-artifact” campaign. A budget proposal will be created in the coming weeks. A timeline/campaign plan will be established for the fundraising goals. Specific items are being identified by staff, exhibit team and architect to prioritize the fundraising needs and opportunities.

Terry McAlduff left the meeting (alternate Friends Society Representative is Bob McCormack.)

4. Matters Arising

- *Public Art Banners at Community History Centre*

The following motion was moved by Mr. McCormack, and seconded by James Fox:

THAT the Commission approves the request of the North Vancouver Public Art Committee to install a set of banners by Philip and Kristy Robbins outside the Community History Centre, on the proviso that the NVMA Commission will not be responsible for any costs related to the banners’ installation and ongoing maintenance.

CARRIED UNANIMOUSLY

- *New Museum*

- *Exhibit Concept Plan*

Meetings took place between AVWG and Kei Design exhibit concept plan, Tsleil-Waututh and Kei and well as NVMA Staff and Kei. Refinements to the exhibit themes and stories were incorporated into the Concept Plan document. Copies will be made available to the Commission starting Monday October 23 at CHC. Kei Space Design has been engaged by the City to create a plan for interpreting the lobby streetcar.

- *Other new museum items*

Friday October 20 is a New Museum technical meeting with electrical and mechanical subcontractors attending along with City real estate/facilities staff, budgetary issues and future operations will make up the balance of discussions. December 4 will be an opportunity for the NVMA to attend a City of North Vancouver Council meeting to provide an update on the New Museum. It was decided that having a proposal addressing the retail operations at the new location would be beneficial for

presentation at that Council meeting.

Action: Nancy, Terry, and Kevin will follow up regarding retail opportunities.

- *Task Group / Committee Proposal*
Items deferred to the next meeting.
 - Structure
 - Terms of Reference

5. **Items from Commissioners**

- Standing Item: Commissioner communications with municipal councillors
Item removed from the agenda.
- Stakeholder map
Item removed from the agenda.
- The North Vancouver Community Arts Council has received funding for the cultural mapping project.
- There will be an opportunity to promote Museum project to councillors and candidates with the upcoming elections taking place.

6. **Other Business**

- 7:00pm - New Museum building presentation – Shelley Craig, Urban Arts Architecture
Shelley Craig and Dave Crompt of Urban Arts Architecture presented a Powerpoint presentation with public realm design elements and concepts identified and prioritized through previous Public Realm workshop sessions held jointly with NVMA, City of NV staff and community stakeholders. Positive City reaction to the animation of the public realm and wayfinding.
The project budget was discussed, including the need to remove certain finishes and design elements. Fundraising and/or a successful grant award through the Friends Society (with support from the Capital Campaign) could potentially bring back these elements. Discussions around in-kind services and sponsorship opportunities ensued.

7. **Adjournment at 8:05 pm.**

Next meeting at 5:30 pm on November 16, 2017 in the Community History Centre Meeting Room.

Victor Elderton, Chair
NORTH VANCOUVER MUSEUM & ARCHIVES COMMISSION

Minutes prepared by: _____
Laurel Lawry, Commission Secretary