

FRIENDS OF THE MARKHAM MUSEUM BOARD MEETING
Meeting No. 40

Mount Joy School, Markham Museum

June 4, 2014, 5:00 p.m.

In Attendance:	Regrets:
Bill Crothers, Chair	Charlotte Schickedanz
Councillor Carolina Moretti	Wendy Kadlovski
Nicole Taylor	Randy Barber
Doug Worsley	
Ardy Reid	
Mary Brawley	
Martha Mingay	
<i>Ex Officio</i>	
Cathy Molloy, Museum Director	
<i>Staff</i>	
Laura Gold (Recording Secretary)	

1. CALL TO ORDER AND CHAIR'S OPENING REMARKS

The Friends of the Markham Museum Board convened at 5:07 p.m. with Bill Crothers presiding as Chair.

2. BOARD EDUCATION

The representative from the Board of Education was unable to attend the Board meeting.

3. REGRETS

Wendy Kadlovski sent her regrets.

4. ADDITIONS OR CHANGES TO THE AGENDA

Moved by: Doug Worsley

Seconded by: Mary Brawley

That the June 4, 2014 Agenda be approved as presented.

CARRIED

5. APPROVAL OF MINUTES

The meeting date of the April 2, 2014 Minutes was corrected.

Moved By: Doug Worsley

Seconded By: Mary Brawley

That the Minutes of the April 2, 2014 Friends of the Markham Museum Board be approved as amended.

CARRIED

Moved By: Doug Worsley

Seconded By: Ardy Reid

That the Minutes of the May 7, 2014 Friends of the Markham Museum Board be approved as presented.

CARRIED

6. BUSINESS ARISING FROM THE MINUTES

a. Ratification of Decisions

Decisions from the Previous Meeting

Moved By: Doug Worsley

Seconded By: Nicole Taylor

That the decisions made at the May 7, 2014 Friends of the Markham Museum Board be ratified.

CARRIED

Membership of the Museum Collections Committee

Moved By: Doug Worsley

Seconded By: Randy Barber

That the non Board of Directors on the Museum Collections Committee be appointed for a term of 2 years; and,

That the City of Markham Historian be an ex-officio Member on the Museum Collections Committee.

CARRIED

7. TREASURER REPORT

a. Audited Financial Statement

The Chair advised that minor adjustments were made to the Audited Financial Statements of the Friends of the Markham Museum Board, for the Year Ending December 31, 2014 and that a board resolution is required to approve the final audited statements. The approval of the audited statements was deferred to the next meeting, so that the changes to the statements can be identified.

8. DIRECTOR'S REPORT

a. Museum Business Plan

Cathy Molloy, Museum Director presented the Museum's 2014 Business Plan.

The Director of Culture is working closely with the Museum to develop a strategic plan for the Museum in 2014. The Board will be included in the process for developing the Museum Strategic Plan. A structural review of the Museum facilities was conducted in 2013, which will be used to determine building use in the strategic plan. One of the focuses of the strategic plan will be to develop strategies that will help the Museum be self sufficient.

Through test marketing and analysis it is known that the Museum has four main revenue generating activities, which are as follows: camp and other children's programs; educational programs; private events; and four key public events (Winterfest, March Break, Applefest and Scaryfest).

An overview of the following was provided: (1) the Museum's 2014 key priorities; (2) the Museum's 2014 goals & objectives; and (3) information on the Museum's financial planning.

The plans for the Acadia site are being deferred until after the election.

A copy of the Museum Business Plan was circulated with the agenda package.

b. Markham Museum Exhibition/Program Schedule

The current role of the Board has been to create awareness regarding the Museum and its changing activities. Potential roles the Board may play in the support of the Museum's upcoming exhibitions were highlighted, as follows:

Kids Celebrate: September 27, 2014 to January 4, 2015

- Host a reception or a smaller family friendly event around the time of the Homes for the Holidays
- Seek sponsorship of the educational component of the event

Councillor Moretti and Mary Brawley volunteered to join the Sub-Committee and assist with the Board's undertakings with respect to the Kids Celebrate exhibit. It was noted that meetings are typically held in the early afternoon at Martha Mingay's Office. Enzo Greco will also attend these meetings.

Canada: January 23, 2015 to June 10, 2015

- Host an evening event inviting local dignitaries to share their immigration stories via Pier 21
- Seek sponsorship of the education program component of event
- Assist in the development of a community component for Winterfest involving the exhibit

Councillor Moretti will approach Bratty & Partners, LLP regarding sponsorship opportunities with respect to the Canada exhibit. It was believed that Bratty's family came to Canada through Pier 21.

Cathy Molloy will inquire if the evening event for the Canada exhibit can be held inside the new collections building in the exhibit space. Other possibilities included, holding the event in the transportation building or waiting till the weather is nicer and holding the event outside.

Perfect Match: Sport Vs Science June 27, 2015 to January 5, 2016

- Host an evening event inviting local sport dignitaries to share their story
- Seek sponsorship of the education program component of event

It was suggested that applicable evening events hosted by the Board should have both wine and beer tasting, as not everyone likes to drink wine.

A more detailed outline of the roles the Board may play in the support of the Museum's upcoming exhibitions was circulated with the agenda package.

It was reported that to date exhibitions in the new museum building have been maintained with contingency funds from the new building. On a go forward basis, new revenue sources will be required to support the facility and its exhibitions. The cost to bring in an exhibit to the Museum is about \$40k. The Board can play a role in supporting the new museum building by obtaining sponsorship to support the exhibits.

There was a discussion on having Board of Director's attend Applefest to promote the Foundation and the Museum.

9. COMMITTEE REPORTS

a. Museum Collection Committee

There was no report provided.

b. Development Committee

There was no report provided.

c. Executive Committee

Minutes from the 2014 Friends of the Markham Museum Board Annual General Meeting

Moved By: Mary Brawley

Seconded By: Ardy Reid

That the Minutes from the April 14, 2014 Friends of the Markham Museum Board Annual General Meeting be received.

CARRIED

Minutes from the May 28, 2014 the Friends of the Markham Museum Board Executive Committee

Moved By: Mary Brawley

Seconded by: Doug Worsley

That the Minutes from the May 28, 2014 Friends of the Markham Museum Board Executive Committee be received.

CARRIED

10. OTHER BUSINESS

Secretariat Support

The Clerk's Office was thanked for providing secretariat support at the May and June Friends of the Markham Museum Board meetings.

Public Art for Museum Grounds

Ardy Reid reported she attended a juried session where 21 artists submitted their application for a position to submit a design. Five artists were chosen to present their design to the jury at a September meeting.

Past Chair

The Board discussed the possibility of having the Past Chair of the Board remain on the Board, as a non-voting member, for a term determined by the Board. The Clerk was requested to ask the City Solicitor if this would be allowed. The response was requested to be sent to the Board via email.

11. NEXT MEETING

The next meeting of the Friends of the Markham Museum Board will be held on September 3, 2014.

12. ADJOURNMENT

Moved By: Councillor Carolina Moretti

Seconded By: Doug Worsley

That the Friends of the Markham Museum Board adjourn at 5:57 p.m.

CARRIED