# CITY OF WINNIPEG MUSEUMS BOARD
# DISPOSITION OF ITEMS

## SPECIAL MEETING
## March 19, 2018

| | |
|---|---|
| MEMBERS PRESENT | Daria Rakowski, Chairperson<br>Christian Robin<br>Scott Armstrong<br>Susan Kuz<br>Jennifer Norrie |
| PREPARED BY: | J. Marques, Senior Committee Clerk |

# CITY OF WINNIPEG MUSEUMS BOARD
## March 19, 2018
## DISPOSITION OF ITEMS

| Item | Subject | Recommendations | Action Required |
|---|---|---|---|
| | | **REPORTS** | |
| 1 | Finance Report | The City of Winnipeg Museums Board laid over the matter to its next meeting. | City of Winnipeg Museums Board |
| 2 | Doors Open Winnipeg 2018 Sponsorship | The City of Winnipeg Museums Board approved funding in the amount of $5,000 to Heritage Winnipeg for the cost of a Granite level sponsorship for Doors Open 2018.<br><br>It is requested that the sponsorship be noted as on behalf of the City of Winnipeg Museums Board, and that Heritage Winnipeg include all the museums together in one section (i.e., a "museums section") on their website and/or in their event program. | City Clerk<br><br>Account Technician, Corporate Finance Department |
| 3 | 2018 Canadian Museums Association Conference | The City of Winnipeg Museums Board approved funding to the current Citizen Members of the Museums Board, and the current Executive Director (or other senior leader) from each of the ten (10) museums (i.e., Saint-Boniface Museum, Transcona Museum, Historical Museum of St. James, Grants Old Mill Museum, Seven Oaks House Museum, Manitoba Museum, Manitoba Children's Museum, Dalnavert Museum and Visitors Centre, Ukrainian Cultural/Education Centre (Oseredok), and Royal Aviation Museum of Western Canada) for registration for, and travel to, the Canadian Museums Association conference in Vancouver in April 2018.<br><br>Each person may choose to attend 1 to 4 days of the Conference, and may expense to the City of Winnipeg Museums Board directly related reasonable expenses to a maximum of $2,500, including up to $1,000 for Conference and related Seminar registration, and up to $1,500 for directly related airfare, local travel, accommodations, and meals (alcohol purchases not permitted). Original receipts will be required for reimbursement and must be submitted within 30 days.<br><br>Individuals wishing to take advantage of this offer must register with the Board Co-Chairs in advance of March 30, 2018. | City Clerk<br><br>Account Technician, Corporate Finance Department |
| 4 | 2019 Operating Grant Allocations | The City of Winnipeg Museums Board recommended to the Standing Policy Committee on Protection, Community Services and Parks that the 2019 Museums Operating Grant funding be allocated, as follows:<br><br>• Dalnavert Museum: $21,000<br>• Grant's Old Mill Museum: $17,240<br>• Historical Museum of St. James-Assiniboia: $83,391<br>• Manitoba Children's Museum: $120,000<br>• Manitoba Museum: $55,000<br>• Royal Aviation Museum of Western Canada: $55,000<br>• Seven Oaks House Museum: $28,226 | Standing Policy Committee on Protection, Community Services and Parks |

# CITY OF WINNIPEG MUSEUMS BOARD
## March 19, 2018
## DISPOSITION OF ITEMS

| Item | Subject | Recommendations | Action Required |
|---|---|---|---|
| | | • Le Musee de Saint-Boniface Museum: $450,000<br>• Transcona Museum: 155,000<br>• Ukrainian Cultural/Education Centre (Oseredok): $15,000<br>• Ross House Museum: $31,077 | |
| 5 | Museum Memberships for Board Members | The City of Winnipeg Museums Board approved funding for its Citizen Members to renew their existing memberships with member museums to a maximum of $200.00 per Citizen Member. | City Clerk<br><br>Account Technician, Corporate Finance Department |
| 6 | 2018 Museums Board Annual Operating Budget – Advertising with Travel Manitoba | 1. The City of Winnipeg Museums Board approved funding in the amount of $21,000 (plus applicable taxes), to Travel Manitoba, for the cost of a marketing partnership focused on promoting the fourteen (14) member museums, including:<br><br>A. New photography used for individual Facebook posts (one for each museum) on Travel Manitoba's Facebook page (which has over 100,000 Likes and receives and average of 350,000 engagements per month with a reach of 31,000,000 in 2017). Travel Manitoba pricing model value for this is $4,200.<br><br>B. Four (4) Travel Manitoba Blog posts. Each week Travel Manitoba will do a new theme and write blog posts that will encompass all fourteen (14) museums. Travel Manitoba will also use Facebook to drive traffic to the Blog. Travel Manitoba pricing model value for this is $6,000.<br><br>C. Fourteen (14) Instagram stories, one for each museum. Travel Manitoba's Instagram has more than 60,000 followers, with nearly 8,000,000 impressions per month, and a total reach of 235,000,000. Travel Manitoba pricing model value for this is $7,000.<br><br>D. For those ten out of fourteen museums that don't already have enhanced online listings, Travel Manitoba will enhance their listings. Travel Manitoba will also use Facebook and Twitter to drive traffic to the enhanced listings. Travel Manitoba pricing model value for this is $12,000.<br><br>2. The City of Winnipeg Museums Board requested that Travel Manitoba provide a breakdown of the analytical report by museum. | Nil City Clerk<br><br>Account Technician, Corporate Finance Department |