Agenda – Council – March 25, 2009

Report - Standing Policy Committee on Protection and Community Services – March 9, 2009

Item No. 7 City of Winnipeg Museums Board - 2008 Annual Report
eFile PR-9

STANDING COMMITTEE RECOMMENDATION:

On March 19, 2009, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and submits the following to Council:

1 That the City of Winnipeg Museums Board 2008 Annual Report be received as information.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report - Standing Policy Committee on Protection and Community Services - March 9, 2009

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On March 19, 2009, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On March 9, 2009, the Standing Policy Committee on Protection and Community Services received as information the City of Winnipeg Museums Board 2008 Annual Report and submitted the matter to the Executive Policy Committee and Council.

CITY OF WINNIPEG MUSEUMS BOARD RECOMMENDATION:

On January 20, 2009, the City of Winnipeg Museums Board requested that the 2008 City of Winnipeg Museums Board Annual Report be forwarded to the Standing Policy Committee on Protection and Community Services for information upon receipt of the printed copies.



Museums Board

2008 Annual Report



Winnipeg

Message from Maureen Krauss,
Museums Board Chairperson



Maureen Krauss, 2008 Museums Board Chairperson

On behalf of the Members of the City of Winnipeg Museums Board I am pleased to share within this inaugural report the activities and programs of the 2008 Board in its role to implement the City's Heritage Preservation Policy.

The Museums Board members comprise a selection of individuals whose professional experience brings a broad base of knowledge in the areas of collections management, education, conservation, attractions management, marketing, and communications.

Included within the citizen members, are Tom Carter and DeLloyd Guth for whom we are fortunate to have for providing continuity from the past City's Heritage Preservation Policy Committee that led to the recommendation of the formation of this Board. It is a pleasure to work with this group of good people whose volunteer commitment and passion for Winnipeg's heritage treasures is exemplary.

Working from the ground up and in only a few short months, the newly formed Museums Board has achieved many firsts. To ensure a solid foundation on which to build, Board members began with an environmental scan of the thirteen museums that receive grant funds and in-kind services from the City. An Information Forum held in early June provided an opportunity to meet the many Winnipeg men and women who give their guidance, time and talents to these museums along with the chance to collaboratively share valuable insight to the challenges and opportunities ahead. In recognizing the diversity, scale, and varying capacities of the City museums, the Board acted upon establishing a set of core Museum Standard Practices. This guiding document will help to chart the journey ahead as we build upon the strengths of these institutions.

In early spring, a special one-time grant program was established to support the employment of summer students at City museums. The 2008 Summer Student Grant Projects Program was a valuable exercise for the Board members to work through in drafting the application criteria and determining a reporting process. Not only was the grant program favourably received, but also the Board gained experience that helped to inform it in developing the larger grant application for annual operating funding. The first 2009 Museum Operating Grants Program Application was forwarded to the respective museums in the summer with a September deadline. At the time of this writing, delegations have been heard and deliberations and recommendations forwarded by the Museums Board to the Standing Policy Committee on Protection and Community Services.

Of particular note is the extraordinary developmental work, project management and general support provided by the City of Winnipeg Museums Board Coordinator, Wendy Molnar to both the Board and member museums. Her contribution in assisting and supporting the museums as they made their first applications to the City has been invaluable and is demonstrated in the quality and comprehensive information supplied within the grant submissions. Beyond the funding aspect, Wendy is also assisting the museums on a number of other current issues such as collection documentation, to name just one.

In looking ahead, the Museums Board is anxious to establish promotional materials, professional development workshops and seminars, and networking opportunities all with the goal of enhancing and ensuring a sustainable and vibrant museum community in Winnipeg.

On behalf of the Museums Board, I encourage all citizens of Winnipeg to bring their families and friends and visit the outstanding offerings found within the City of Winnipeg museums. They are ours to enjoy, experience and discover.

Museums Board Members

2008 Board Members
Dr. Tom Carter
Catherine Collins
DeLloyd J. Guth
Diane Haglund
Maureen Krauss, Chair

Administrative Support
Wendy Molnar, Coordinator
Gerry Berkowski, Assistant Deputy City Clerk
Inga Skundberg, Committee Clerk
Wolfgang Tiegs, Solicitor, Legal Services
Carrie Erickson, Manager of Finance and Administration, Corporate Finance



Gerry Berkowski, Diane Haglund, Cathy Collins, Maureen Krauss (Board Chair), Tom Carter, Wolfgang Tiegs, Wendy Molnar, Carrie Erickson. Missing: DeLloyd Guth, Inga Skundberg



Manitoba Children's Museum



Dalnavert Museum

Year in Review

Operating Funding

In 2008 the City of Winnipeg distributed a total of $890,808 in operating funds to 13 City museums. These Museums are:

1. Barber House
2. Dalnavert Museum
3. Fire Fighters' Museum
4. Grant's Old Mill
5. Historical Museum of St. James-Assiniboia
6. Manitoba Children's Museum
7. The Manitoba Museum
8. Le Musée de Saint-Boniface Museum
9. Oseredok Ukrainian Cultural and Educational Centre
10. Ross House
11. Transcona Historical Museum
12. Seven Oaks House Museum
13. Western Canada Aviation Museum



Oseredok Ukrainian Cultural & Educational Centre

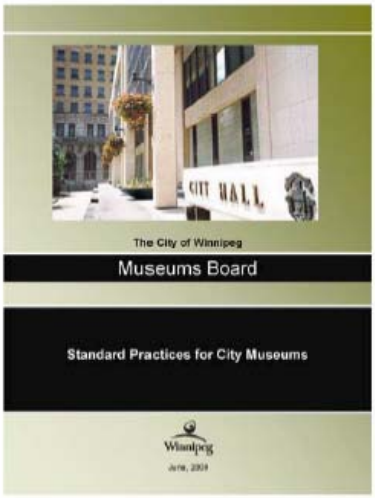
Museum Standard Practices

All museums have common functions that relate to the ways in which they collect, preserve, administer and interpret their collections. These common core functions can be assessed in terms of standard or best practices. There is no single set of museum standards. In some instances, museums rely on the standards that have been imposed upon them from outside the profession, such as accounting standards.

To this end, the Museums Board developed a set of core Museum Standard Practices for City museums. The Board recognizes that City museums may not address all standard practices equally or find them all applicable. Rather, it encourages museums to work towards achievement of these core standard practices, which will help them to enhance their capacities to better meet the needs of their visitors. A document outlining the standard practices adopted by the Museums Board was prepared and distributed to each City museum in the summer of 2008.

Standard practices were developed in core museum functions, including:

- Governance
- Collections Management and Conservation
- Exhibitions and Public Programming
- Marketing and Communications
- Human Resources Management
- Fiscal Management



Operating Grants Program

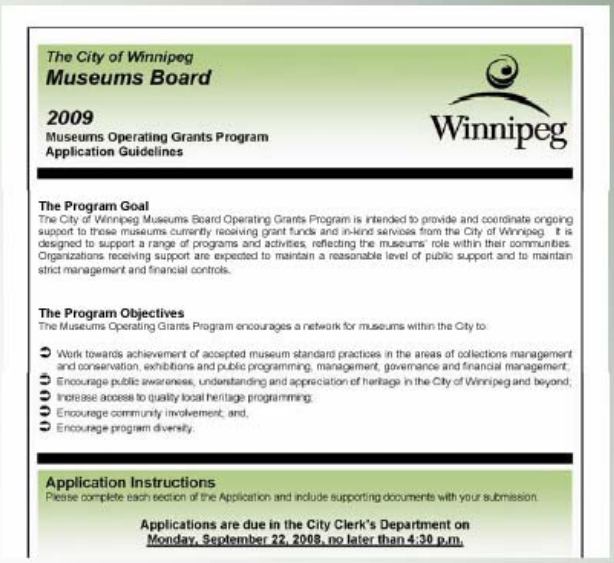
The City of Winnipeg Museums Board Operating Grants Program is intended to provide and coordinate ongoing support to those museums receiving grant funds and in-kind services from the City of Winnipeg. It is designed to support a range of programs and activities, reflecting the museums' role within their communities. Organizations receiving support are expected to maintain a reasonable level of public support and to maintain strict management and financial controls.

The Program objectives are to:

1. work towards achievement of accepted museum standard practices in the areas of collections; management and conservation, exhibitions and public programming, management, governance and financial management;
2. encourage public awareness, understanding and appreciation of heritage in the City of Winnipeg and beyond;
3. increase access to quality local heritage programming;
4. encourage community involvement; and,
5. encourage program diversity.

An application form and assessment process for the 2009 budget year was prepared and distributed to City Museums in July 2008 and the grant deadline set as September 22, 2008. The Museums Board heard museum delegations regarding their applications during a special meeting of the Board held on October 8, 2008.

Upon review of the applications, recommendations regarding 2009 operating grant support for City Museums were made to the Standing Policy Committee on Protection and Community Services.



The City of Winnipeg
Museums Board

2009
Museums Operating Grants Program
Application Guidelines

Winnipeg

The Program Goal
The City of Winnipeg Museums Board Operating Grants Program is intended to provide and coordinate ongoing support to those museums currently receiving grant funds and in-kind services from the City of Winnipeg. It is designed to support a range of programs and activities, reflecting the museums' role within their communities. Organizations receiving support are expected to maintain a reasonable level of public support and to maintain strict management and financial controls.

The Program Objectives
The Museums Operating Grants Program encourages a network for museums within the City to:

- Work towards achievement of accepted museum standard practices in the areas of collections management and conservation, exhibitions and public programming, management, governance and financial management;
- Encourage public awareness, understanding and appreciation of heritage in the City of Winnipeg and beyond;
- Increase access to quality local heritage programming;
- Encourage community involvement; and,
- Encourage program diversity.

Application Instructions
Please complete each section of the Application and include supporting documents with your submission.

Applications are due in the City Clerk's Department on
Monday, September 22, 2008, no later than 4:30 p.m.

Summer Employment Grants

The City of Winnipeg Museums Board was pleased to provide a special one-time only granting program to assist eligible City of Winnipeg museums with funding for their summer student programs in 2008. This grant complemented the *Young Canada Works in Heritage Organizations* summer student program administered by the Canadian Museums Association. A total of $41,957 in funding was made available to nine museums with each applying for up to $6,000 to fund one or more jobs through this program.

The Program Guidelines stipulated that the Museums Board would accept jobs that build on the many functional competencies of museums, such as Collections Management; Curatorial Research; Conservation and Preservation; Education; Interpretation; Public Programming; Museum Operations and Administration; and Marketing. However, priority was given to those jobs that emphasize Public Programming and Marketing.

The Museums receiving funding for the 2008 summer season under this program included:

- Dalnavert Museum
- Grant's Old Mill
- Historical Museum of St. James-Assiniboia
- Manitoba Children's Museum
- The Manitoba Museum
- Le Musée de Saint-Boniface Museum
- Ross House
- Transcona Historical Museum
- Western Canada Aviation Museum

2008 Financial Report

The Museums Board has an annual budget of $69,000.00, a portion of which is to be allocated for the services of the Museum Coordinator on a contract basis, to assist the Board to carry out its responsibilities.

2008 Operating Budget:	
General Revenue (Council Funding)	$69,000.00
2008 Operating Expenditures:	
Meeting Costs (food/beverage/parking, etc)	$ 1,637.01
Office Expenditures (printing/courier, misc)	$ 976.16
Contract Fee	$41,538.15
TOTAL EXPENDITURES:	$44,151.32
UNEXPENDED 2008 OPERATING FUNDS:	$24,848.68
Commitment Reserve Fund (2007 funds carried to 2008):	$63,500.00
Special Project Expenditures:	
2008 Museum Summer Employment Grants	$41,957.00
City of Winnipeg Museums Brochure	$14,373.80
Museums Promotional Christmas Advertising	$ 4,753.25
TOTAL EXPENDITURES:	$61,084.05
Unexpended Commitment Reserve Fund RETURNED TO GENERAL REVENUE:	$ 2,415.95

Promoting our Museums

The Board recognizes the important role museums play within our community and serves as an advocate for these museums.

To help celebrate and support the City Museums, the Board hired photographer Robert Barrow to take photographs of the museums during the summer and early fall of 2008. These photographs were used in a newly designed brochure designed to promote the museums to Winnipeggers and tourists visiting our City. Distribution of the brochure included Destination Winnipeg, Travel Manitoba, City schools, City museums and hotels and businesses. The photos also provide an image bank that the museums will be able to access for their own promotional activities.



On Tuesday, June 3, 2008, the Museums Board hosted an Information Forum for City Museums at the Millennium Library. The Information Forum provided an opportunity for City Council and representatives from various museums to meet with members of the Museum Board and to learn more about its role. At the forum, participants had the opportunity to ask questions of the Board, network with other Winnipeg museum representatives and to meet the new Museums Coordinator, Wendy Molnar.

Future Plans

During 2009, the Museums Board will continue to fulfill its obligations as set out in the City of Winnipeg's Heritage Preservation Policy. The Board will develop support materials and programs, as funds allow, that will help to increase the capacity of the Museums and better ensure their long-term sustainability. Some of the initiatives planned by the Museums Board in 2009 include:

- Continuing to administer and monitor the Operating Grants Program
- Hosting an informational forum that will bring representatives of each Museum together to share information
- Distribution of the marketing brochure to Winnipeg schools, hotels and tourism kiosks
- Offering professional development sessions in museum board development and marketing
- Assisting the Museums in finding provincial, federal and private foundation funding programs for special projects
- Continuing to promote and celebrate the Museums

Transcona Historical Museum



Barber House



Western Canada Aviation Museum



Manitoba Children's Museum



Fire Fighters' Museum



Manitoba Museum



St. James-Assiniboia Museum



City Clerk's Department
Council Building, 510 Main Street
Winnipeg, Manitoba R3B 1B9

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