



MINUTES

MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

www.mississauga.ca

MONDAY, SEPTEMBER 23, 2013 – 6:00 PM

**BENARES VISITOR CENTRE
1507 CLARKSON ROAD NORTH, MISSISSAUGA, ON L5J 2W8**

Members in Attendance

Jeremy Harvey, Citizen Member (**CHAIR**)
Joseph Zammit, Citizen Member (**Vice-Chair**)
Lawrence Cook, Citizen Member
Joyce Delves, Citizen Member
Fred Durdan, Citizen Member
Anne Fabierkiewicz, Citizen Member
Councillor Pat Mullin, Ward 2 (left at 7:46pm)
Councillor Jim Tovey, Ward 1
John Van Camp, Friends of the Museums of Mississauga

Members Absent

Wendy Davies, Citizen Member
John Pegram, Citizen Member
Descendent of the Harris Family (*ex-officio*)

Staff in Attendance

Stephanie Meeuwse, Acting Museums Manager
Sue Burt, Director, Culture Division
Paul Damaso, Manager, Cultural Operations, Culture Division
Merri Fergusson, Museums Education Programs Supervisor
Mumtaz Alikhan, Legislative Coordinator

1. CALL TO ORDER – 6:01 p.m.

The Chair led introductions of Committee Members, Staff and Guests.

2. DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

NIL

3. APPROVAL OF AGENDA

APPROVED – (J. Zammit)

4. PRESENTATIONS

(a) Collections Policy Communications Plan

Paul Damaso, Manager, Cultural Operations, Culture Division, provided a PowerPoint presentation of the Draft Communications Plan (Plan) to support the Museum Collections Policy.

The goal is to raise awareness that the Museums of Mississauga has the mandate and ability to collect, preserve and exhibit its historic artifacts and to encourage donations to the collection specifically from 1939 to the present. He spoke to the proposed communications tactics and the target audience. The call to action is to encourage donations and sharing of Mississauga's history.

Committee members raised the following comments and issues:

- terminology be changed to acquisitions rather than donations;
- ensure social media component is included;
- MOMAC will continue to acquire artifacts prior to 1939;
- target audience to be expanded to include corporations and the business community;
- role to include Committee Members and Friends of the Museums of Mississauga as ambassadors;
- recognition program for donors to reach a wider audience;
- profile at cultural and heritage events, e.g. Doors Open

Mr. Damaso said that the feedback from tonight's meeting will be incorporated into the document, and the Plan will be presented to the Committee at its November meeting by the Communications Division.

The Chair thanked Mr. Damaso for his presentation.

MOMAC-0019-2013

That the PowerPoint presentation from Paul Damaso, Manager, Culture Division, Community Services Department, entitled Draft Communications Plan Overview for Discussion, be received.

RECEIVED – (Councillor J. Tovey)

5. **DEPUTATIONS** - Nil

6. **MATTERS TO BE CONSIDERED**

(a) **Approval of Minutes of Previous Meetings**

The minutes of the MOMAC meeting held on June 17, 2013 were approved as presented.

APPROVED – (J. Zammit)

(b) **Update on Discussions with Peel District School Board**

Susan Burt, Director, Culture Division, Community Services Department, updated the Committee with respect to her discussions with the Peel District School Board (PDSB) regarding the possibility of locating a future artifact centre and major museum on the Britannia Farm lands. She noted that due to the limited interest from the PDSB, further discussions will be discontinued. Ms. Burt advised that in the meantime, staff will continue to consider other locations. She affirmed that funds have been requested in the 2014 budget for leased space to store artifacts. Ms. Burt advised that the goal is still to have a museum and storage facility, but land ownership

The Committee discussed next steps including partnerships with other agencies such as the Mississauga Art Gallery, preparation of a conceptual design, and a strong communication strategy to raise awareness among residents and corporations.

RECOMMENDTION

MOMAC-0020-2013

That the Memorandum dated September 11, 2013, from Susan Burt, Director, Culture Division, Community Services Department, entitled *Update on Discussions with Peel District School Board*, be received, and that staff be directed to continue to explore alternative options for a museum and storage facility, including partnership opportunities in future developments.

RECEIVED – (Councillor J. Tovey)

(c) New MOMAC Mandate and Operational Considerations

The Chair noted that at the Council meeting of April 10, 2013, it was resolved that MOMAC be reorganized to provide input to the Museums of Mississauga. He also noted that the support for the Collections and Storage Subcommittee (CASS) from the City Clerk's Office will be eliminated. Working groups, rather than subcommittees would be more appropriate.

It was noted that Council's desire is to refocus the Committee towards a new city-wide museum and storage facility. The discussion was inconclusive and the Chair suggested that this matter be deferred until the next meeting.

RECOMMENDTION

MOMAC-0021-2013

That the new MOMAC Mandate and Operational Consideration Discussion Paper from the Chair, and the MOMAC Terms of Reference, as adopted by Council on September 26, 2007, be received and referred for further review at the November 25, 2013 meeting of the Committee.

RECEIVED/REFERRED – (J. Zammit)

(Councillor Mullin left the meeting at 7:46 pm)

7. SUBCOMMITTEE REPORT(S)

Nil

8. FRIENDS OF THE MUSEUMS OF MISSISSAUGA UPDATE

F. Durdan, Citizen Member, provided a verbal update and highlighted several events and successes of the Friends of the Museums of Mississauga (Friends).

Over the summer, the Friends of the Museums of Mississauga events raised \$1,900 from the *Gallery in the Garden and Strawberry Fair*, and \$2,400 from the *On the Verandah* outdoor music concert series. As well Bayer Cares Foundation had awarded a \$3,000 grant to establish a community garden at Benares. He noted that a transcription of the Mazo de la Roche diary is being co-sponsored with a private donor. Mr. Durdan advised that the Friends and the Credit Valley Conservation Authority have jointly nominated Councillor Pat Mullin for the 2013 Champion of Heritage Award to be presented on November 21, 2013.

The Chair thanked Mr. Durdan for his updated on the Friends activities.

9. MUSEUMS & TRADITIONS MANAGER'S REPORT

Stephanie Meeuwse, Acting Manager, Museums and Traditions, provided highlights on special events, educational and pre-registered programs, marketing and promotions, and exhibits and collections.

RECOMMENDATION

MOMAC-0022-2013

That the Acting Museums and Traditions Manager's Report, dated June 1 to 2013 to August 31, 2013, be received.

RECEIVED – (J. Delves)

10. 2014 MOMAC MEETING DATES

RECOMMENDATION

MOMAC-0023-2013

That the Memorandum dated September 13, 2013, from Mumtaz Alikhan entitled *2014 Museums of Mississauga Advisory Committee Meeting Dates*, be received.

RECEIVED – (A. Fabierkiewicz)

11. ITEMS FOR INFORMATION

RECOMMENDATION

MOMAC-0024-2013

That the following Items for Information be received:

- (a) 2013 Report on Culture;
- (b) News Release entitled *Summer is the Season for Culture in Mississauga*;
- (c) News Release entitled *Mississauga's New Policy Confirms Standards for Collecting and Preserving the City's Cultural Heritage*
- (d) 2013 Teddy Bear's Picnic Online Survey Report
- (e) Letter dated June 28, 2013 from the Chair to Tamara Pope accepting her resignation

RECEIVED – (J. Zammit)

OTHER BUSINESS

- (a) Ms. Burt reminded Committee members that Doors Open 2013 will open at the International Centre on Saturday, September 28, 2013 at 9:00 am, and noted the

launch of the Avro Arrow exhibit.

- (b) It was noted that the sign at the Benares Visitor Centre was barely visible and needs to be updated.

MOMAC-0025-2013

That staff be directed to ensure that the signage at the Benares Visitor Centre is updated to reflect current City standards.

APPROVED (J. Van Camp)

5. DATE OF NEXT MEETING(s)

Museums of Mississauga Advisory Committee (MOMAC) – Monday, November 25, 2013, 6:00 PM, Benares Visitor Centre

Collections and Storage Subcommittee (CASS) – Tuesday, October 1, 2013, 7:00 p.m., Bradley Museum, The Anchorage

ADJOURNMENT – 8:25 p.m. (F. Durdan)