

**MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM AND ARCHIVES COMMISSION
HELD AT 5:30 P.M. ON SEPTEMBER 18, 2014
IN THE COMMUNITY HISTORY CENTRE MEETING ROOM
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5**

PRESENT: COUNCILLOR DON BELL (City)
VICTOR ELDERTON
SHERYL FISHER
ROBERT HEYWOOD, Friends Society Representative
COUNCILLOR ROBIN HICKS (District)
TERRY HOOD
SANFORD OSLER (Chair)
ROBERT WATT
NANCY KIRKPATRICK, Director
SHIRLEY SUTHERLAND, Assistant Director
JAN MANATON, Recording Secretary

REGRETS: CATHARINE DOWNES
DON EVANS (Vice-Chair)
MATTI POLYCHRONIS

GUEST: Nicholas Locke, Optimus Fundraising

1. **CALL TO ORDER.**

The Chair called the meeting to order at 5:52pm. He noted that, as Attachment #4 was not available for the meeting, the first point under Item #6 would be deferred to the October meeting. The amended agenda was unanimously approved on a motion by Mr. Heywood, seconded by Mr. Watt.

2. **INTRODUCTIONS**

Ms Fisher was introduced and welcomed as the new City appointee to the Commission. Nicholas Locke of Optimus Fundraising was introduced and welcomed as the Campaign Director for the New Museum Fundraising Campaign.

3. **APPROVAL OF MINUTES OF THE REGULAR AND
IN-CAMERA MEETINGS HELD ON JULY 17, 2014**

Councillor Hicks MOVED and Mr. Heywood SECONDED

THAT the Minutes of the Regular Meeting of the Commission held on July 17, 2014 be approved;

AND THAT the Minutes of the In-Camera Meeting of the Commission held on July 17, 2014 be approved.

CARRIED UNANIMOUSLY.

4. **MATTERS ARISING**

New Museum

• ***Campaign Update***

Mr. Locke noted that he was currently developing a plan that would be presented to the Capital Campaign Cabinet (“CCC”) at its October 9, 2014 meeting. The finalized plan would be delivered to the Commission for approval at its November 20, 2014 meeting. Mr. Locke outlined the key factors needed to implement a campaign:

- *Volunteer involvement*, both to bring ideas and expertise and to provide introductions to major donors. Government Relations and Marketing/Communications Subcommittees will be formed at the October CCC meeting and it will be necessary to attract new members with expertise in these areas.
- *Case for Support*, which is a document intended to convince a donor to give and provides consistent messaging to be used by all participants. The case will drive all marketing, print, web and social media updates and form the basis of proposals to donors. Mr. Locke noted that he has begun drafting the Case for Support and hoped to have it available at the October 9 CCC meeting.
- *Museum Name and Brand*, to raise the current low profile of the museum. Mr. Locke reported that he and Ms Kirkpatrick had met with a local branding firm introduced by Ms Downes and provided them with a briefing note and the vision for the museum. The company’s team, working pro bono, will research the marketplace, brainstorm and provide some ideas regarding an appropriate brand. This will be reviewed by the CCC and the Commission, and perhaps by the City and the District. Ms Kirkpatrick will check with the municipalities on this latter point. It is hoped that recommendations will be brought to the November 2014 Commission meeting.
- *Financial Template/Gift Chart*. Mr. Locke noted that he was building this based on the KCI study and discussions. A significant amount of funding will need to come from the federal and provincial governments, with the balance raised from the private sector. He is developing goals for the different areas and plans for each constituency. A prospect master list is also currently under development and Mr. Locke asked Commissioners to suggest names of prospects who might contribute between \$10,000 and \$250,000. Mr. Locke is currently developing strategies for approaching various types of prospective donor; this requires research and aligning the case for support with their specific interests. Referrals from volunteers who can open doors are especially helpful. Mr. Locke hopes to present monthly updates on donations to the Commission, quarterly updates to the City and semi-annual updates to the District.
- *Policies and Procedures*. A good understanding of naming rights, sponsorship and donor recognition will be necessary. A gift acceptance policy and endowment fund policy will be developed.
- *Donor Software*. This is currently under review as current software used by the organization is inadequate. Several software demonstrations have been scheduled and others may be considered, with software implementation and launch to take place next March/April.

Commissioners discussed naming rights, branding and whether donors would be sought from people who are not North Shore residents. Ms Kirkpatrick noted that there had been no response to the application for Qualified Donee Status. Councillor Hicks requested an information package to pass to Coralee Oakes, the provincial Minister of Community, Sport and Cultural Development, at the upcoming Union of BC Municipalities annual conference.

ACTION: Ms Kirkpatrick to prepare packages for Councillors Hicks and Bell for distribution at the UBCM Conference.

• ***Government Relations***

The Chair noted that this item did not need to be discussed in camera. He reported that he had provided the requested one-page proposal and attachments to MLA Naomi Yamamoto who had undertaken to approach appropriate individuals in cabinet and the government. He stated his

understanding that Ms Yamamoto also intended to meet with other North Shore MLAs about the new museum.

Mr. Heywood reported on a meeting with Shelly Glover, the federal Minister of Canadian Heritage and Official Languages. Don Evans and Ms Kirkpatrick were also in attendance. Minister Glover, who had been very well briefed by local staff, was very supportive and interested in the project, and was well aware of materials previously provided to her Ministry.

Update on Collection Storage Options

Ms Kirkpatrick reported that the City of North Vancouver had authorized a two-year extension on the warehouse lease through to the end of May 2017. She will be looking at a variety of alternatives for future storage, and comparing the costs, pros and cons of each, and would be asking the City for assistance in this regard.

5. FINANCIAL MATTERS

Approval of Staff Salary Increases

This item was discussed in camera. Mr. Heywood MOVED and Mr. Watt SECONDED

THAT, having received confirmation from the City and the District of North Vancouver that the municipalities will fund a 1.75% wage increase for 2014 for all NVMA Commission staff, the Commission authorizes this increase for its employees;

AND THAT the 2014 increase be retroactive to January 1, 2014 for all employees (both regular staff and staff working on the Collection Clean-Up Project) who were employed by the Commission on December 20, 2013 (the final day of the 2013 payroll year) and are still employed by the Commission in September 2014 at the time these increases go into effect.

CARRIED UNANIMOUSLY.

Approval of 2015 Budget for Operating Grant Requests

The Chair noted that budget approval is required for grant applications to the BC Arts Council and the City of North Vancouver, both of which are due by the end of the month. Ms Kirkpatrick referred to the final page in the document circulated with the meeting package. That page lists items, all of which are beyond NVMA's control, included in the request for increased municipal funding. She reminded Commissioners that there is very little discretionary money for exhibits and programs and that fixed costs form the majority of the budget. Ms Manaton explained in greater detail several of the budget increase notes that were not sufficiently clear. The Chair suggested that clear explanations would be needed in order to sell the increases to the municipalities. Ms Manaton advised that the City's budget format called for a detailed explanation of any new funding requests and that this would be provided. Councillor Hicks MOVED and Councillor Bell SECONDED

THAT the North Vancouver Museum & Archives Commission's 2015 Operating Budget be approved as presented.

CARRIED UNANIMOUSLY.

Ms Manaton reported that she expected a deficit in 2014 of somewhere between \$5,000 and \$10,000. A detailed projection had not yet been worked up but would be available with the October meeting package, along with notes on the projection and an explanation of the assumptions underlying the 2015 Budget figures.

ACTION: Ms Manaton to provide a summary of Collections Clean-Up costs for 2014 as soon as possible after year end.

6. **REPORTS FOR APPROVAL**

Museum Collection Clean-Up Report #9

Ms Kirkpatrick noted that, with about 80% of the inventory processing completed, the focus had shifted to deaccessioning. Meetings are being held almost weekly to go over lists of items, with the current emphasis on groups of items that will free up space in the warehouse. The next deaccession list will be available at the October Commission meeting.

A federal grant through the Museums Assistance Program will be used to fund a move and relocation specialist. The best applicant was a staff member currently working as a museum technician on the clean-up project; she will undertake her new duties in October. A new temporary employee has been hired to work as a museum technician through to the end of 2014. The Collections Manager affirms that the project will be completed on time.

Comments were made in relation to progress being hampered by the number of found items. The Director assured Commissioners that it was necessary to document items before deaccessioning them and stated that it was currently expected that the collection would reduce by some 5,000 items. The Chair asked for inclusion in future reports a cumulative chart showing deaccessions similar to that used for items processed. Ms Kirkpatrick confirmed that it was still reasonable to expect the collection to be reduced to the extent that it could be contained within 4500 square feet of warehouse space, provided that permission is received to deaccession the ladder truck currently housed at the Rice Lake compound. Some items can be moved to occupy that space and the collection will be able to be stored in just one of the warehouse bays. Ms Fisher MOVED and Mr. Watt SECONDED

THAT the report entitled "Museum Collection Clean-Up Project Report for Quarter #9" dated September 15, 2014 be received;

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

CARRIED UNANIMOUSLY.

7. **REPORTS**

Director's Report

Ms Kirkpatrick noted the following:

- A response has not yet been received regarding the grant application submitted under the BC Arts Council's Capacity & Sustainability program for a Community Engagement Curator.
- The request for a grant from the Telus Foundation to provide top-up funding for the Community Engagement Curator was unsuccessful.
- Staff members are currently working on the 2014 BC Arts Council Operating Assistance request. The statistical information has been entered and the financial breakdown and narrative are in progress.
- A request to Port Metro Vancouver for funding assistance for the NorthVan 125 Project will be submitted in October.
- Consideration is being given to submitting an application to the Barber Foundation for funding to assist with scanning work for the NorthVan 125 Project.
- In January 2015, an application will be submitted to the Department of Canadian Heritage for a Community Anniversaries grant.
- She will be presenting to the City's Directors Team the revised Collection Policy, along with a deaccession list and several Collections Clean-Up Reports under cover of an Information Report to Council.

- A report will be submitted to District Council regarding the lack of success in finding another organization to take the Harbottle engine.
- Commissioners were asked to provide feedback on the exhibit at the District Municipal Hall. The Chair noted that he had spoken with the District's receptionist, who had thought the display had been receiving good reviews. Councillor Bell suggested that people who have enjoyed the display be encouraged to let District Mayor and Council know.

Museum & Archives Operations

Ms Sutherland noted the following:

- Waterfront Productions tours were experiencing a 50% increase in attendance. Working with a director and animateur arranged through Presentation House Theatre, the summer interpreters were building on last year's work and receiving a very good response both at the waterfront and in Lynn Canyon Park. The waterfront tours will be extended beyond the summer for special events, for example, the visit of a Mexican sail training vessel and Culture Days at the end of September.
- Culture Days will also feature tours of the Archives, workshops and a lecture by former Commissioner Dan Francis to preview his new book.
- *Sharing our Stories*, an exhibit mounted with the support of the Canadian-Iranian Advisory Committee based on memory boxes and oral history interviews about immigration arrival stories, will open on Saturday, October 25.
- *GreatWarChronicle.ca*, the website based on Walter Draycott's World War I diaries, was officially launched at a ceremony attended by the Minister of Veterans Affairs on Saturday, September 13.
- The Friends Society will host a fundraiser featuring a performance of *Rebel Women* at Presentation House Theatre. They have attracted a number of sponsors, including PARC/Summerhill who will provide catering. The event is being coordinated by Terry McAlduff and John Gilmour. Tickets are \$50 and will include wine tasting and refreshments. Relevant quotes have been written on the chalkboards in the Museum's west gallery and a small panel has been created by Ms Kirkpatrick.
- The School Programs Brochure has been promoted to private schools on the North Shore and is ready to be distributed to public schools.

Governance Committee

The Chair noted that the minutes of the September 11, 2014 meeting were included with the meeting package.

ACTION: Commissioners should advise Mr. Osler of people they believe would be good members for the new Museum's Construction Oversight Committee.

Campaign Cabinet

Mr. Heywood had nothing to report over and above what had been mentioned by Campaign Director Nick Locke.

Friends Society Report

Mr. Heywood noted that the current focus was on the October 2nd fundraiser at Presentation House. The expectation was that this event would sell out. Under this year's improved arrangement with the Theatre, the Society would receive a percentage of each ticket sale. The next board meeting was scheduled for September 22, 2014, when the board would consider the Society's contribution to the 2015 NVMAC budget.

Ms Kirkpatrick reported that the matching gift challenge had so far attracted close to \$10,000 in donations, which was greater than any prior fundraising attempt.

8. **ITEMS FROM COMMISSIONERS**

Ms Fisher said she was considering ways in which the Squamish and Tsleil-Waututh people could be involved and was interested in facilitating meetings between Commissioners and the local First Nations to discuss what types of contributions could be made. These meetings would involve some elders and other members with appropriate backgrounds and education. Ms Kirkpatrick stated that it would be helpful for the meetings to be held sooner rather than later, and asked any other Commissioners interested in participating to please let her know. Commissioners Watt and Hood both expressed interest and emphasized the value of this opportunity. The Chair noted that this initiative builds on work done with earlier exhibits and it would be very important to have any agreements in place ahead of the new museum.

ACTION: Ms Fisher to initiate a meeting with First Nations representatives, with Ms Kirkpatrick, Mr. Hood and Mr. Watt attending on behalf of the Commission.

Mr. Hood spoke to the document that was circulated as Attachment #7. He noted that he has been seeking inspiration for the new museum in what has already been done and asked Commissioners to help by doing some informal research when travelling to other areas. A list of community museums and on-line references had been added to the document by Ms Kirkpatrick. A template is contemplated for Commissioners to use in reporting on their thoughts and share ideas.

ACTION: Mr. Hood and Ms Kirkpatrick to devise a template for Commissioners to use to report ideas and inspiration for the new museum gained from other institutions.

ACTION: Mr. Hood to poll and make a list of travel plans and what institutions Commissioners intend to visit.

Ms Kirkpatrick noted that she and Ms Sutherland would be attending the BCMA Conference in Penticton, to be held October 22-25.

9. **OTHER BUSINESS**

- There was no other business.

10. **ADJOURNMENT**

The meeting was adjourned at 7:45 p.m. The next regular meeting is scheduled to take place on Thursday, October 16, 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