Agenda - Executive Policy Committee – May 12, 2010

Report – Standing Policy Committee on Protection and Community Services– May 3, 2010

Item No. 5 Museums Board 2009 Annual Report
eFile PR-9

STANDING COMMITTEE RECOMMENDATION:

On May 3, 2010, the Standing Policy Committee on Protection and Community Services concurred in the recommendation of the City of Winnipeg Museums Board and submits the following to Council:

1. That the City of Winnipeg Museums Board 2009 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– May 3, 2010

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On May 3, 2010, the Standing Policy Committee on Protection and Community Services concurred in the recommendation of the City of Winnipeg Museums Board and submitted the matter to the Executive Policy Committee and Council.

CITY OF WINNIPEG MUSEUMS BOARD RECOMMENDATION:

On April 6, 2010, the City of Winnipeg Museums Board approved the City of Winnipeg Museums Board 2009 Annual Report, and recommended to the Standing Policy Committee on Protection and Community Services that it be received as information.



City of Winnipeg

Museums Board

2009 Annual Report



Seven Oaks Museum





Fire Fighters Museum



Ross House Museum

Winnipeg

Message from Maureen Krauss, *Board Chairperson*



Maureen Krauss,
2009 Museums Board Chairperson

On behalf of the members of the City of Winnipeg Museums Board, I am pleased to report for your interest and information on the progress and activities of the Museums Board for 2009 in its role to implement the City's Heritage Preservation Policy.

Now well established within the City's governance, and building upon its foundation work of developing a standard practices document and granting program, the Museums Board progressed in many areas over the past year. Of particular note, the first Museum Operating Grants Program, launched in late 2008, provided the Museums Board with a valuable framework of consistent and insightful information regarding the member museums on which critical operating funding support could be recommended. Grant applications were studied by the Museums Board members offering a greater understanding of the unique programming and community impact, resources, governance, and financial health of each museum. An opportunity for the various museum representatives to present in delegation to the Board with respect to their grant submission, helped to reinforce the goals, challenges, and successes of each organization.

The Museums Board also undertook to establish a professional development workshop, offered by a local company well respected in museum consultation, and followed up with a one-on-one interview and assessment of marketing and communications strategies. Member museums, many of whom are volunteer based, greatly appreciated the chance to discuss and evaluate this important area of museum management with the hope and intent of building a more vibrant museum community.

In the coming year, the Museums Board will continue to strive to fulfill the recommendations put forward by the Heritage Preservation Policy Committee. It will continue to provide to the member museums advice, professional opportunities, and access to expertise that aid in meeting and supporting museum standard practices particularly in the areas of collections management and conservation, exhibitions and public programming, and marketing and communications. Finally through the insights gained from the caring, creative and steadfast individuals who work to preserve our heritage, the Museums Board is a firmly dedicated partner in serving to ensure enhanced museum services for the City of Winnipeg.

I would like to recognize and thank the members of the Museums Board who have not only given of their time, but also shared their genuine interest in the well-being of Winnipeg's heritage community and for their contributions of collective professional experience that has helped guide, question, and advance the necessary planning and decision making. Additionally, the City of Winnipeg Museums Board is extremely grateful to the Board Coordinator, Wendy Molnar, who cheerfully extends her wisdom and expertise in the field of museum management to both Board and member museums. Sincere appreciation is also bestowed to Committee Clerk, Inga Skundberg, for her skillful administrative support and kind guidance in assisting the Museums Board.

On behalf of the Museums Board, I encourage you to visit and engage in the outstanding offerings found within the City of Winnipeg museums.

▶ *Museum Board Goals and Objectives*

In 2005, the Executive Policy Committee appointed a Heritage Preservation Policy Committee, which was established by Council to make recommendations on a Heritage Preservation Policy for the City. Based upon the recommendations stemming from the final report of this Committee, on May 24, 2006, City Council formed The City of Winnipeg Museums Board. The role of this Board is to implement the City's Heritage Preservation Policy (to ensure the ongoing preservation and coordination of Winnipeg's museum resources and assets) and to audit the ongoing operations of the museums that receive grant funds and in-kind services from the City.

▶ *Museums Board Members*



Left to right: Daniel Orlikow, Wendy Molnar, DeLloyd J. Guth, Diane Haglund, Inga Skundberg, Wolfgang Tiegs
Missing: Maureen Krauss, Dr. Tom Carter

▶ *Administrative Support*

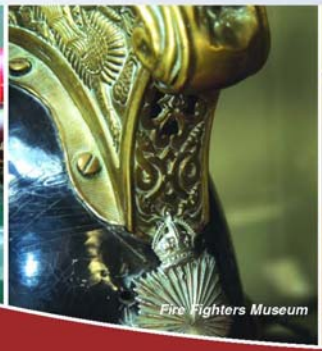
Museum Board Coordinator: Wendy Molnar
Committee Clerk - Inga K. Skundberg
Solicitor, Legal Services - Wolfgang Tiegs

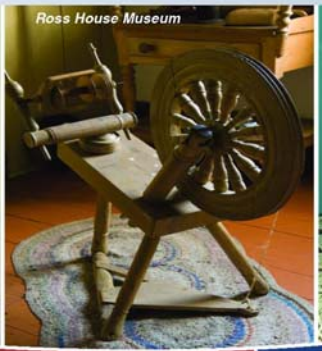
▶ *2009 Board Members*

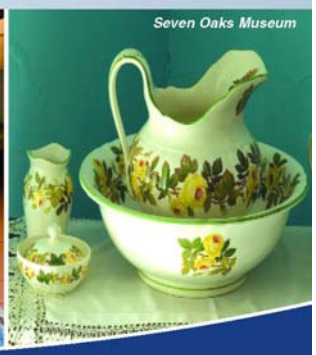
Dr. Tom Carter
DeLloyd J. Guth
Diane Haglund
Maureen Krauss, Chair
Daniel Orlikow

City of Winnipeg Museum Board meeting agendas and minutes are now available on-line through the City's website. They can be accessed at: http://winnipeg.ca/CLKDMIS/









▶ *Museums Receiving Operating Funding*

In 2009 the City of Winnipeg distributed a total of $945,009 in operating funds to 13 City museums.

These Museums include:

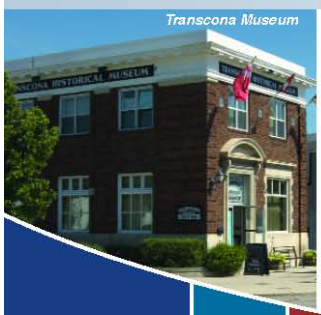
- Barber House
- Dalnavert Museum
- Fire Fighters Museum
- Grants Old Mill
- Historical Museum of St. James-Assiniboia
- Manitoba Children's Museum
- The Manitoba Museum
- Le Musée de Saint-Boniface Museum
- Oseredok Ukrainian Cultural and Educational Centre
- Ross House
- Transcona Historical Museum
- Seven Oaks House Museum
- Western Canada Aviation Museum

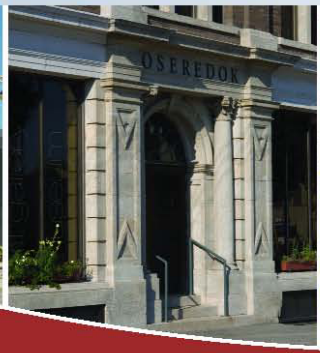
Museum contact information can be found on the City of Winnipeg website: http://winnipeg.ca/filmandspecialevents/museums/

▶ *Museum Standard Practices*

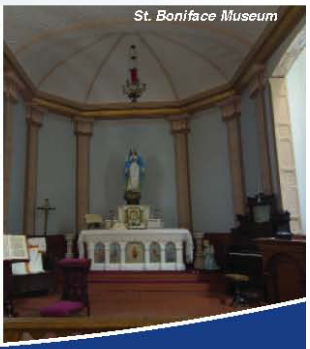
The Museums Board has developed a set of core Museum Standard Practices for City Museums. The Board recognizes that City museums may not address all standard practices equally or find them all applicable. Rather, it encourages museums to work towards achievement of these core standard practices, which 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 June 2009 with the 2010 Operating Grants Application.

Standard practices were developed in core museum functions, including: Governance; Collections Management and Conservation; Exhibitions and Public Programming; Marketing and Communications; Human Resources Management; and, Fiscal Management.


Transcona Museum




St. Boniface Museum


St. Boniface Museum

▶ *Marketing Brochure*

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 distributed a new brochure designed to promote the museums to Winnipeggers and tourists visiting our City. There were 30,000 copies printed and just over 20,000 brochures were distributed to various tourism and educational agencies including Destination Winnipeg, Travel Manitoba, City schools, City libraries, City Museums and hotels and businesses. The remaining brochures will be distributed in time for the 2010 tourist season.

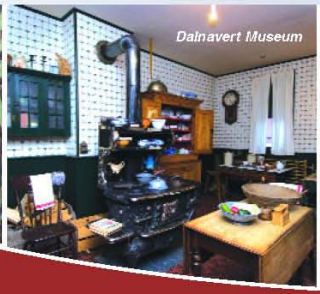
▶ *Operating Grants Program*

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:

- 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.

An application form and assessment process for the 2010 budget year was prepared and distributed to City Museums in June 2009, and the grant deadline was set as September 14, 2009. The City of Winnipeg Museums Board heard museum delegations regarding their applications on October 7, 2009. Upon review of the applications, recommendations regarding the 2010 operating grant support for City Museums were made to the Standing Policy Committee on Protection and Community Services.









▶ *Marketing Workshop*

On April 28, 2009, the Museums Board hosted a half-day marketing workshop for City Museums at the Millennium Library. The main goal of the workshop was to provide the Museums'staff and volunteers an opportunity to meet and to identify areas in which they may work together. The session was facilitated by Jimm Simon of Aimm North Heritage Tourism. Participating Museums included:

- Seven Oaks House Museum
- Ross House Museum
- Grants Old Mill
- Transcona Historical Museum
- Western Canadian Aviation Museum
- Ukrainian Cultureal and Educational Centre
- St. Boniface Museum

The workshop participants identified several issues that they felt they had in common, including:

- The need for board development.
- The need for join marketing efforts such as the City of Winnipeg Museums Brochure.
- The need for shared resources such as a City Curator who would work with all the Museums as needed and a shared storage facility.
- The need to develop guidelines for City services.
- To develop regular networking/learning opportunities for City Museums.

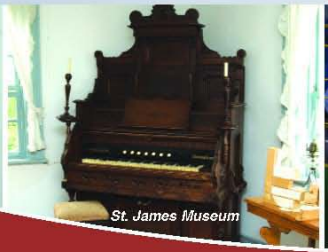
In the fall of 2009, Jimm Simon contacted the Museums to conduct one-on-one consultations, providing advice on marketing initiatives for the coming year and to inquire about new or ongoing programming undertaken during the summer months. He prepared a report on his findings which will assist the Board in their future planning.

▶ *2009 Operating Budget*

General Revenue (Council Funding)	**$69,000.00**
2009 Operating Expenditures:	
Annual Report *(printing)*	$1,008.84
Annual Report *(design)*	$702.50
Contract Fee	39,999.70
Meeting Expenses *(food/beverage/parking, etc.)*	1,239,82
Office Expenses *(printing/courier, etc.)*	640.92
TOTAL EXPENDITURES	**$51,091.78**

UNEXPENDED 2009 OPERATING FUNDS	$17,908.22
(To be returned to the City of Winnipeg's General Revenue)	
Special Project Expenditures:	
Museum Marketing Booklet	$6,800.00
(Allocated from the Commitment Reserve Fund)	


St. James Museum


St. James Museum


Western Canada Aviation Museum


Ross House

▶ *Future Plans*

During 2010, 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 to assist in planning their long-term sustainability. These include:

- Continue to administer and monitor the Operating Grants Program.
- Host one informational forum that will bring representatives of each Museum together to share information.
- Distribute our marketing brochure to Winnipeg schools, libraries, hotels and tourism kiosks.
- Offer professional development sessions in museum board development and marketing.
- Assist City Museums in finding provincial, federal and private foundation funding programs for special projects.
- Continue to promote and celebrate the Museums.
- Study disparities among the City Museums and develop a new approach to operational funding for the 2011 budget year.

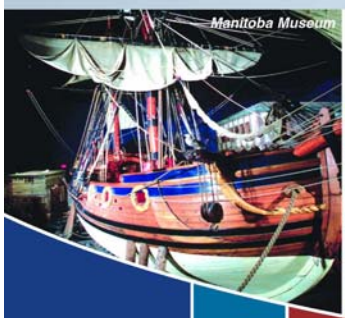
▶ *2010 Projected Operating Budget*

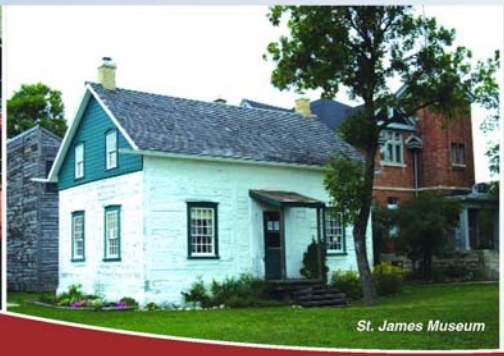
General Revenue (Council Funding)	**$69,000.00**
Annual Report *(printing)*	1,500.00
Annual Report *(design)*	600.00
Contract Fee	40,000.00
Education, Training, Conferences, etc.	2,000.00
Meeting Costs *(food,beverage,parking,etc.)*	1,800.00
Office Expenses *(printing, courier, etc.)*	500.00
Miscellaneous	500.00

2010 Special Projects	**21,600.00**

The Special Projects Category can be expanded when the Board determines specific projects to undertake in 2010 (may include future professional development workshops for City Museums; promotion of Museums for Doors Open; etc.)

TOTAL	**$69,000.00**


Manitoba Museum


St. James Museum


Children's Museum



Western Canada Aviation Museum


St. Boniface

City Clerks Department

Council Building • 510 Main Street
Winnipeg • Manitoba

2009 Annual Report of the Museums Board





Oseredok




Dalnavert Museum


Grant's Old Mill



St. Boniface Museum

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City Services