

Minutes - Museum Advisory Committee



MEETING DATE: June 9th, 2009
LOCATION: Waind Residence
PREPARED BY: Suzanne Purdy

A. Call to Order

- Chair Bob Waind called the meeting to order.
- In attendance; Suzanne Purdy, Eleanor Pask, Rob Potter, Bob Waind, Bob Gamble and Bud McCannell

- Approval of Agenda

Eleanor Pask suggested two additions to the agenda;

- membership form
- signage

Rob Potter added a written synopsis of his meeting with John Carter to the agenda, to follow Suzanne's report.

Moved by: Rob Potter Seconded by: Bud McCannell

THAT the Agenda of June 9th, 2009 be approved as amended , Carried.

- Declaration of Pecuniary Interest – None at this time
- Previous Minutes –

Correction made by Bob Waind on the June 9th date which should have read Tuesday as opposed to Monday.

Moved by: Bud McCannell Seconded by: Rob Potter

THAT the Minutes of March 9, 2009 be adopted as amended

B. Deputations / Presentations

None.

C. Staff Reports

Suzanne gave a verbal report regarding the visit from Dr. John Carter, Museum Advisor for the Ministry of Culture, which took place on May 29th. Despite the bathrooms having backed up the previous evening, causing quite a mess, Dr. Carter was very impressed with our facility and has ensured us that he will be allowing us to enter into the Community Museums Operating Grant program. This program will allow us to become an accredited museum and will qualify the Depot for an annual operating grant to be based on operating expenditures. Suzanne has received an additional package to be completed by June 30th in order to finalize our entry into the program.

At this point Rob Potter submitted his written report on his conversation with Dr. John Carter and gave a verbal overview.

Rob Potter's written report;

From: Rob Potter

Notes: re: John Carter comments

John Carter, Ontario Heritage museums inspector, visited the Depot on Friday, May 29 to conduct his final inspection in connection with the town's application for funding from the province's heritage fund.

During his visit he made several comments regarding the current operation of the Depot and I thought I should pass them on to the Committee.

- 1. Funding – Dr. Carter stressed that the funding from the province should not be seen as replacing town funding. He said he has seen other municipalities attempt to do this – ie, cutting back their funding once the provincial funding kicks in. In fact, he said, the more the local municipality is willing to invest in heritage programs and facilities, the more the province will contribute in support. Cutting back local funding is likely to result in reduced provincial funds. We need to make sure the municipal council and administration are aware of this.*
- 2. He was not supportive of the current governance structure for the Depot. Although a Museum Advisory Committee is permitted under the Act, most municipalities, he said, find that museums, like libraries, require a board of management that reports directly to council. Although municipalities are often hesitant to do this, fearing that a Board of Management will turn into a monster they can't control, they eventually come around to the realization that a Committee buried under several layers of other committees with a broad range of responsibilities and functions is unable to function effectively.*

3. *Any museum needs adequate staffing. It makes no sense, he said, to invest the money and public energy (volunteer time) to save a heritage building and establish it as a heritage facility and then leave it staffed on a part-time basis or with unqualified or under-qualified staff. Dr. Carter strongly recommended that the curator be a full-time employee of the town and that consideration be given to additional staffing to allow the curator to attend to normal professional duties.*

I should add that Dr. Carter was generally pleased with the Depot and feels we are on the right track. But long-term success, he said, will depend on our ability to attract visitors through interesting exhibit strategies and a solid marketing program.

D. Correspondence

None

E. New and Unfinished Business

- As per the presentation to Council proposal discussed at our last meeting, Rob Potter has suggested a date of July 13th for inclusion onto Council's agenda. Suzanne will coordinate the deputation form. Bob Gamble suggested that this presentation include statistics of visitor usages.
- The Craigleith Heritage Depot newsletter inaugural edition is complete courtesy of Rob Potter. Members and key supporters of the Depot will receive copies with a choice of either an electronic or hard copy. It was suggested that Suzanne distribute to Council mailboxes. Suzanne will create a newsletter mailing list.
- Volunteer Program job descriptions and scheduling: The volunteer program is continuing to be a success with an average last month of over 60 hours per week being donated. Bud McCannell suggested approaching CCI for recruitment of student volunteers. Suzanne mentioned that she has been working with Joanna Garland the Town's Youth Advisor regarding recruitment of youth volunteers for the summer.
- Trillium Grant: There has been no movement towards this as the Craigleith Heritage Committee (the group applying) has not met in some time. Suzanne mentioned at this point of a new federal program announcement (Cultural Spaces) which will be addressed in the near future.

- The Historical Monthly Article: It was agreed that many topics are available and a submission should be forth coming.
- Suzanne announced the Young Canada Works summer student application was successful with a total Town contribution of \$1245.02/per 14 week period. A staff report has been submitted and is awaiting approval.
- The lecture series continues to be a success, so much so that we will need to move from the Beaver Valley Community Centre small hall, into the larger hall. Our last lecture brought in over 50 people and we anticipate this many, if not more, in attendance this month. Committee members were given updated flyers and asked to distribute amongst the community.
- Memberships: Eleanor suggested a heightened membership campaign is needed. Suzanne informed the committee of her upcoming meeting with the printing company to redo brochures. It was suggested an insert would work best, to be inserted in the new brochure, and will be printed in-house. It was agreed that the new brochure shall be more visual than textual and Suzanne and Rob Potter will meet on June 10th to finalize the proof. These brochures will be added to the Newsletter mailing.
- Signage: Suzanne reported that the Depot will be receiving TODS signage, in both directions, on Highway 26 and is currently in discussions with them in regards to placement. Suzanne suggested members come back to the committee with suggestions of county sign placements.
- A discussion took place in regards to the Georgian Triangle Tourism Association staffing. Suzanne confirmed that there has been no official announcement as of yet. The committee agreed that the Depot being opened on weekends would be a very positive development, provided the staff be accountable and responsible.

F. Next Meeting Date

Tuesday, July 7th, 2009 @ 1:00 pm – Craigeith Heritage Depot

G. Adjournment

Moved by: Rob Potter Seconded by: all agreed

THAT this meeting do now adjourn, Carried.