

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

Commencing at 5:30 pm on Tuesday, February 19, 2019
AT THE COMMUNITY HISTORY CENTRE
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5

PRESENT: COUNCILLOR DON BELL
JONATHAN EHLING
VICTOR ELDERTON (Chair)
JAMES FOX
DEREK HAMMILL
GINETTE HANDFIELD (Vice-Chair)
TERRY HOOD
NANCY KIRKPATRICK, Director
SHIRLEY SUTHERLAND, Asst. Director
DEE STREET, Recording Secretary (Alternate)

REGRETS: COUNCILLOR BETTY FORBES, SHERYL FISHER-RIVERS, BOB
McCORMACK (Friends Society alternate), TERRY McALDUFF (Friends Society)

GUESTS: PAMELA ROBERTS (NVMA Staff)

1. Call to order by the Chair at 5:39 pm and Approval of Agenda
Mr. Fox moved and Mr. Ehling seconded the approval of the Agenda.
2. Ms. Kirkpatrick moved and Ms. Handfield seconded the approval of Minutes of the Regular Meeting held January 15, 2019.
3. Public Programs
 - *Pamela Roberts, NVMA Public Programs Planner*

Ms. Roberts introduced the program plan strategy and purpose in keeping with the development of clear program terms and objectives, developed with input from NVMA staff and other stakeholder consultations. Highlights from the presentation included references to a recent national Arts & Culture survey and how the data correlates with results from local focus groups. A key question is "How will the museum create a sense of inclusion and belonging with the programming when there is a 40% immigrant population?" Ms. Roberts considers working with the communities and gathering input.

A new program is being developed, an extension to the existing Waterfront Productions theatrical interpretation, to include "Streetcar Theatre" where 4-5 stories from North Vancouver residents show what they saw or experienced on the streetcar. This program will link to topics that are popular today – immigration, housing and transportation.

A discussion ensued around cultural participation and Indigenous programming. There are two Indigenous programming strands; the content of all programs will consider Indigenous audience segments and opportunities for Indigenous linkages will be woven through all museum programming, where appropriate.

Looking at other BC Museum programming, Ms. Roberts found the Surrey Museum to be a good model of a community hub museum for the NVMA to consider. More discussion is

needed with Polygon Gallery and evaluating appropriate and complementary programming. North Van Arts (formerly North Vancouver Community Arts Council) is a key partner in programming for the museum.

Some suggestions raised by the Commissioners included:

- In the NVMA survey, staff saw exhibit programming as important, however, the idea of themes should be a preferred programming approach.
- There is a great opportunity to do contextually important exhibits. Having authenticity in the programming is an important aspect to consider.
- Try to engage with Indigenous perspectives in the programming. Weave in a story to illustrate but don't force it into a context.
- Look at North Shore programs and existing audiences that we can work with, such as Green Drinks, TED Talks and Creative Mornings.
- Consider program extensions at the CHC for some of the programming. Provide a listings that refers the visitor to the CHC and the Museum.

4. Director's Report & Emergent Issues

A written report was provided by the Director and circulated in advance of the meeting.

These monthly reports will help the staff to produce an Annual Report with meaningful statistics at year end. These reports are helpful in representing the highlights of the work of the NVMA. There was support for sharing the document and the excellent work of NVMA staff.

An exhibition at CHC was promoted on the front page of the December issue of the Express and appears on the back of the Express in March. The NVMA staff is responsible for publicity and awareness of these programs and exhibitions. Can the NVMA leverage the Director's reports so that the stakeholder community (City and Community) is aware of all of the work going on at the CHC and the Museum? In response, the Director indicated that Archives' public outreach is a higher priority with the new Archivist and will become more so in the future. The Director will add plans for promotion and publicity for these initiatives.

The Director provided information on attendance and explained that there is a lot of work going to educate the public on the programming. She is in favour of using advertising funds when the new Museum is open and both buildings and their programs can be promoted together. This will provide scale, impact and continuity of story between the Museum and the Archives at the Community History Centre. It was noted that CHC programming is more of an enrichment for people who are coming to the Lynn Valley location as an Archives facility.

Mr. Ehling left the meeting at 7:05

Revenues on room bookings at the CHC are held by the NVMA in a special account. Similarly, earned revenues at the new museum will need to follow some accounting structures that will be developed jointly by NVMA and City Finance staff.

A Friend's Society Treasurer, who is a CA, has been appointed and The Friend's Society is hiring an accountant who will initiate a Review Engagement in 2019 and recommend an Audit in 2020.

5. Councillors' Review/Reports

Councillor Bell and the Director met with CAO and the Mayor. The CAO will review and report back to the City on recognition policies; NVMA staff are waiting to hear from the CAO and City Council on this matter. The Donor Recognition document was distributed to the previous Council in the autumn of 2018; the new Council needs additional background and context.

Mr. Bell left the meeting at 7:17pm

6. New Museum Reports

- Update on New Museum Planning

The Director had a walk-through of the new Museum with MP Wilkinson. The visibility to the street is very prominent. Other walk-throughs are expected in future. There is a draft lease for the space which will be reviewed by professionals. A meeting on the streetcar refurbishment project took place; a ramp will be needed to provide disabled access to the streetcar; the City will issue an RFP for the streetcar move. A high level Retail Opportunities study should be complete by the end of February. The Director will send a copy of this document to the Commission when it is available. The Director and Assistant Director met with a museum marketing professional and requested some key steps for the new Museum to consider before launching a public campaign. A work proposal will be prepared by a marketing professional.

NVMA staff have completed all text edits for the exhibits and are finishing up the image sourcing and capture of 850 photographs. The team is working on the source, attributes and captions for these images.

- Update on Transition Business Plans

The Director and Administrative Services Manager met with the City and presented a full report of a 5-year transition business plan. The City has requested that the plan be revised to show the project Base Case and then show the Base Case +\$100,000, in \$100,000 increments to \$500,000. They understood the service to community component, but would still like to see the Base Case. There was also discussion around the role of the Friends Society in the Transition Plan; the financial and fund raising role is addressed in the Memorandum of Understanding (MOU) between the Commission and Friends Society. The City has requested to have their lawyer review the MOU.

7. Reports:

- Friends Society Report

The Friends Society is finalizing the MOU. Mr. Elderton raised the issue of having Commission representation on the Board of the Friends Society as a bridge between the Board and Commission. Commissioners are encouraged to put their name forward for nomination. The Friends President is exploring holding the Friends Society Annual General Meeting at the Tomahawk Restaurant. The Friends AGM will be held in September to provide adequate time for financial statement preparation by the new external accountant.

- Governance Committee Report

There has been a request by the City CAO and the Mayor to review the recruitment of the new Director. This offer should also be extended to the District. The Commission Chair and Vice-Chair will meet to review the strategy and search committee with the City HR department to determine and cement the recruitment timeline.

- Capital Campaign Cabinet

- Dee Dhaliwal has joined the Capital Campaign. The Cabinet is reviewing the timing of the public launch and indicate it will likely be January 2020 due to the Federal election this fall. A second New Museum Open House (by invitation) is scheduled for Tuesday April 9th.

- Confidential Campaign Activity Summary

A summary report was presented to the Commission. There is currently a \$400k - \$700k proposal for a charitable donation being reviewed by a potential donor.

- Marketing & Communications Committee

- The last meeting was delayed due to a winter storm.
- The Streetcar event was discussed with City Staff and they advised they could not support an event due to it happening at night and the fragility of the move. Looking at doing more of a promotion around the streetcar move and refurbishment.
- Recruitment of Marketing Advisor: Looking for advice on the public phase of the Capital Campaign and positioning of the new Museum as well as an audit of the marketing materials and key messaging.
- Branding: If there is a delay in the public launch, the launch of the branding will follow suit.
- The City has requested to review the Brand Name.
- The Director's retirement will be announced once a job description and messaging is developed.
- There was a request from the Marketing and Communication Committee to have a joint meeting with the Capital Campaign. Mr. Hammill will add this to the next Commission meeting agenda.
- The Enhanced Membership Model and admission structure will be further developed in future.

- Community Engagement & Partnership Strategy

This item was deferred to the next meeting.

- Indigenous Voices Advisory Committee

There have been informal meetings and this group is working towards an MOU with a First Nations council.

8. Items from Commissioners

- Standing Item: Commissioner communications with municipal councillors


9. Other Business

April 3rd City Council orientation meeting taking place at CHC is extended to all Commissioners who are able to attend.

10. The meeting was adjourned at 8:45 pm. Next meeting at 5:30 pm on Tuesday, March 19, 2019 in the Community History Centre Meeting Room.



Victor Elderton, Chair
North Vancouver Museum & Archives Commission

Minutes prepared by: 
Dee Street, Recording Secretary (alternate)