

Explore our vibrant community of heritage and culture.

City of Winnipeg Museums Board Annual Report 2014

CITY OF WINNIPEG
MUSEUMS

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WELCOME

The City of Winnipeg Museums Board (CWMB), is pleased to share with you its activities and accomplishments for 2014.

"Heritage is a growth industry. Recent studies show that heritage attractions support and complement local economies. Investments in heritage, as part of the tourism industry, create millions of dollars of revenues for modern cities. Heritage also is an investment in defining ourselves in terms of origins and goals for the way we live. Museums serve our young people and teachers in our schools, colleges, and universities, genealogists, family, historians, our neighbourhoods, our seniors, the media, governments, and newcomers to our community. We all have a stake in our museums. "
(CITY OF WINNIPEG HERITAGE PRESERVATION POLICY 2006)

City of Winnipeg Museums Board

The City of Winnipeg Museums Board (CWMB) was established in 2006 to implement the City's Heritage Preservation Policy; to ensure the ongoing preservation and coordination of Winnipeg's museum resources and assets. The CWMB is the means by which the City ensures accountability, transparency, addresses issues of governance and improves overall financial viability for its city–funded museums. Through the CWMB the City states its expectations and outcomes for the investment it provides, thereby ensuring a return on the investment that taxpayers currently make to museums.

CWMB audits the ongoing operations of museums that receive grants, accommodations and in–kind services from the City of Winnipeg whilst also providing marketing and advertising support and facilitating learning and educational opportunities. It strives to improve the overall quality of museums, through opportunities for coordination and collaboration.

In 2014 the Board spent much of its time seeking clarification of the Board's advisory role in order to make recommendations going forward. The board is committed to divesting the City of political decision–making about grant funds. Winnipeg's Museum landscape needs to rely on standards and funding criteria to ensure accountability and enhanced quality of museum services. Specifically, the Board proposes and recommends that it be granted the required autonomy and authority in order to disburse City Council approved museum funding according to rigorous criteria of best practices.

This direction is in keeping with a Strategic Plan, undertaken in 2013 with the assistance of an Executive Coach who engaged many community stakeholders including City of Winnipeg Council and Administration. This Strategic Plan has been the basis for Board activities since 2013 but awaits endorsement by City Council.

There are 11 museums that directly receive city funding via CWMB:

- Dalnavert 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 or The Royal Aviation Museum of Western Canada.

The following museums do not receive city funds via the recommendations of the CWMB but do receive its marketing support, in–kind services and City of Winnipeg funding through other departments. (Indeed, there may be additional museums that also receive funding through other City departments but which fall outside the Board's authority.)

- Fire Fighters Museum
- Winnipeg Police Museum
- The Living Prairie Museum

2014 City of Winnipeg Museums Board is made up of leading citizens, museum experts, and supporters, appointed by City Council.

Daria Rakowski , Co–Chair
Christian Robin, Co–Chair
Mary Ann Tisdale
Conor Lloyd
Scott Armstrong
Vanessa Warne

ADMINISTRATIVE SUPPORT
Deputy City Clerk: Marc Lemoine
Clerk: Josie Marques
Solicitor: Wolfgang Tiegs
Accountant Technician: Elaine Waterman

MUSEUMS BOARD COORDINATOR
Alison Letourneau

2014 HIGHLIGHTS

- Staffing – Successful staffing transition from the former Board Coordinator to the new and current Coordinator, Alison Letourneau
- Board Handbook – was developed, including terms of reference, board member roles and responsibilities, goals and mandate, vision and mission statement. This will assist with orientation and ensure a more efficient, strategic and sustainable Board. To be presented to the Standing Policy Committee on Protection and Community Services on January 20, 2015.
- 2014 Funds were disbursed as attached.
- Impact of funding cuts – We are beginning to see the direct results of the cuts of 2013, which were carried over to 2014. Most museums experienced some staff cuts, especially for younger guides and interpreters, most of whom are students. The result is condensed hours and a shorter summer for seasonal museums, some of whom now close as early as August 6th , thereby impacting Winnipeg's busiest tourist season. (A common complaint is that Young Canada Works will approve staffing for 13 weeks and in August they will offer to increase the funding but by this time the students have departed and museums are unable to accept the offer.)
- 2015 Funding – In 2014 CWMB declined to conduct its annual process of receiving grant applications and delegations in order to make its 2015 funding recommendations. Instead, the board received and reviewed financial statements and held a town hall. Developing, delivering and receiving delegations is a huge amount of work on the part of staff and volunteers, both of the respective museums and CWMB. As our members struggle with increasingly limited resources, in light of the municipal government transition and recent election and due to the lack of clarity as to how final funding decisions are made at City Hall, the CWMB did not want to put its museums through this process for nothing.

Dalnavert –

- On July 15, 2014, CWMB recommended to the Standing Policy Committee on Protection and Community Services that the Dalnavert grant (which was on hold due to its inoperative status as a museum) be reallocated to other museums as submitted. As of December 31, 2014 these funds had not yet been disbursed (either to Dalnavert, or to the 10 museums identified by CWMB) and at its December 10 meeting, Executive Policy Committee laid over the matter to June 2015, despite the recommendations of SPC and CWMB.
- CWMB continues to meet and work with both the Manitoba Historical Society (MHS) and Friends of Dalnavert Museum to discuss and support re–opening the museum in a financially sustainable way in order to safeguard this important part of Winnipeg's heritage as a museum. We contributed to the feasibility study, outlining our expectations for reinstated and continued City of Winnipeg funding, (open to the public on a regular, recurring and reasonable basis from May until September, 2014,) attended the Town Hall in December, 2014 and continue to engage.
- CWMB has facilitated meetings between MHS and City Councillors regarding MHS property taxes.
- The Canadian Museum for Human Rights (CMHR) – CWMB showed its public support for the opening of CMHR by being present at its opening and hosting an open house reception at Inn at the Forks, to which it invited volunteers, Board Members and staff of all 14 city–funded museums, some City of Winnipeg Clerks Office staff, and people from our partnering agencies, as well as elected officials and guests.

Marketing –

One of the measures of success for the CWMB is that Winnipeg Museums continue to thrive and grow in visitation, program participation, public engagement, volunteerism, and customer satisfaction. Also, that the citizens of Winnipeg know about and value Winnipeg's Museum Heritage; that they understand and appreciate their critical importance to enhancing community. To this end, CWMB was pleased to launch a number of successful marketing campaigns in 2014

- Brochure – Produced by a previous board and redistributed through Travel Manitoba. This was a collaborative effort by all museums, and is still relevant and important, especially to smaller museums that benefit from wide distribution.
- Leisure Guide ad – 1/6 page ad with 160,000 copies was distributed.
- Banner ad at the Forks – a large oversized banner was installed to the exterior of the Children's Museum at the Forks on September 11, just prior to the grand opening of the Canadian Museum for Human Rights. The banner ad was done to leverage CMHR opening and draw attention to the many wonderful and significant museums already in existence in Winnipeg. It will stay in place until spring, 2015.
- Winnipeg Free Press CMHR Opening Supplement – The same artwork ran in the WFP special supplement on opening day, 1/8th page, color
- Winnipeg Free Press Holiday Shopping Supplement – November and December ads to promote visitation, shopping, and membership drives at Winnipeg Museums.
- Where Magazine December issue – same as above, but accompanied by an editorial piece
- Web development – worked with a professional web developer in 2014 to issue V2 of the web portal. The goal of the Web Portal is to become a dynamic hub for information on City of Winnipeg Museums and we are nearing that goal through an active, relevant and up to date blog and current events and news page, maintained by the Board Coordinator. The web portal migrated to winnipegmuseums.com
- Sponsorship – CWMB was a sponsor of the 11th annual Doors Open Winnipeg held in May. Coordinated by Heritage Winnipeg, this event provides the general public the opportunity to visit Winnipeg's unique heritage buildings.

Community Engagement –

Board members and the Coordinator attend a broad spectrum of Museum sponsored community events and activities throughout the year in order to raise the public visibility of Winnipeg's heritage assets and stories, and to show appreciation and support for the value these events add to civic identity and civic pride.

- Members of CWMB were present at the following:
  - Doors Open Winnipeg
  - Red River Regional Heritage Fair
  - The 1st annual State of the Board Town Hall in July, in which we met with all city funded museums and received feedback, direction and recognition.
  - St. James Historical Museum Pioneer Days
  - Cuthbert Grant Day at Grant's Mill
  - Canada Day at Ross House Museum
  - Walking tours of old Transcona murals as hosted by the Transcona Museum
  - Walking tours of Point Douglas with the folks at Ross House Museum
  - Red River Heritage Fair Appreciation Luncheon
  - Oseredok Sponsorship evening
  - Oseredok Christmas Craft Fair
  - St. Boniface Spirit of the Fiddle event
  - Musee de St. Boniface Museum Membership appreciation night and Christmas Craft Fair
  - Various press releases, such as the Western Canada Aviation Museum being granted permission by Her Majesty Queen Elizabeth II to designate the museum as the 'Royal Aviation Museum of Western Canada.'
  - The Manitoba Museum's Love Thy Nonsuch Event
- We wish to note that City-funded museums continue to do an excellent job of diversifying their funding base through special events and members of CWMB make it a priority to support and attend wherever they can.

Partnerships –

CWMB works closely and collaboratively with the following

- Association of Manitoba Museums (AMM) – in order to ensure there is no duplication of services, CWMB decided in 2014 not to run its own learning symposium but to work closely with AMM to provide its members with learning opportunities in best practices. CWMB will continue to facilitate educational opportunities, but will move away from actual delivery of training and information sessions.
- CWMB is appreciative of the many shared goals, objectives, challenges and obstacles of the museums, heritage, arts and culture sector. In 2014 CWMB re–affirmed existing ties and worked closely with Manitoba for the Arts, Heritage Winnipeg and Winnipeg Arts Council on surveys, and in preparation for the civic election, mayoral forum and 2015 budget decisions, in order that Winnipeg Museums will continue to receive appropriate levels of funding and support.
- Education and Development – Coordinator, Alison Letourneau, attended the AMM Symposium in Dauphin in October, 2014 in order to stay informed of museum and cultural tourism sustainability issues, trends and museums best practices. This symposium offered an excellent range of educational opportunities for large to mid–range to smaller museums. Unfortunately, not many of our members could attend due to the cost restrictions.
(See 2016 goals and priorities)

2015 GOALS & PRIORITIES

- CWMB Autonomy and Authority – The Board proposes and recommends that it be granted the required autonomy and authority in order to disburse City Council approved museum funding according to its rigorous criteria of best practices. Ideally, the granting process would be free of political interference, streamlined, and all individual requests for museum funding would be directed to CWMB.
- City Audit – There is a need to better understand and document the many individual agreements between City of Winnipeg and its museums. CWMB proposes to conduct an audit to determine and identify all accommodations, in–kind services, property taxes, ownership, etc. in order to resolve and consolidate all of the actual funding, in order to bring fairness and transparency to the process.
- Funding Criteria – Finalize a grant application process that honors pre–existing agreements, accommodations, and any legislation while also ensuring that grant funding is fair, transparent, and based on merit.
- 2016 Funding Recommendations – CWMB long-term goals regarding funding process are
  - Coordinated timing and an earlier start– Once the Board's recommendations for autonomy are adopted by Council, it will implement a grant application process whose submissions will be coordinated with the overall budget submission process. (Ideally, the Board's decisions would be made by April in order to submit with the 2016-18 budget.)
  - Three year plan – to coincide with how City finance submits budgets on a three year basis

In closing, the CWMB invites you, our political leaders, to join with Winnipeg's citizens and visitors and drop in on and enjoy the many museums in and around the City of Winnipeg. Your visit is an endorsement of their important contribution to our community; to ensure their diversity remains a vital part of our collective Winnipeg experience.

Respectfully submitted,
The Board Members of the
City of Winnipeg Museums Board

		2013 ACTUAL	2014 BUDGET	2014 AS OF DECEMBER 31, 2014	2014 AMOUNT REMAINING IN BUDGET
GENERAL REVENUE – COUNCIL FUNDING		69000	69000	69000	69000
OPERATING EXPENDITURES:					
Co-ordinator costs	1	37371.44	39250	31982.82	7,267.18
Consultants	2	17545.92	6315	6350	-35
Museums professional development and support	3	1094.83	3200	763	2,437
Museums marketing	4	6,231.28	14,215	16,128.01	-1,913.01
Board administration	5	2,955.37	5,330	8,490.67	-3,160.67
Thematic grants	6	3,250	0	0	
Contingency		0	690	0	690
TOTAL		68,448.84	69,000	63,714.5	5,285.5

Note: Expenses consist mainly of the following:

1 Co-ordinator's contract fee, conferences, mobility, 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 2013 thematic grant was on professional development of volunteers, staff, or board members

City of Winnipeg Museums Board
2014 Budget to Actual
As of December 31, 2014
With Draft 2015 budget

As of December 31, 2014

Actuals/Spent:	$ 63,714.50
Estimated Spending	$ 0.00
Discretionary amount left	$ 5,285.50
	$ 69,000.00

	ACCOUNTS	ACTUALS 2013	DRAFT BUDGET 2014	REVISIONS 2014	BUDGET 2014	SPENT AS OF DECEMBER 31, 2014	BALANCE AVAILABLE AS OF DECEMBER 31, 2014	ESTIMATED SPEND	DISCRETIONARY SPENDING BALANCE REMAINING	ESTIMATED 2014	BUDGET 2015
GENERAL REVENUE – COUNCIL FUNDING		69,000.00	69,000.00		69,000.00	69,000.00				69,000.00	69,000.00
OPERATING EXPENDITURES:											
Consulting and Human Resources											
Co–ordinator costs											
Co–ordinator contract fee	521020	32,769.12	35,000.00		35,000.00	30,807.63	4,192.37		4,192.37	30,807.63	40,000.00
Contractor support – expense allowance	various	2,166.34	1,500.00		1,500.00	102.62	1,397.38		1,397.38	102.62	–
Co–ordinator education, training, conferences:						–	–		–		
CMA Annual Conference – registration fee	528090	450.00	500.00		500.00	249.75	250.25		250.25	249.75	500.00
CMA travel / hotel / per diem	528100	1,510.74	1,500.00		1,500.00	78.75	1,421.25		1,421.25	78.75	1,500.00
AMM Conference & Hotel	528090	475.24	750.00		750.00	744.07	5.93		5.93	744.07	750.00
Total co–ordinator costs		37,371.44	39,250.00	–	39,250.00	31,982.82	7,267.18		7,267.18	31,982.82	42,750.00
Facilitation services/Strategic Planning – contract amount	521011	15,000.00		5,815.00	5,815.00	6,350.00	(535.00)		(535.00)	6,350.00	–
Facilitation services/Strategic Planning – expenses	various	782.01		500.00	500.00		500.00		500.00	–	–
Town Hall (Consulting)	521020	765.91				–	–				
Post secondary students		998.00	1,000.00	(1,000.00)	–		–		–	–	1,000.00
Total Consulting and Human Resources		54,917.36	40,250.00	5,315.00	45,565.00	38,332.82	7,232.18	–	7,232.18	38,332.82	43,750.00
					–						
Professional development and support						–					
Hosting of workshops/symposiums/conferences	various	646.16	1,200.00		1,200.00	763.00	437.00		437.00	763.00	1,200.00
Library acquisitions/printed resource material	542020	448.67	500.00	(500.00)	–		–		–	–	500.00
Attend symposiums and other workshops	528080		500.00	1,500.00	2,000.00		2,000.00		2,000.00	–	500.00
Total Professional Development and Support		1,094.83	2,200.00	1,000.00	3,200.00	763.00	2,437.00	–	2,437.00	763.00	2,200.00
									–		
Museums marketing						–					
Advertising	526030									3,463.56	
Doors Open Advertising		750.00			–		–		–	–	–
Tourism Winnipeg Partnership Advertising			2,000.00		2,000.00	1,400.00	600.00		600.00	1,400.00	2,000.00
Travel Manitoba Partnership Advertising			2,000.00	(500.00)	1,500.00		1,500.00		1,500.00	–	2,000.00
Leisure Guide 1/4 page Ad	–		715.00		715.00	659.62	55.38		55.38	659.62	475.00
Winnipeg Free Press – Leverage CMHR opening		3,500.00				1,400.00	(1,400.00)		(1,400.00)	1,400.00	
Fast Signs Banner – Levarage CMHR opening						3,463.56	(3,463.56)		(3,463.56)		
Winnipeg Free Press Holiday Gift Guide						800.00	(800.00)		(800.00)		
Public outreach	528030			–		–	–	–		–	
Small Events – Hospitality Room – leverage CMHR opening		60.00	100.00		100.00	285.89	(185.89)		(185.89)	285.89	100.00
CMHR Inn at the Forks Openning Ceremony						930.00	(930.00)		(930.00)	930.00	–
Chamber of Commerce Events		677.50	1,035.00	(35.00)	1,000.00	232.50	767.50		767.50	232.50	1,035.00
Mayor's Luncheon for the Arts		190.48	500.00	(250.00)	250.00		250.00		250.00	–	500.00
Heritage Fair			150.00		150.00	150.00	–	–		150.00	150.00
Web Presence	521020	684.30	5,000.00		5,000.00	4,306.44	693.56		693.56	4,306.44	5,000.00
General sponsorship	581065				–	–	–				
AMM Sponsorship – Coffee Break Promotion			500.00		500.00		500.00		500.00	–	500.00
Friends of Gardens Manitoba		119.00			–		–		–	–	–
Heritage Fair		100.00			–		–		–	–	–
Heritage Winnipeg (Doors Open)		150.00	2,500.00		2,500.00	2,500.00	–		–	2,500.00	2,500.00
Brochures					–		–		–	–	–
Photos – Videography		–			–		–		–	–	–
Table top display			500.00		500.00		500.00		500.00	–	500.00
Total Museums Marketing		6,231.28	15,000.00	(785.00)	14,215.00	16,128.01	(1,913.01)	–	(1,913.01)	16,128.01	14,760.00

City of Winnipeg Museums Board
2014 Budget to Actual
As of December 31, 2014
With Draft 2015 budget

Museums Board Administration						–					
Board meeting costs						–					
Food/beverage meeting costs	528190	2,144.00	2,000.00	1,500.00	3,500.00	3,673.64	(173.64)		(173.64)	3,673.64	2,000.00
Travel/bus tickets/parking	various	510.11	500.00		500.00	258.91	241.09		241.09	258.91	500.00
Annual report – design and printing					–	91.80	(91.80)		(91.80)	91.80	91.80
Office expenses and miscellaneous							–		–	–	
Membership Fees	528040		50.00		50.00	1,384.05	(1,334.05)		(1,334.05)	1,384.05	50.00
Mobile Phone	526022		780.00		780.00	711.40	68.60		68.60	711.40	780.00
Office supplies and stationary	531040	119.24	600.00	(300.00)	300.00	339.55	(39.55)		(39.55)	339.55	600.00
Gift						55.09	(55.09)		(55.09)		
Advertising cost for new Coordinator	526030					852.00	(852.00)		(852.00)	852.00	
Printing, courier, etc	various	182.02	200.00		200.00	254.23	(54.23)		(54.23)	254.23	200.00
Fundraising Event						120.00	(120.00)		(120.00)		
Childrens Museum honorarium						750.00	(750.00)		(750.00)		
Total Museum Board Administration		2,955.37	4,130.00	1,200.00	5,330.00	8,490.67	(2,410.67)	–	(3,160.67)	7,565.58	4,221.80 "
					–						
Thematic Project Grants							–				
Volunteerism	581062	3,250.00	–	–		–	–		–	– "	
		3,250.00	–	–	–	–	–	–	–	–	– "
Contingency					–		–	–		–	690.00 "
Contingency			690.00		690.00	–	690.00		690.00		
–		–	690.00	–	690.00	–	690.00	–	690.00	–	– "
Total expenses		68,448.84	62,270.00	6,730.00	69,000.00	63,714.50	6,035.50	–	5,285.50	62,789.41	64,931.80 "
						63,714.50					
Unallocated					–	–				6,210.59	4,068.20 "

GRANT AND ALLOCATIONS TO CITY-FUNDED MUSEUMS

PROGRAM DESCRIPTION	REVISED BUDGET	YTD ACTUAL	VARIANCE
MU-StB Museum Total	427,500.00	427,500.00	0.00
MU-Trans Museum Total	147,250.00	147,250.00	0.00
MU-Seven Oaks House Museum Total	26,815.00	26,815.00	0.00
MU-Ross House Museum Total	29,523.00	29,523.00	0.00
MU-StJames/Assin Museum Total	79,221.00	79,221.00	0.00
MU-Grants Old Mill Museum Total	16,378.00	16,378.00	0.00
MU-Dalnavert Museum Total	19,950.00	19,950.00	0.00
MU-Manitoba Children's Museum Total	114,000.00	114,000.00	0.00
MU-The Manitoba Museum Total	52,250.00	52,250.00	0.00
MU-UK Cultural and Ed Centre Total	14,250.00	14,250.00	0.00
MU-Western Canada Aviation Mus Total	52,250.00	52,250.00	0.00

Note: MU-Dalnavert Museum did not receive actual funds. Funds have been set aside until June 2015 Standing Policy Committee meeting.

WINNIPEGMUSEUMS.COM