

The City of Winnipeg

Museums Board
2012 Annual Report

Message from the Chair

On behalf of the City of Winnipeg Museums Board, I am pleased to share with you the Board's activities and accomplishments for 2012. Given the Board's 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, it has undertaken several new initiatives.

The Board has completed its sixth round 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 to better inform the Board of the unique needs, successes, challenges, and commonalities of the city museums. In gaining this depth of understanding, the Board aspires to the further enhancement of museum skills and resources.

In 2012 the Board realized the time was right to professionally examine our direction and vision. Work began on a strategic plan in 2012 and will continue forward in 2013. The planning process includes participation from Board members, elected officials, member museums, and the greater Winnipeg community. The Board is looking forward to being able to implement new ideas identified from this plan.

To celebrate Winnipeg's diverse heritage community, the Museum Board promoted and marketed the city museums through various methods in 2012. A web portal has also been developed to increase Winnipeg Museums' online profile. This will enhance already existing web-sites amongst various members – while ensuring a consistent branding including smaller museums; especially those that depend heavily on volunteer time and effort.

This year new partnerships were forged with various non-profit groups including having high school artists create gingerbread museums and working with the Climate Change Connection on environmental sustainability initiatives. Further partnerships will be explored with non-profit organizations to create in-kind synergy for the benefit of Winnipeg Museums.

In the spring of 2012 the Board offered the first City of Winnipeg museums symposium. The symposium was a forum for sharing ideas, providing feedback to the Board, and learning about new directions, resources and

technology in the constantly changing museum field. After the success of the first symposium a second one will be offered in June of 2013.

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 all its members when critical operational issues arise.

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; your commitment to ensuring the diversity of museum experiences remains a vital part of our collective Winnipeg voices and stories is appreciated.

Respectfully submitted,



William Dowie, Chair, City of Winnipeg Museums Board

Note: ***The photos used in the Annual Report are gingerbread representations of the fourteen Member Museums. They were created by high school and college culinary arts students.***



Le Musée de Saint-Boniface Museum



Children's 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.

2012 Museum Board Members

CITIZEN MEMBERS
William Dowie, Chair
Maureen Krauss
DeLloyd Guth
Judy Wakefield
Leonard Offrowich

ADMINISTRATIVE SUPPORT
Deputy City Clerk: Marc Lemoine
Clerk: Inga Skundberg
Solicitor: Wolfgang Tiegs
Accountant Technician: Elaine Waterman

MUSEUM BOARD COORDINATOR
Matthew Komus



Left to Right: Matthew Komus, Judy Wakefield, William Dowie, Leonard Offrowich, Wolfgang Tiegs

Missing: Inga Skundberg, Marc Lemoine, Elaine Waterman



Maureen Krauss



DeLloyd Guth

Museums Receiving Operating Funding

In 2012, the City of Winnipeg distributed a total of $1,096,144 in operating funds to the following museums:

- 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



Transcona Museum



Fire Fighters Museum



Seven Oaks House 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.



Oseredok

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 2013 budget year was prepared and distributed to City Museums in June 2012 and the grant deadline set as September 4, 2012. The Museums Board heard museum delegations regarding their applications during a special meeting of the Board held on October 3, 2012. Upon review of the applications, recommendations regarding 2013 operating grant support for City Museums were made to the Standing Policy Committee on Protection and Community Services.



Ross House



Western Canada Aviation Museum

Volunteer Grant Funding

The City of Winnipeg Museums Board was pleased to announce a special one-time only funding grant to assist eligible City of Winnipeg museums with their volunteer programs. Each Member Museum was eligible a $350 grant to be used at their discretion in support of their volunteers. The funds could be used for volunteer recognition, recruitment, training or equipment.

Board Outreach

It is the Board's desire and goal to reach out to the member museums at various points throughout the year to foster ongoing board development. To help achieve this goal the 2012 Museums Board took part in a number of events.

The Board participated in the 2012 Red River Regional Heritage Fair on May 3rd at the University of Winnipeg. The Fair was an excellent opportunity to network with other professionals in the heritage field. The Board presented special awards to projects on the Hotel Fort Garry, Winnipeg General Strike and the Fire Fighters Museum.

Board Member Leonard Offrowich and Coordinator Matthew Komus attended the Seven Oaks House Museum Annual Community BBQ. The event allowed the Board Members to talk with many of Seven Oaks Museum volunteers and summer staff.

William Dowie, DeLloyd Guth, Leonard Offrowich and Matthew Komus represented the Board at the official opening of Transcona Museum's new exhibit "*Transcona's Passionate People: Celebrating 100 Years*". The Board was happy to be part of this once in a lifetime event for the Transcona Community and pleased to see the important role the Museum had in the centennial celebrations.

The Association of Manitoba Museums 40th Anniversary Conference was attended by William Dowie, Judy Wakefield, Leonard Offrowich and Matthew Komus. Board members were present at the opening



Dalnavert

reception, the 40th anniversary banquet and throughout the sessions. It was an excellent opportunity for the Board to meet and converse with museums located throughout Manitoba.

The December board meeting was held at the Manitoba Children's Museum. The Board Chair had the opportunity to tour the facility.

As part of Board outreach Museum Coordinator Matthew Komus met with almost all of the member museums and toured their sites. The Coordinator also attended many events through the year including We Believe Breakfast about Manitoba tourism, Chamber of Commerce State of the City Address, The Manitoba Museum's Manitoba Day celebrations, St. James-Assiniboia Museum's Pioneer Heritage Day, Red River Heritage Fair appreciation lunch, Heritage Winnipeg's Doors Open Awards, WAG 100 Kick-off, Canada 150 Meeting, Grant's Old Mill Cuthbert Grant Day Celebrations, Children's Museum's 3rd Annual Great Friend to Kids Awards, SAGE Conference and Transcona Museum's *Remembering the Fallen* exhibit opening.



Winnipeg Police Museum



Living Prairie Museum

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 2012.

A table-top display has been order to promote all of the Member Museums. The display will be used at events such as heritage fairs, teacher in-services and conferences. The Board continued to distribute the City of Winnipeg Museums Brochure which promotes the museums to Winnipeggers and tourists visiting our City.

In 2012 the Board was a major sponsor for two different events; Heritage Winnipeg's 2012 Doors Open and the Festival of Lights and Trees.

Doors Open was held on May 26th and 27th and gave the general public the opportunity to visit eighty unique buildings. A total of seventeen museums took part, including ten Member Museums. As a result of the sponsorship the event program contained a section focused exclusively on museums and the City logo was featured on the event website and poster. The Board was also asked to present the award for Best Overall Experience to the Historical Museum of St. James-Assiniboia.

The Festival of Trees and Lights was a holiday themed event held from November 27th to December 9th at the Manitoba Hydro Headquarters. The event was a unique promotional opportunity for the Board as the official sponsor of the Gingerbread Village. As part of the sponsorship each member museum was represented as a gingerbread house. In addition the Board had a table top display with promotional materials from all fourteen member museums.

Three Member Museums took part in the Festival; on December 8th the Children's Museum offered a craft program as part of Family Day. On December 9th Transcona Historical Museum in partnership with Dalnavert Museum exhibited a display about Victorian times.

Symposium

The Museum Board hosted a successful symposium on May 4th at Dalnavert Museum. Eight of the twelve member museums were able to take part and a total 52 people were in attendance during the event. Participants had the opportunity to hear about new developments in the field, network with other Member Museums and give their views and opinions to Board Members.

A keynote lecture was given by Dr. Christine M. Van Winkle from the University of Manitoba Kinesiology and Recreation Management Department. Her speech was entitled "*The Visitor's Experience: what we've learned and how we can learn more".*

Other topics covered at the symposium included highlights from the Canadian Museums Association Annual Conference, the challenges and successes of renovating museum space, how to offer new and innovative programs and exhibits in a traditional museum setting and tips to Improve your marketing and attract new visitors.

In the afternoon a panel discussion on making museums sustainable was moderated by Dr. Christina McDonald of Green Manitoba. Five different areas of sustainability were discussed including political, economy, environment, social and technology. The final part of the day was spent asking participants for their feedback on the role of the Museums Board.

Web Portal

In 2012, the Board decided to assist Winnipeg's museums in increasing their online profile by developing a web portal. The goal of the Web Portal was to create a dynamic and interactive web site that can act as a hub for the city museums, and engage the public through social media. The site contains key information on the museums (location, operational hours, and exhibits) but goes far beyond that. Museums are able to post their own exhibits and events; with the general public able to communicate about their own museum experiences. This will help to strengthen the museum's connection to their communities. The hub incorporates both images and video, and acts an extension of the visitor experience.

In order to develop the web portal at as low a cost as possible to the City of Winnipeg the Board partnered with Red River College. The Board successfully applied for the Business Information Technology Research Project. This program meant that four Business Information Technology students worked full time for almost four months on the web portal. The web portal team included students Randy Catacutan, Chantelle Babalola, Kenneth Cardona and Clayton Swistun, instructor Nola Andrews and industry advisor Rolf Oswald, (Great-West Life).

In recognition of the students' work the Board donated $1,000 to the Business Information Technology Research Project Program. In 2013 the Board will officially launch the portal and provide training on its use to all member museums.

Future Plans

2013 is a time of renewal for the Board as there are now seven citizen members instead of the original five, with four of the members being new additions to the Board for 2013 and beyond. All of this renewed energy will contribute to the successful implementation of many plans and ideas for the future.

The vision of the new Board will be shaped by a strategic planning process to be completed by June 30th, 2013. Part of the planning process is ensuring everyone has a chance to offer their feedback including Board members, elected officials, member museums, and the general public. The finished strategic plan will provide clear direction to the Museums Board to ensure the ongoing preservation and coordination of Winnipeg's museums resources and assets. Of course, this plan will formally be under the scrutiny of the Standing Policy Committee on Protection and Community Services, Executive Policy Committee, and Winnipeg Council.

In addition to the strategic plan, the Board's other ideas include:

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

- Hosting a 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 promotion and advocacy for the City of Winnipeg museums to diverse audiences through a variety of marketing channels to enhance awareness, understanding, and participation

- Launching the City of Winnipeg Museums Board's Web Portal to create an online hub and virtual community for city museums



Grant's Old Mill



Museum of St. James-Assiniboia

City of Winnipeg Museums Board
Income Statement for the year ended December 31, 2012, and Budget Income Statement for the year ended December 31, 2013

		2012 Actual	2013 Budget
General Revenue - Council Funding		69,000.00	69,000.00
Operating Expenditures:			
Coordinator costs	1	33,571.25	39,610.00
Consultants	2	16,484.67	17,700.00
Museums professional development and support	3	3,281.01	2,500.00
Museums marketing	4	7,292.41	4,870.00
Board administration	5	3,112.22	4,320.00
Thematic grants	6	4,200.00	-
		67,941.56	69,000.00
Net income		1,058.44	-

Note: Expenses consist mainly of the following:

1 Coordinator's contract fee, conferences, expenses
2 Strategic planning consultant, post-graduate student consultants
3 Museums symposiums, workshops and library reference materials
4 Website development, sponsorships, outreach, print advertising, brochures
5 Board meeting costs, office supplies, annual report costs, membership fees
6 2012 thematic grant was on Volunteerism

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