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Winnipeg

The City of Winnipeg

Museums Board

2010 Annual Report








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

Winnipeg

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Message from the Chair - Diane Haglund



Diane Haglund

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 Board for 2010 in its role to implement the City's Heritage Preservation Policy.

During this year the Board continued to consolidate activities related to the Museum Operating Grants Program which it established in 2008. The foundation of the Program is a standard practices document also developed by the Board. It is expected that Museums receiving support either achieve, or are working to achieve, the accepted standard practices of museum management which it outlines. These include collections management and conservation, exhibitions and public programming, and marketing and communications. Both the standard practices document, and the application process, have been designed to be developmental, to allow both the applicant and the Board to evaluate progress.

The opportunity for representatives of the various museums to present in delegation to the Board with respect to their grant submission has informed Board members' understanding of the critical financial realities facing all museums. While it is evident that the funding provided by the City of Winnipeg Museums Board is critical to the operation of these agencies, it is equally evident that the Board cannot keep pace with the demand for support. Currently the Board is reviewing the history of the City of Winnipeg's responsibility for, and level of support of, all agencies that fall under its umbrella. A report outlining findings will be released in 2011.

The Board is committed to providing any additional support possible within its resources to assist museums to build management capacity. In 2010, a workshop on Board governance presented by a senior museum consultant was offered. The session was developed as a direct response to need expressed by representatives appearing in delegation. The session was well attended and evaluations were positive. Support also has been provided for public relations opportunities that individual museums are not able to undertake on their own. The City of Winnipeg Museums' Brochure developed in 2009 has been well received and continues to be widely distributed. It was recently updated for republication. Some limited advertising has been placed in local media to publicize the activities of museums. Board Coordinator, Wendy Molnar, is a recognized expert in the field of museum management. Her services are a major resource and she is frequently called upon by museums under the Board umbrella for advice.

In the coming year, the Museums Board will continue to move forward on fulfilling the recommendations of the Heritage Preservation Policy Committee report. It will continue to provide advice, professional opportunities, and access to expertise to assist museums to achieve high standards of practice. Museums are a foundation of the cultural life of cities. Board members are committed to assisting museums to reach the best possible standards of care and interpretation for the cultural artefacts in their trust and to provide enhanced visitor experience.

I would like recognize and thank the members of the Museums Board for their continuing commitment to the development of museums in our City. As well as their generosity of time, the professional expertise each member brings to the Board has guided and advanced planning and informed decision making. We are fortunate to have the services of Coordinator Wendy Molnar. Her expertise and her understanding of the realities and challenges faced by member museums have been instrumental in guiding the work of the Board. On behalf of members, I would like to extend sincere appreciation to Committee Clerk Inga Skundberg, for her wise guidance and skilled administrative support.

▶ *Future Plans*

During 2010, the Museums Board continued to fulfill its obligations as set out in the City of Winnipeg's Heritage Preservation Policy. The Board developed support materials and programs, as funds allowed, that would help to increase the capacity of the Museums and to assist in planning for 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 marketing brochure to Winnipeg schools, libraries, hotels and tourism kiosks.
- Offer further professional development sessions.
- 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.

▶ *Doors Open 2010*

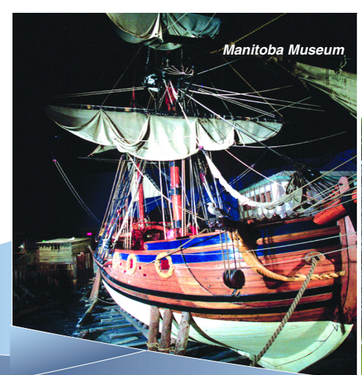
The Museums Board was pleased to support Doors Open 2010 by sponsoring a Museums Section in their Winnipeg Free Press promotion. Several of our City Museums participated in this unique and popular event including: Seven Oaks House Museum, Ross House, Fire Fighters Museum, Historical Museum of St. James-Assiniboine, and the Transcona Museum. They joined other museums in the City and opened their doors, free of charge, to the public.

▶ *2011 Projected Operating Budget*

COUNCIL ADOPTED ANNUAL BUDGET.....$69,000.00

EXPENDITURES

Contract Fee	40,000.00
Annual Report *(printing)*	1,500.00
Annual Report *(design)*	600.00
Museums' Marketing Brochure Distribution	500.00
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
2011 Museum Board Directed Projects	11,600.00
2011 Special Project Grants	10,000.00
TOTAL EXPENDITURES	**69,000.00**







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▶ Board Development Workshop

Based upon several requests from the City Museums, the Museums Board retained the services of Catherine Cole of Edmonton to conduct a Board Development Workshop on October 8, 2010. Nine participants attended the workshop. Topics included:

- Roles and responsibilities
- Board Composition and recruitment
- Board conduct
- Board-staff relations
- Planning
- Policy development
- Collections policy
- Evaluation



▶ 2010 Budget Summary

2010 Operating Budget:

General Revenue *(Council Funding)* $69,000.00

2010 Operating Expenditures:

Meeting Costs *(food/beverage/parking etc.)*.....$1,439.85

Office Expenditures
(printing/courier, translation, misc.) $611.76

Development Workshop/Project
(Consultant Fees)..... $5,000.00

Contract Fee..... $40,000.00

CMA Conference $2,401.58

Special Projects
(Doors Open, Photography) $3,516.50

TOTAL EXPENDITURES $52,969.69

UNEXPENDED 2010 OPERATING FUNDS.....$16,030.31
(returned to the City of Winnipeg's General Revenue)

▶ 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: Inga Skundberg, Wendy Molnar, DeLloyd Guth, Maureen Krauss, Judy Wakefield, Diane Haglund, Elaine Waterman, and Wolfgang Tiegs
Missing: Marc Lemoine and Daniel Orlikow

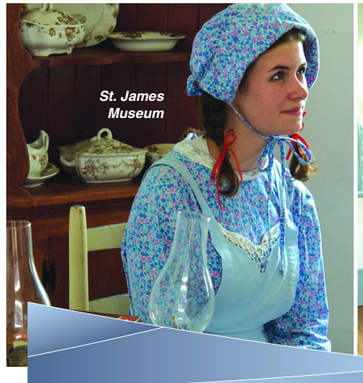
▶ 2010 Board Members

DeLloyd J. Guth
Diane Haglund, Chair
Maureen Krauss
Daniel Orlikow
Judy Wakefield

▶ Administrative Support

Museum Board Coordinator: Wendy Molnar
Deputy City Clerk: Marc Lemoine
Solicitor, Legal Services: Wolfgang Tiegs
Accountant Technician,
Corporate Finance: Elaine Waterman
Committee Clerk: Inga K. Skundberg

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

















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▶ Museums Receiving Operating Funding

In 2010, the City of Winnipeg distributed a total of $1,036,228 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.

▶ 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 brochure designed in 2009 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 were distributed in time for the 2010 tourist season.

The brochure has been updated and a new run printed for distribution.

▶ 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 2011 budget year was prepared and distributed to City Museums in May 2010, and the grant deadline was set as September 1, 2010. The City of Winnipeg Museums Board heard museum delegations regarding their applications on September 23, 2010. Upon review of the applications, recommendations regarding the 2011 operating grant support for City Museums were made to the Standing Policy Committee on Protection and Community Services. Subsequently, on March 22, 2011, Council adopted the recommendations as it relates to the Museum Operating Grants.



