

The City of Winnipeg

Museums Board
2011 Annual Report

Message from the Chair

On behalf of the City of Winnipeg Museums Board, we are pleased to share with you the Board's activities and accomplishments of 2011 in its role to uphold and implement the Heritage Preservation Policy and to audit the ongoing operations of museums that receive grant funds and in-kind services from the City of Winnipeg.

The Board has completed its fourth year of receiving grant applications and hearing from the city museums in support of their operating grant requests. With each consecutive year, this process provides a growing foundation of knowledge that is built upon and better informs the Board of the unique needs, successes, challenges and commonalities of the city museums. In gaining this depth of understanding, the Board aspires to further support enhancing museum skills and resources. An example of this was the Board's decision to focus the parameters of a one-time Special Project fund in 2011 and invite the city museums to submit projects that would elevate their core competencies specifically in the areas of Collections Management, Conservation and Preservation. The scope of projects applied for revealed the diversity of each museum's specific needs and the grant funding precipitated important work undertaken in updating environmental controls, acquiring equipment and collections management software, purchasing of appropriate conservation storage materials, and re-labeling, inventorying and digitalization of artifacts.

In continuing to celebrate Winnipeg's diverse heritage community, the Museum Board promoted and marketed the city museums through various select media in 2011. Promotion took the form of advertising and supporting the annual Doors Open weekend, which is a free public weekend, hosted by Heritage Winnipeg that incorporates several city museums. The Board also promoted the museums in the City of Winnipeg Leisure Guide, and through the ongoing circulation of the City of Winnipeg Museums bilingual brochure that is produced by the Board and distributed through libraries, recreation centres, museums as well as city and provincial tourism information venues.

In the coming year, the Board is looking to fine-tune its role to provide greater advocacy on behalf of the member museums to City Council by providing a voice for its members when critical operational issues arise. As well, the Board is dedicated to creating and increasing access to professional

development opportunities for the City of Winnipeg museums and the greater cultural heritage community. To this end, the Board has begun initial explorations with educational institutions whose programs align with museum and heritage studies. It is our hope to engage and provide learning opportunities for the upcoming generation of museum professionals while at the same time providing value to participating museums.

To ensure the Board remains focused in attaining its mandate and furthering its understanding of the museum community's needs and opportunities, a one day symposium is in the planning for spring 2012. The symposium will provide an important forum for sharing ideas, providing feedback to the Board and learning about new directions, resources and technology in the constantly changing museum landscape.

We invite you to join with the many thousands of visitors who currently take part in the City of Winnipeg museums. Your visit is an endorsement of their important contribution to our community and your commitment to ensuring they remain a vital part of our collective voices and stories.

Diane Haglund, Board Chair (January to June, 2011)
Maureen Krauss, Board Chair (June – December, 2011)


Diane Haglund


Maureen Krauss


Fire Fighters Museum


Dalnavert Museum

Museum Board Goals and Objectives:

In 2005, the Executive Policy Committee appointed a Heritage Preservation Committee, which was tasked 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.

2011 Museum Board Members and support staff

MEMBERS
Diane Haglund, Chair
Maureen Krauss, Acting Chair
William Dowie
DeLloyd J. Guth
Judy Wakefield

ADMINISTRATIVE SUPPORT
Deputy City Clerk: Marc Lemoine
Clerk: Inga K. Skundberg
Solicitor, Legal Services:
Wolfgang Tiegs
Accountant Technician, Corporate Finance Department: Elaine Waterman

MUSEUM BOARD COORDINATOR
Wendy Molnar



Left to Right: Inga Skundberg, Wendy Molnar, DeLloyd Guth, Maureen Krauss, Judy Wakefield, Diane Haglund, Elaine Waterman, Wolfgang Tiegs


Incoming Chair: William Dowie

Missing: Marc Lemoine, William Dowie

Museums receiving Operating Funding

In 2011, the City of Winnipeg distributed a total of $1,055,662 in operating funds to the following museums:

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



Grants Old Mill



Oseredok



Children's Museum

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.



Transcona Historical Museum

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


The Manitoba Museum

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;
- Encourage program diversity.

An application form and assessment process for the 2011 budget year was prepared and distributed to City Museums in May 2011 and the grant deadline set as September 1, 2011. The Museums Board heard museum delegations regarding their applications during a special meeting of the Board held on October 3, 2011. Upon review of the applications, recommendations regarding 2012 operating grant support for City Museums were made to the Standing Policy Committee on Protection and Community Services.



Ross House



Western Canada Aviation Museum

Special Project Grant Funding

The City of Winnipeg Museums Board was pleased to announce a special one-time only granting program to assist eligible City of Winnipeg museums with funding for their special projects in 2011. This grant may complement other funding projects to be undertaken in 2011 and each museum may apply for up to $2,000 through this program.

Program guidelines included projects that build on the following functional competencies of museums, namely, Collections Management and Conservation & Preservation projects.

In total, $18,000 was distributed to the following Museums:

- Dalnavert Museum
- Historical Museum of St. James-Assiniboia
- The Manitoba Museum
- Le Musée de Saint-Boniface Museum
- Oseredok Ukrainian Cultural and Educational Centre
- Ross House
- Transcona Historical Museum
- Western Canada Aviation Museum
- Seven Oaks House Museum

Board Outreach

Nothing compares to a first-hand encounter with a person, place or thing to enhance learning. Experiential learning, which is at the heart of all museums, is based on this premise. Engage all of the senses and you have the making of a winning formula! So what better way to learn more about the City of Winnipeg Museums constituents than for the board members to meet, tour and dine at one of our city's greatest cultural heritage assets.


Le Musée de Saint-Boniface Museum

The City of Winnipeg Museum Board hosted its December 2011 meeting at Le Musée de Saint Boniface Museum. Housed in the former Grey Nun's Convent the upper level meeting space was warm and comfortable amidst the handhewn logs. After the formal business meeting, Director Philippe Mailhot organized a fine sampling of traditional French-Canadian fare consisting of decadent tourtiere, split pea soup and sugar pie. The luncheon followed with a tour the museum to learn more about some of the upcoming plans and view the special Christmas seasonal exhibit. The main benefit of board outreach is to have a dedicated time to reinforce the many highlights and issues presented in the museum's annual operating grant application narrative.

It is the Board's desire and goal to continue outreach to the member museums at various points throughout the year to foster ongoing board development.

Marketing / Outreach

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 undertook a number of marketing and promotional activities in 2011. An ad was placed in the Doors Open Winnipeg Guide promoting the member museums who took part in this event. Ads were also placed in the City of Winnipeg Leisure Guide promoting all twelve member museums. Photographer, Robert Barrow, was hired to take photographs of events taking place at some of the museums. These photographs were used to help promote the museums and give the individual museums a valuable resource for their own promotions. The Board continued to distribute the City of Winnipeg Museums Brochure which promotes the museums to Winnipeggers and tourists visiting our City.

Future Plans

At the time of this annual report writing, the coming year is filled with new projects and goals on the horizon for the City of Winnipeg Museums Board. The Board is embarking on a strategic planning process that will include Board members, elected officials, member museums and the greater community. The Board looks forward to working effectively on the concepts identified from this strategic planning and evolving them over the near and long-term. Part of this planning will include:

- Engaging in a strategic planning process in conjunction with the City of Winnipeg's Heritage Preservation Policy to ensure the ongoing preservation and coordination of Winnipeg's museums resources and assets.

- Continuing to administer and monitor the Operating Grants Program and refine the grant application process to streamline reporting.

- Hosting a multi-faceted one day symposium for museum professionals, students and stakeholders to discuss the challenges and opportunities facing museums now and into the future.

- Identifying educational institutions and programs to engage students in partnerships that will fulfill important first-hand museum experience while benefiting the hosting museum with new research and additional resources.

- Furthering advocacy for the City of Winnipeg museums and promote their activities to diverse audiences through a variety of media to enhance awareness, understanding and participation.



Seven Oaks House Museum



Museum of St. James-Assiniboia

2012 Projected Museums Board Budget

	2011 Actual	Proposed 2012 Budget
General Revenue - Council Funding	69,000.00	69,000.00
Operating Expenditures:		
Coordinator costs (contract fee, conferences, expenses)	41,396.07	32,800.00
Special projects *	20,174.75	30,400.00
Museums marketing (advertising and brochures)	4,210.24	2,400.00
Board meeting costs	1,909.82	2,200.00
Annual report (printing and design costs)	155.70	700.00
Office expenses and miscellaneous	74.34	500.00
	67,920.92	69,000.00

* Special Projects

Grants	18,000.00	10,500.00
Photos/Videography	1,070.00	500.00
Library acquisitions/printed resource material	1,104.75	500.00
Hosting of workshops/symposiums/conferences	-	4,000.00
Staffing for students to undertake projects	-	7,200.00
Facilitation services	-	3,000.00
Social media - web communications	-	4,000.00
Other	-	700.00
	20,174.75	30,400.00

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Matthew Komus
Museum Coordinator
204-805-3280
mkomus@winnipeg.ca

City Clerk's Department
Council Building – 510 Main Street
Winnipeg, Manitoba

