

FRIENDS OF THE MARKHAM MUSEUM BOARD MEETING
Meeting No. 44
Collections Building, Markham Museum
February 4, 2015, 5:00 p.m.

In Attendance:	Regrets:
Bill Crothers, Chair	Charlotte Schickedanz
Doug Worsley	
Randy Barber	
Ardy Reid	
Martha Mingay	
Carolina Moretti	
Mary Brawley	
Wendy Kadlovski	
Councillor Colin Campbell	
Nicole Taylor	
<i>Ex Officio</i>	Guests:
Cathy Molloy, Museum Director	Moe Hosseini-Ara, Director of Culture
Tiffany Wong, Museum Youth Mentor	
<i>Staff</i>	
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 5:07 p.m. with B. Crothers presiding as Chair. The Chair introduced and welcomed Councillor Colin Campbell to the Board. The Chair then introduced Tiffany Wong, one of the members of the Museum Youth Volunteer Mentor group, who will be joining future Board meetings as a youth advisor.

2. BOARD EDUCATION:

C. Molloy displayed a map which showed the locations of 2014 Museum Summer Camp registrants by postal code. The map illustrated that registrants come from all over Markham and beyond.

3. REGRETS:

C. Schickedanz sent her regrets.

4. ADDITIONS/CHANGES TO THE AGENDA

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

THAT the agenda for the January 14, 2015 meeting be approved as amended.

Carried. (4.1)

5. DECLARATIONS

Nil.

6. ADOPTION OF MINUTES OF MEETING

Moved By: R. Barber
Seconded By: M. Mingay

THAT the minutes of the Friends of the Markham Museum meeting on January 14, 2015 be approved as amended.

Carried. (6.1)

7. BUSINESS ARISING FROM THE MINUTES

The motion from the November 5, 2014 Board meeting about the naming of the “Mary and Isabel Champion Research and Archive Centre” was received and endorsed by the General Committee. M. Mingay will liaise with the Champion family about the dedication.

8. DIRECTOR’S REPORT – C. Molloy

C. Molloy gave an update on the Museum’s recent activities. The Business Plan for 2015 (attached) key priorities will remain the same while the Strategic Plan is being developed. The “Canada: Day 1” exhibition recently opened and was toured by lead sponsor RBC’s bank managers from the area. In 2014, the Museum ended the year at about \$40,000 in the black.

T. Wong introduced herself and spoke about the Museum’s “MY Community” youth volunteer group. They are a group of teenaged Museum volunteers with a collective goal of giving back to the community. They mentor other volunteers and put on five events per year. Recently they held the “Help for the Holidays” event which raised money and collected food for a local food bank.

9. TREASURER’S REPORT

N. Taylor informed the Board that the gross profit from the Great War event was approximately \$1200.

10. COMMITTEE REPORTS

a) Collections Committee: No report.

b) Development Committee: R. Barber informed the Board that the recent Great War event was a success, and that the speaker was well-received by the over 50 attendees. R. Barber thanked Museum staff for their help with setup, the Board members for selling tickets, and Assistant Archivist Mark Scheibmayr for his talk and tour of the exhibition. M. Mingay then thanked R. Barber for all of his hard work on the event.

c) Executive Committee: No report.

11. OTHER BUSINESS

a) M. Hosseini-Ara spoke about an outdoor art event being developed by the Varley-McKay Art Foundation Board. They would like to speak with the Board and Museum staff about possible holding the event at the Museum in 2016. M. Hosseini-Ara also spoke about the Gala for Giving, which may be an event that the Board may want to investigate.

b) C. Moretti thanked Councillor Colin Campbell for joining the Board. Councillor Campbell has been involved with the Museum for many years and attends all events. C. Moretti expressed that she was pleased he could join the Friends.

- c) M. Mingay proposed an education session for Council members. The Board members discussed potentially presenting to Council or focusing on the achievements of the Board and the Museum at the AGM in April.
- d) D. Worsley announced that the Markham Historical Society will donate \$5000 to the Friends of the Markham Museum in order to help kick-start the fundraising for Acadia restorations.

12. NEXT MEETING

The Chair informed the Board that the next meeting would be held on March 4, 2015 at 5 p.m. in the Mount Joy Board Room at Markham Museum.

13. ADJOURNMENT

Moved by: D. Worsley
Seconded by: C. Moretti

THAT the February 4, 2015 meeting of the Friends of the Markham Museum Board be adjourned.

Carried. (13.1)

Meeting adjourned 6:04 p.m.



2015 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.

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.

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.

More recently the Museum has been test marketing program related to the shared human experiences of textiles, metal working, food and farming, and recently completed the long planned for pottery. These things are common to all human cultures. We also began to see very positive reaction to programming related to the natural environment and sustainability.

Museum staff have spent the past four years test-marketing 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 2014 the Museum prepared a draft of a strategic plan. The draft plan has been endorsed by staff and reviewed by the Friends. In 2015 Capital funds have been set aside for a consulting company to review the draft, seek public opinion, and provide edits or additions to the plan. Once the document is approved by staff and the Friends, a final document will be prepared.

Currently the key museological priorities of Markham Museum are as follows:

- Creating community engagement and a centre for leisure and life-long learning through events, public programs, and by making the collections and site resources accessible for research for personal and public purposes
- Developing and maintaining a collection of artifacts and documents pertaining to the history of Markham and holding that collection in public trust
- Preserving the collection through proper storage and display conditions
- Researching and documenting the collections and the community's history through exhibitions, programs and publications

These priorities will remain in place while the plan is being finalized.

3. 2015 KEY PRIORITIES

- a) Complete 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) In partnership with the Toronto Region Conservation Authority, continue to expand the 'geo-caching garden tour' option. Visitors are able to borrow equipment and see the site without a human guide.
- e) In partnership with Toronto Region Conservation Authority, develop a comprehensive enviro-tour of the Museum partnered gardens.
- f) With Asset Management develop a plan to convert Strickler Barn into an event venue.
- g) With Parks Design and Open Space Management, create a public park on the property at the north east corner of the Museum. The plan will accommodate a separate entrance for the Little Theatre, and will reflect the Museum in its design. The park will be installed in 2015.
- h) With Asset Management renovate components of Mount Joy as guided by the Structural Review. Needed are brick and masonry repairs, window replacement, roof repairs and HVAC/electrical replacement.
- i) With Asset Management, develop and incorporate a space use for Kinney Barn.

- j) 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 help build awareness of and support of the Museum
- k) Keep in involved with and attend conferences and workshops provided by professional organizations such as OMA, CMA, ASTEC, CCI, OAA, etc.
- l) Successfully maintain regular operation and staffing of Markham Museum in order to provide the framework to deliver 2015 objectives
- m) Ensure that all staff are involved in on-going training as Municipal employees.

4. 2015 GOALS AND OBJECTIVES

Curatorial

- a) Continue to work with Program staff to update building exhibits as guided by the strategic planning process
- b) Continue to catalogue new acquisitions and continue to process back-log.
- c) Continue to produce temporary small exhibitions for outreach purposes
- d) Continue to develop and support the Museum marketing and communications efforts cooperating with the City of Markham Corporate Communications Department
- e) Continue to maintain high standards of collections management and complete inventory backlog.
- f) Continue to offer research services to citizens and other civic departments.

Temporary Exhibition Program 2015:

Markham Remembers the Great War

October 11, 2014 – May 24, 2015: Upper Gallery

Canada Day 1

January 20 to June 7 2015: Main Gallery

From The Canadian Museum of Immigration at Pier 21, Halifax

Keva

June 2015 – Winter 2016: Upper Gallery

The Perfect Match: Science of Sport

July 3 to January 2016 – Main Gallery

From Sherbrooke Museum of Science & Nature, Sherbrooke QC

Site Maintenance and Safety

- a) With Human Resources continue to develop a site safety combination site inspection manual.
- b) Continue to maintain a volunteer work manual with individual training records
- c) As a part of site security improvements; work with Asset Management for the on-going implementation of the Museum security assessment.
- d) Work with the Operations department to improve site water draining and museum roadways
- e) Be primary on-site contact for major Asset Management supported projects; Mount Joy, Kinney, Site Upgrades and other facility improvements

Programs

- a) Continue to develop program to build audience, specifically outreach programs, guide and scout programs, and other structured programs
- b) Continue to develop programs to attract the 'walk in' audience as guided by the strategic planning process
- c) Work with TRCA to implement the enviro-garden tour
- d) Work with Museum Manager, to fully implement the Pottery Program
- e) Continue developing programs for pre-schoolers and new specialized programs for school age participants
- f) Continue to maintain the volunteer management program and assess in light of progress made with larger City volunteer initiative.
- g) Continue to develop and support the Museum marketing and communications efforts cooperating with the City of Markham Corporate Communications Department
- h) Continue to develop with the Culture department, Varley and Theatre new standards regarding the hiring process, communication/website and online surveys to better meet community needs
- i) Work with Exhibit development to ensure content is inclusive and engaging for all visitors
- j) Take an active role in exhibit selection and installation to ensure successful programming of exhibitions.

Private and Public Events

- a) Develop and present four major Museum events: Winterfest, March Break, Applefest, Scaryfest
- b) Work with private and public partners to present several events that may or may not be open to the general public.
- c) Continue to assess rental fees against competition
- d) Take an active role in the design and development of a plan to develop Strickler Barn as an event space.
- e) With the Gala Chair of the Friends of the Markham Museum, present a fundraising event
- f) Continue to support the volunteer program
- g) Continue to develop and support the Museum marketing and communications efforts cooperating with the City of Markham Corporate Communications Department
- h) Further develop and support Museum on-line and social presence using current tools

Visitor Experience

- a) Improve directional signs at the front of, and on site.
- b) Continue to train front-line staff; this will always be an on-going challenge and priority
- c) Continue to be the staff conduit for service with/from the Information Technology Department
- d) Continue development of the small gift and book shop
- e) Continue to develop and support the Museum marketing and communications efforts cooperating with the City of Markham Corporate Communications Department

- f) Continue to develop visitor feedback surveys

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 work within the Town budgets to fulfill the Museum mandate. The Museum will incorporate the strategies of the new Museum plan into business planning and development