

**MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION
HELD AT 6:15 P.M. ON MAY 15, 2014
IN THE COMMUNITY HISTORY CENTRE MEETING ROOM
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5**

PRESENT: COUNCILLOR DON BELL (City)
CATHARINE DOWNES
VICTOR ELDERTON
DON EVANS (Vice-Chair)
JOHN GILMOUR, (Friends Society Representative)
COUNCILLOR ROBIN HICKS (District)
SANFORD OSLER (Chair)
MATTI POLYCHRONIS
ROBERT WATT
NANCY KIRKPATRICK, Director
JAN MANATON, Recording Secretary

GUESTS: ROBERT HEYWOOD, Friends Society Director
TERRY PASK, Campaign Cabinet Member

1. **CALL TO ORDER.**

The Chair called the meeting to order at 6:15pm and noted that John Gilmour was attending the meeting in his capacity as the alternate Friends Society representative. Ms Kirkpatrick noted that she had not had an opportunity to prepare Attachment #3, Collections Clean-Up Project Update, noted on the Agenda; this would be available at the next Commission meeting. The agenda was unanimously approved on a motion by Mr. Watt, seconded by Ms Downes.

2. **APPROVAL OF MINUTES OF THE REGULAR AND IN-CAMERA SESSIONS OF MEETING HELD ON APRIL 24, 2014**

Ms Downes MOVED and Councillor Bell SECONDED

THAT the Minutes of the Regular Meeting of the Commission held on April 24, 2014 be approved.

CARRIED UNANIMOUSLY.

Mr. Watt MOVED and Mr. Elderton SECONDED

THAT the Minutes of the In-Camera Meeting of the Commission held on April 24, 2014 be approved.

CARRIED UNANIMOUSLY.

3. **MATTERS ARISING**

NVMAC Application for Qualified Donee Status

Ms Kirkpatrick noted that Margaret Mason, a lawyer with Bull Housser Tupper, had submitted the Application for Qualified Donee Status to Canada Revenue Agency on April 30, 2014. Processing

could take as few as three and as many as seven months. Ms Mason is optimistic that the application will be well received.

Commission Vacancies

The Chair noted that Mr. Colby had resigned as a District appointee. Don Evans, Ms Kirkpatrick and the Chair had met with a District resident with an appropriate skill set who has since applied to become a Commissioner. Councillor Bell will follow up with a City resident who is interested in filling the City vacancy.

Commissioner Donations

Ms Manaton will contact Commissioners who made donations through the Friends Society to confirm the intention of those donations.

4. REPORTS FOR APPROVAL

Draft Report to City Council:

“Fundraising Feasibility Study for a New North Vancouver Museum”

The Chair read out the following motion contained in the draft report:

THAT the NVMA Commission has reviewed and endorses the Fundraising Feasibility Study and its Executive Summary, both dated May 15, 2014, prepared by KCI Ketchum Canada;

AND THAT the NVMA Commission requests City Council's authorization to continue to the next phases of a fundraising campaign for the new museum;

AND THAT the Commission approves the draft Report to City Council, “Fundraising Feasibility Study for a New North Vancouver Museum”, prepared by Nancy Kirkpatrick, NVMA Director.

Ms Kirkpatrick spoke to her Report to Council which will accompany the Executive Summary prepared by KCI Ketchum Canada. She noted that she had met with the City's Management Team, which had provided input and made suggestions on the presentation. Mr. Evans explained the various phases of raising profile, the “quiet” phase of the campaign and the “public” phase of the campaign, noting that it will be imperative to raise the museum's profile before the campaign enters the public phase. The Commission disliked the term “quiet” for its implication of inactivity and asked that the consultant change this to “targeted”.

ACTION: Ms Kirkpatrick to contact consultant and request that the term “quiet phase” be changed to “targeted phase” throughout KCI's Fundraising Feasibility Study and Executive Summary.

Councillor Hicks noted his belief that District Council has committed to continue its current share (adjusted for inflation) of the operating budget for the new museum. Item 11 of the draft Report to Council implies that there is not a concrete cost-sharing agreement. Ms Kirkpatrick noted that this would be confirmed when revised revenue and expense forecasts are produced. Councillor Bell suggested that Item 11 be changed to read as follows:

“This will be done in future when the NVMA completes work on revising the operating expense and revenue forecasts consistent with the agreement on the sharing of operating costs with the District of North Vancouver as included in item 5.”

Concern was expressed about the fundraising deadline of December 2015. Mr. Evans noted that the consultant had commented that the fundraising target was “ambitious and attainable”. He discussed his response to questions that may come from Council about the ability to meet this deadline, noting

that the public phase cannot commence until larger donations have been secured and that the economy may affect timing. Ms Kirkpatrick noted the City's concern that cash flow could be an issue in the build phase.

Mr. Evans stated that a Campaign Director will be hired as soon as possible after the go-ahead to proceed is given by the City, as there is no in-house fundraising expertise. A job description has been developed and is ready to be posted.

MOTION CARRIED UNANIMOUSLY.

The Chair encouraged all Commissioners to attend the City Council meeting; Ms Kirkpatrick will advise the approximate time the presentation will be made to Council.

5. **REPORTS**

Director's Report

Collections Clean-Up Project Update

Ms Kirkpatrick stated that she had not had time to write the update but reported that weekly meetings are being held to discuss and decide on items for deaccession. Ms Kirkpatrick noted that she did not believe there were any concerns about meeting deaccessioning targets. Once the collection is smaller, it may be possible to put everything into one warehouse bay, which might provide the opportunity to sublet the remaining space.

With respect to the warehouse lease, Ms Kirkpatrick noted that she had met with City and District representatives and had discussed various options. Ms Kirkpatrick noted that the District was developing a business planning template and that it may be beneficial to run the options through that model. She had also been encouraged to go back to both municipal management teams to obtain feedback on her option paper. The Chair noted that this would serve to raise the profile of this issue.

ACTION: Ms Kirkpatrick to submit the Collections Clean-Up Project Update for approval at the June 2014 Commission meeting.

Kitty Heller Alter Ego Trust Fundraising Opportunity

This agenda item was discussed in-camera.

Museum & Archives Operations

Ms Sutherland noted the following:

- The Sea-to-Sky Regional Heritage Fair had been a success. Fifty-five students from the Howe Sound and North Vancouver School Districts had attended the daytime student conference that included a workshop on history taught via puppetry and a First Nations workshop. Forty volunteers had assisted over the course of the Fair. Projects were open to the public at 6:00pm, followed by an outdoor festival and awards presentation that proceeded and was well received despite inclement weather. Six students have been selected to attend the Provincial Heritage Fair in Kamloops and two students have been selected to participate in the *Young Citizens* project and produce videos about their projects with a professional videographer. The video projects will be entered into a national on-line competition and six students will be selected, based on on-line voting, to attend Canada's National History Forum in Ottawa.
- Funding has been received from *Young Canada Works* for one waterfront interpreter. The City has agreed to fully fund the second position. Interviews will take place over the next week and the Shipyard Pals will launch on Canada Day. Presentation House Theatre has again been contracted to provide coaching.
- Felice Jolliffe will be staying on as 4-day Reference Historian while the incumbent is on maternity leave. The position will be covered on Saturdays by recently-hired Daniel Collins.

The Chair thanked everyone involved in the Heritage Fair, in particular Andrew Hildred and Carol Ballard, noting that the students were well researched and engaged.

Governance Committee

The Chair noted that the next meeting will take place on June 25, 2014.

Campaign Cabinet

Mr. Evans noted that new members John Gilmour, Terry Pask and Gerry Brewer had been recruited and agreed to join the Cabinet, and asked the Commission to approve these additions. He provided a little background information on these individuals and noted that the Cabinet was currently in the process of organizing networking structures. Mr. Evans MOVED and Mr. Watt SECONDED

THAT the Campaign Cabinet be expanded to include John Gilmour, Terry Pask and Gerry Brewer.

CARRIED UNANIMOUSLY.

Friends Society Report

Mr. Gilmour reported the following:

- The third annual *Treasures in the Attic* event at Lynn Valley Mall provided good exposure and lots of walk-by traffic. Costs were a little higher this year than previously, reducing the net proceeds. The Society was debating the location of next year's event. Mr. Gilmour thanked NVMA staff for their assistance.
- The Society had a booth at the Heritage Fair.
- As most directors will be out of town on Lynn Valley Day, May 31, the Society will have information on the NVMA's table at that event.
- The Society is trying to expand its volunteer base and will send out an email to members asking for volunteers to assist on Canada Day. Mr. Gilmour asked Commissioners to let him know if they would like to participate in the parade.
- The Society has rented a table at Folkfest on May 24, from 6-8pm.
- The Annual General Meeting takes place on June 12 at the Coppersmith Shop. The business part of the meeting will take place from 7:00-7:30, followed by an open session presented by Don Evans on fundraising for the new museum. Mr. Gilmour suggested that the Coppersmith Shop may be a good venue to hold public meetings to inform people of the project.
- Consideration is still being given to hosting a Chamber of Commerce *Business After 5* meeting at Presentation House in the fall to contrast the current site with the renderings of the new museum.
- The Society was considering an opportunity to be a sponsor at the City's Night Market.
- The Society is currently recruiting new board members as two incumbents are moving out of town, and Mr. Gilmour asked for suggestions from the Commission of people with an interest in the community and its history. Some experience in marketing, promotion and/or sales would be beneficial.

Ms Kirkpatrick noted that a tour of the Pipe Shop had originally been planned to follow the AGM but this was not possible. The Chair encouraged Commissioners to attend the Society's AGM and hear Mr. Evans' presentation.

Ms Kirkpatrick also noted that the Society was working to produce a "fortune teller" origami handout for children at the Canada Day Parade.

ACTION: The Chair asked Mr. Gilmour to send an email to Commissioners prioritizing the volunteer needs for upcoming events.

6. **OTHER BUSINESS**

- After conducting a poll of Commissioners, it was determined that the August Commission Meeting will be cancelled. A meeting will be held on July 17, 2014.
- Mr. Watt reported that he had attended the City's First Annual "Jane's Walk" which discussed how neighbourhoods impact social housing, community, and housing variety. On the walk, he had been invited by Councillor Linda Buchanan to talk about the Pipe Shop Building as new home to the museum.
- Mr. Watt requested that Mr. Evans, Mr. Osler and Ms Kirkpatrick arrange to meet with him and a *Vancouver Sun* reporter who had expressed interest in profiling the new museum project.
- Mr. Watt noted that he would be attending a ceremony for new citizens, to be held at the Ismaili Centre. Minister James Moore will be at that ceremony and Mr. Watt asked for input regarding how he should use the opportunity to follow on from the meeting with MP Andrew Saxton.
- Ms Kirkpatrick stated that she will advise Commissioners of timing for a photo shoot that may be scheduled just prior to the next Commission meeting.
- Ms Kirkpatrick noted that she and Ms Sutherland will be attending the Association of American Museums International Conference in Seattle. 25,000 people from 35 countries are expected to attend. She will do a presentation on the conference at the next Commission meeting.
- Mr. Evans noted a West Coast Railway Association event in Yaletown, and another that generates significant annual fundraising from non-traditional markets.

7. **ADJOURNMENT**

The meeting was adjourned at 7:50 p.m. The next regular meeting is scheduled to take place on Thursday, June 19, 2014 at 5:30 p.m. in the Community History Centre Meeting Room.

SANFORD OSLER, Chair
NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION

Minutes prepared by: _____
Janice Manaton, Commission Secretary