

FRIENDS OF THE MARKHAM MUSEUM BOARD MEETING
Meeting No. 63
Markham Museum, Mount Joy Boardroom
February 1, 2017, 5:00 p.m.

In Attendance:	Regrets:
Randy Barber, Chair	Mary Brawley
Doug Worsley, Vice Chair	Bill Crothers
Martha Mingay, Secretary	Ardy Reid
Charlotte Schickedanz	Councillor Colin Campbell
Lorne Smith	Carolina Moretti
Wendy Kadlovski	Cathy Molloy, Museum Director
<i>Ex Officio:</i>	<i>Guests:</i>
<i>Staff</i>	C. Szeto, Museum Staff
Matthew Wright (Recording Secretary)	

1. CALL TO ORDER AND OPENING REMARKS

The meeting of the Friends of the Markham Museum Board was called to order at 4:59 p.m. with R. Barber presiding as Chair.

2. DECLARATIONS

Nil.

3. ADDITIONS/CHANGES TO THE AGENDA

Moved By: D. Worsley
Seconded By: M. Mingay

THAT the agenda for the February 1, 2017 meeting be approved as distributed.

Carried. (3.1)

4. REGRETS

A. Reid, Councillor Campbell, C. Moretti, B. Crothers, M. Brawley and C. Molloy sent their regrets.

5. ADOPTION OF MINUTES OF MEETING

Moved By: W. Kadlovski
Seconded By: L. Smith

THAT the minutes of the Friends of the Markham Museum meeting on January 11, 2017 be approved as amended.

Carried. (5.1)

6. BUSINESS ARISING FROM THE MINUTES

Nil.

7. BOARD EDUCATION

Nil.

8. DIRECTOR'S REPORT

C. Szeto spoke in C. Molloy's absence. The Museum Strategic Plan is now in draft form, would like to hold a special meeting in 2 – 3 weeks for the Board to review. The 2017 Museum Business Plan was distributed (Attachment A)

Moved By: D. Worsley
Seconded By: M. Mingay

THAT the Board approves the Museum Business Plan.

Carried. (8.1)

Moved By: D. Worsley
Seconded By: M. Mingay

THAT the Board receives the Director's report.

Carried. (8.2)

9. TREASURER'S REPORT

No Report as it is only the first day of the month.

10. COMMITTEE REPORTS

a) Collections Committee: Next meeting April 19 and 9 a.m.

b) Development Committee: Conrad Black has a new book, willing to come to speak at another Lecture Series event. Peter Russell, a U of T professor, has a book on Canada; potential speaker. Another event in the Fall on agriculture as part of the Ontario 150 grant. Enquiry about a partnering on a fashion show, 1867 to 1918. We will move forward with the event with the Canadian Cancer Society.

Moved By: D. Worsley
Seconded By: M. Mingay

THAT the Board receives the Development Committee's report.

Carried. (10.b.1)

c) Executive Committee: Nil.

11. MARKHAM HISTORICAL SOCIETY REPORT

Feb 13, AGM and "Show and Tell"; Mar 13, Steve Brown: The Story of Soldiers of WWI; Apr 10, Museum Tour with Janet Reid; May 8, Pie Night, Jennifer Cousineau: History of Lapp Cider Mill; Jun 12, Bus tour to Leaskdale, home of Lucy Maud Montgomery. The book "Our Past Inspires Our Future: 1900-2000" will be available before July 1, 2017. A committee was formed to look after the sales and marketing of the book.

12. OTHER BUSINESS

Nil.

13. NEXT MEETING

The Chair informed the Board that the next meeting would be held on March 1, 2017 at 5 p.m. in the Mount Joy Board Room at Markham Museum.

14. ADJOURNMENT

Moved by: R. Barber
Seconded by: D. Worsley

THAT the February 1, 2017 meeting of the Friends of the Markham Museum Board be adjourned.

Carried. (14.1)

Meeting adjourned 5:40 p.m.

Attachment A



**2017 BUSINESS PLAN
MARKHAM MUSEUM**

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1. MUSEUM DESCRIPTION, MISSION AND MANDATE

The Mission and Mandate of the Museum were updated in 2004 and adopted by the Council as part of the Markham Museum Master Plan.

Mission: The Markham Museum makes history relevant, accessible and enjoyable. We enrich the cultural life of our community by researching and preserving local history and by providing educational and entertaining programs and exhibits.

Mandate: The Markham Museum studies and collects the documentary and material heritage of the geographical area now known as the City of Markham from the earliest times to the present. Markham Museum takes an interdisciplinary approach to its subject matter, with exhibitions and programmes that include archaeology, history and science. The Museum presents exhibitions and programmes reflecting the experiences of all citizens, from the earliest humans that made this area their home to the most recent arrivals. Its archival resources similarly offer the potential for research into the heritage of all City residents.

Currently there is a Strategic Plan in draft form for Markham Museum. It is expected to go toward Council in March 2017. With staff input the suggested new Vision and Mandate currently in the draft document:

Vision:

We inspire a life-long curiosity of, pride in, and care for, the people, places, lands and waterways of the City of Markham: past, present and future.

Mission

We will examine Markham by engaging technologies developed and used by all human cultures to live in the natural world; agriculture and food; engineering; and environmental. We will engage science, industry, history and the arts to understand how Markham became what we are today and its possible future.

In 2009 the Friends of the Markham Museum was initiated by Council with the purpose of supporting the Museum by raising funds for exhibits and programs and providing advice to Museum staff.

The Friends memorandum of understanding and terms were endorsed by Council in late 2011.

The Friends develop an annual business plan that is guided by that of the Museum.

The Friends look forward to the new Strategic Plan as it will guide the work that they will do.

2. STRATEGIC PLANNING

Markham Museum embarked on a strategic review in 2009, which involved a careful analysis of the overall business program and a refinement of the public program. Over the years 2009 to 2010 we began to see public reaction to programming around three core themes; settlement, industry, the natural environment and the interaction of these elements in daily life. All three themes are well supported in the existing collections and have been proven to effectively engage our traditional audiences and the newest members of the community.

Museum staff have spent the past six years developing programs and strategies related to attendance and revenues to support growth. Positive engagement of staff, the Friends of Markham Museum, Council, and the community have contributed to exponential growth and program development.

In 2015 Capital funds were set aside to engage a consulting company to review the draft, seek public opinion, review larger City planning documents within the Museum context and engage City senior staff and Council in dialogue about the future of the Museum. In late 2015, Jeff Weatherston and Jon Linton were engaged and the formal strategic planning process will begin in February 2016

3. 2017 KEY PRIORITIES

- a) Council endorsement of the strategic plan for the Museum.
- b) Continue to incorporate Museum structural review into the Strategic Plan and Capital Planning
- c) Continue to incorporate Museum safety review and plan into the Strategic Plan.
- d) Support, participate in, and adapt, the new City-wide HRIS system. (carry over from 2016)
- e) Support, participate in, and adapt, the new City-wide CLASS type of system. (carry over from 2016)
- f) Develop and adapt programs in conjunction with City-wide Canada 150 celebrations
- g) Participate in a development of the City-wide Destination Markham strategy.
- h) Continue to work with the Emergency Preparedness Coordinator on the Museum's Continuity Plan
- i) In partnership with Toronto Region Conservation Authority, investigate the possibility of the incorporation of the Lewis Mantle site excavation and research material into the Museum. (Examine re-purpose of Wilson exhibition space.)
- j) Increased collaboration with Forestry and Sustainability to develop a more robust program offering to educate the public of the City of Markham's 'Green Markham' initiative and issues such as the Emerald Ash Borer.
- k) With Asset Management, and after endorsement of the Strategic Plan, develop a capital plan to convert Strickler Barn into an event space.
- l) With Asset Management make structural and cladding repairs, and clean and animal-proof, the Locust Hill Train Station building and Strickler House.

- m) To seek out partnerships (and funding) in order to execute community-based initiatives; to research, apply for and administer grants both public and private sector to support proposed projects.
- n) With the Friends examine sponsorship opportunities for events and exhibitions.
- o) To support learning opportunities via internships, work-study projects and cooperative learning for students in the community, exploring careers in culture.
- p) Support the activities of the Friends of the Markham Museum by keeping them informed of museum budget, exhibition and program developments. Work with the Friends to develop a strategic direction for them that meshes with the Museum Strategic Plan.
- q) Keep involved with and attend conferences and workshops provided by professional organizations such as OMA, CMA, ASTC, CCI, OAA, etc. Cathy Molloy is a member of the OMA Council and Janet Reid is an active member of YDAMA. Andrea Carpenter is an active member of MAGEC-DY. (Museum and Art Gallery Educators Collective of Durham/York.) (Lindsay Bontoft will attend meetings until September 2017)
- r) Successfully maintain regular operation and staffing of Markham Museum in order to provide the framework to deliver 2017 objectives. Andrea Carpenter has extended her leave and will not return until the last week in September; Lindsay Bontoft has agreed to remain as interim Program Coordinator.
- s) Ensure that all staff are involved in on-going training as Municipal employees.

4. 2015 GOALS AND OBJECTIVES

Curatorial

- a) Temporary Exhibition Program 2017
Main Gallery:
January - April 2017: *Animal Gibberish* (Sherbrooke Museum of Science and Nature) & *In Our Own Words* (incorporating a travelling exhibit from Archives of Ontario and a participating event in the Myseum of Toronto Intersections Festival)
April –September 2017: *True or False: The Fun Science Exhibition* (Sherbrooke Museum of Science and Nature)
June – September 2017: *Ken (the miniature fashion icon)* Working title only. Two complimentary exhibitions: *The Ken Collection of James Fowler* (Visible Storage) & *What I Did On My Summer Vacation* photographs by Walter Segers (Main Gallery)
October 2017 - : *Growing Innovation: Markham's Agricultural History* (self-curated, 150th project).
Mezzanine:
To 2018: *From the Ground Up*. With at least two changes of the content in the Clay Today component, first as part of Intersections Festival, Second to follow – details TBD.
- b) Continue to work with Program staff to update building exhibits as guided by the strategic planning process.
 - a. Honey House – 2017 – to complete this project in partnership with Unionville High School

- b. Kinnee Barn – capital work to be completed in 2017. Commence exhibit space planning and organization of display artefact areas.
- c) Continue to produce temporary small exhibitions for outreach purposes and special events
- d) Support educational programs through research and access to collections
- e) Collections Development. Following approval of the new Strategic Plan, work will commence on a collecting strategy along with a review of related policies and standards.
- f) Continue to maintain high standards of collections management. Priority projects for 2017 include:
 - a. Review organization of archival collections
 - b. Update the documentation related to the agricultural collections.
 - c. Monitor the conservation of the Peter Reesor painting by consulting conservator
- g) Continue to offer research services to citizens as well as to other municipal departments.
- h) Publications: Support initiatives to provide access to collections beyond exhibitions. Develop a proposal for 2018 capital application (with ITS) to publish research on Markham Museum's photography collections. Explore opportunities to partner with other museums with components of the Lepofsky collections.
- i) Prepare annual operating grant application to CMOG, including coordination of additional reports as required by the Ministry of Culture Tourism and Sport.
- j) Through YDAMA executive, facilitate discussions in the local museum network on regional issues. Collaborate for YDAMA group initiatives, professional development and other opportunities as they arise.

Site Maintenance and Safety

- a) With Human Resources continue to develop a site safety, combination, site inspection manual.
- b) Continue to work with Nancy Myles to develop site safety and operation procedures.
- c) Continue to maintain a maintenance volunteer work manual with individual training records.
- d) As a part of site security improvements; work with Asset Management for the on-going implementation of the Museum security assessment.
- e) Primary on-site contact for major Asset Management supported projects.
- f) Support Museum rentals, camps and other programs by maintaining site safety and cleanliness.
- g) Primary contact for site maintenance contracts related to systems maintenance, site maintenance, waste/recycling services, alarm system maintenance and inspection, etc.
- h) With the Museum Manager implement the 2017 capital funded projects, including; new HVAC in Mount Joy, forge repairs, new lighting for Gazebo (with rentals input) and a number of other small projects on site.

Programs

- a) Continue to develop program to build audience, specifically guide and scout programs, exhibit-specific programs, and other structured programs.
- b) Be an active participant within the CLASS upgrade project and the City-wide HRIS project.
- c) Implement the programming developed with TRCA. Continue to work with Forestry Dept of the City to develop a program about the Emerald Ash borer.
- d) Work with Museum Manager to continue to develop the Pottery Program. The Program grew faster than originally anticipated. As is usual for the Museum, the pottery programs for parents with small children are the first to sell. Adult evening classes are also popular. There were requests for more drop-in experiences, skill building workshops and senior classes. Staffing structure and marketing plan/campaign will be reviewed in 2017 to increase institutional capacity to grow our audience and meet their diverse needs.
- e) Continue to develop programs for pre-schoolers, birthday parties and other specialized program. Mini mornings and weekend birthday parties are booking extremely well. As business in these areas has grown, more options (e.g. environment themes) will be examined in 2017.
- f) Continue to lead volunteer program and assess in light of progress made with larger City volunteer initiative.
- g) Continue to support the marketing and communications efforts for the Museum's programs
- h) Take an active role in exhibit selection and installation to ensure successful programming of exhibitions. Continue to create programs that can be used by the general public and schools. Science components will be emphasized.
- i) Camp will continue to be a primary program business. The site is at capacity in terms of attendance. Staff will continue to develop and refine the unique educational components of the program. Creative program will be meshed with science program in order to continue to attract older campers. Two new camps to be developed in 2017 are Junior Park Rangers (environment focus) and Kitchen Chemists (food science focus). Staff majoring in science programs will be highly considered.
- j) Continue to work with other City departments, e.g. Sustainability, Library, Emergency Preparedness, Recreation, other culture venues.

Private and Public Events/Business Development/Marketing

- a) Develop and present major Museum events such as Winterfest, Applefest, Scaryfest
- b) Work with program staff to develop a detailed program to present to Friends for sponsorship potential.
- c) Identify marketing opportunities to promote the Museum.
- d) Maintain and develop knowledge about current trends
- e) Work with commercial and filming companies to negotiate contracts and develop plans in order that the Museum is awarded more contracts.
- f) Continue to assess rental fees against competition.

- g) Take an active role in the design and development of a plan to develop Strickler Barn as an event space.
- h) With the Friends of the Markham Museum, support fundraising events such as the lecture series.
- i) Continue to support the volunteer program.
- j) Streamline processes and protocols for events and rentals
- k) Maintain and develop existing partnerships, while also indentifying new organizations to work with including City of Markham departments
- l) Work with Museum Manager in liaising with partners to develop, deliver and evaluate project
- m) Develop partnership concepts and guide creation of marketing and communications plan
- n) Work closely with Program Coordinator and Curator to leverage all company assets in an effort to initiate innovative ideas and maximize partnership opportunities
- o) Build strategy on museum's branding, marketing and communication with Corporate Communications
- p) Implement the recommendations of the team building product

Visitor Experience

- a) Improve directional signs at the front of, and on site.
- b) Be an active participant within the CLASS upgrade project and the City-wide HRIS project.
- c) With City Staff develop a calling tree and messaging system.
- d) Continue to train front-line staff, for on-going day to day technical service, for current programming and any changes to regular programming. (Museum part time staff program is currently under review.)
- e) Continue to be the staff conduit for service with/from the Information Technology Department.
- f) Continue development of the small gift and book shop.
- g) Continue to develop visitor feedback surveys, monitor on-line comment pages, e.g. trip advisor. Matthew will investigate using the current survey sheets on-line.
- h) Maintain the part time staff availability records and create a schedule based on department needs.
- i) As a part of the strategic planning process, develop an 'outcomes based' survey system to evaluate our community impact.

5. FINANCIAL PLANNING

The Museum capital and operational budgets are approved annually by Council and are available on the City website once approved. Museum staff will work within the Town budgets to fulfill the Museum mandate. The Museum will incorporate the strategies of the new Museum plan, and the new Culture and Economic Development plan into the activities of 2017 into business planning and development.