

AGENDA



MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA
www.mississauga.ca

MONDAY, June 17, 2013 – 6:00 PM

**BENARES VISITOR CENTRE
1507 CLARKSON RD. N., MISSISSAUGA, ON L5J 2W8**

Members

Jeremy Harvey, Citizen Member **(Chair)**
Joseph Zammit, Citizen Member **(Vice Chair)**
Councillor Jim Tovey, Ward 1
Councillor Pat Mullin, Ward 2
Lawrence Cook, Citizen Member
Wendy Davies, Citizen Member
Joyce Delves, Citizen Member
Fred Durdan, Citizen Member
Anne Fabierkiewicz, Citizen Member
John Pegram, Citizen Member
Tamara Pope, Citizen Member
John Van Camp, Friends of the Museums of Mississauga
Descendent of the Harris Family (*ex-officio*)

Contact: Mumtaz Alikhan, Legislative Coordinator
Office of the City Clerk 905-615-3200 ext. 5425 Fax 905-615-4181
mumtaz.alikhan@mississauga.ca

1. CALL TO ORDER
2. DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST
3. APPROVAL OF THE AGENDA
4. PRESENTATIONS
5. DEPUTATIONS
6. MATTERS TO BE CONSIDERED
 - (a) Approval of Minutes of Previous Meetings
Minutes of the Museums of Mississauga Advisory Committee Meetings held on (i) November 26, 2012, (ii) March 25, 2013 and (iii) May 7, 2013
 - (b) New MOMAC Mandate and Operational Considerations
7. SUBCOMMITTEE REPORT(S) - (RECEIPT)
 - (a) Report from the May 7, 2013 Collections and Storage Subcommittee
 - (b) Report from the June 4, 2013 Collections and Storage Subcommittee
8. FRIENDS OF THE MUSEUMS OF MISSISSAUGA UPDATE
9. MUSEUMS MANAGER'S REPORT – (RECEIPT)
10. CAPITAL PROJECTS UPDATE – (RECEIPT)
11. UPDATE ON THE 2012 BENARES FUNDS – (RECEIPT)
Corporate Report from the Commissioner of Community Services on the Benares Funds for fiscal year 2012 dated June 3, 2013.
12. UPDATE ON COMMUNICATIONS STRATEGY – (RECEIPT)
13. ITEMS FOR INFORMATION – (RECEIPT)
 - (a) 2013 Maple Magic Survey Analysis
 - (b) Heritage Mississauga Awards – *the Credits*
 - (c) Article – *Engaging the Past*

OTHER BUSINESS

DATE OF NEXT MEETINGS

Museums of Mississauga Advisory Committee (MOMAC) – Monday, September 23, 2013, 6:00 PM, Benares Visitor Centre

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

ADJOURNMENT



DRAFT MINUTES

MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

www.mississauga.ca

MONDAY, NOVEMBER 26, 2012 – 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**)
Councillor Pat Mullin, Ward 2
Lawrence Cook, Citizen Member
Wendy Davies, Citizen Member (Left 7:08pm)
Joyce Delves, Citizen Member
Anne Fabierkiewicz, Citizen Member
John Pegram, Citizen Member
Tamara Pope, Citizen Member
John Van Camp, Friends of the Museums of Mississauga

Members Absent

Councillor Jim Tovey, Ward 1
Fred Durdan, Citizen Member
Descendent of the Harris Family (*ex-officio*)

Staff in Attendance

Annemarie Hagan, Museums Manager
Karen Spencer, Advisor
Diana Rusnov, Deputy Clerk
Andrew Whittemore, Manager, Culture Operations
Karen Morden, Legislative Coordinator

1. CALL TO ORDER – 6:00 p.m.
2. DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

NIL

3. APPROVAL OF THE AGENDA

The agenda was approved, as amended.

APPROVED - (T. Pope)

4. PRESENTATIONS

NIL

5. DEPUTATIONS

NIL

6. MATTERS CONSIDERED

- (a) Approval of Minutes of Previous Meeting

The minutes of the MOMAC meeting held September 24, 2012 approved as amended.

MOMAC-0039-2013

That the minutes of the Museums of Mississauga Advisory Committee meeting held on September 24, 2013 be approved as amended.

APPROVED – (Councillor P. Mullin)

- (b) Update from Mayor McCallion

Madam Mayor spoke about her meeting with the Peel District School Board who wished the City's assistance in rezoning their land for redevelopment. They had however expressed concern regarding the Cooksville Creek flooding and that traffic must also be looked at with the widening of McLaughlin Road. Staff will work with the Peel District School Board to decrease the cost impact. Madam Mayor noted that it was an ideal location however neither the City nor the School Board had the funding available and that appropriate leased artifact storage space be considered.

Madam Mayor said that a building at this time is not a priority. Culture staff will report back on this matter.

Councillor Mullin noted that it is critical to look at storage now as the long term vision is down the road.

Annemarie Hagan, Museums Manager, advised that the leasing option will be in the 2013 to 2016 business plan. Madam Mayor noted that storage must be a priority in the Culture Division's budget

J. Harvey, Chair, thanked Madam Mayor and Councillor Mullin for their support.

7. SUBCOMMITTEE REPORT(S)

- (a) Report from the September 11, 2012 Collections and Storage Subcommittee was received as amended.
- (b) Report from the October 2, 2012 Collections and Storage Subcommittee was received.

8. FRIENDS OF THE MUSEUMS OF MISSISSAUGA UPDATE

Joyce Delves, Vice Chair, provided a verbal update and highlighted several events and successes for the Friends of the Museums of Mississauga. She noted that the Friends were trying to maximize fundraising over the coming Christmas period.

9. MUSEUMS MANAGER'S REPORT

Ms. Hagan noted that the Benares Gift Shop will no longer be funded in 2013 because it is no longer profitable. She noted that one possibility is that the Friends of the Museums could fund the shop and keep the profits or function only during the Christmas period.

RECOMMENDATION

MOMAC-0040-2012

That the Museum Manager's Report, dated November 15, 2012, from Annemarie Hagan, Museums Manager, be received.

RECEIVED – (J. Pegram)

10. CAPITAL PROJECTS UPDATE

Capital Projects Report, dated November 15, 2012, from Annemarie Hagan, Museums Manager.

Ms. Hagan provided a summary of current capital projects and noted work was almost completed on the roof at The Anchorage.

RECOMMENDATION

MOMAC-0041-2012

That the Capital Projects Report, dated November 15, 2012, from Annemarie Hagan, Museums Manager, be received.

RECEIVED – (J. Zammit)

11. ITEMS FOR INFORMATION

- (A) City of Mississauga Media Advisory: Connecting New Citizens to Mississauga's Cultural Attractions

RECOMMENDATION

MOMAC-0042-2012

That the media advisory entitled "City of Mississauga Media Advisory: Connecting New Citizens to Mississauga's Cultural Attractions" be received.

RECEIVED – (T. Pope)

- (B) Community Museum Operating Grant 2012-13

RECOMMENDATION

MOMAC-0043-2012

That the letter from Michael Chan, Minister of Tourism, Culture and Sport, dated October 26, 2012 with respect to the Community Operating Grant 2012-13, be received.

RECEIVED – (J. Zammit)

- (C) The Museum in Kitchener

RECOMMENDATION

MOMAC-0044-2012

That the Toronto Star newspaper supplement dated October 13, 2012, entitled "The Museum in Kitchener", be received.

RECEIVED – (T. Pope)

OTHER BUSINESS

There was no other business. The Chair took the opportunity to wish members happy Christmas.

DATE OF NEXT MEETING(s)

RECOMMENDATION

MOMAC-0045-2012

1. That the Collections and Storage Subcommittee meeting scheduled for Tuesday, December 4, 2012, be cancelled; and
2. That Andrew Whittemore, Manager, Culture Operations, circulate the updated Project Management document to members of the Collections and Storage Subcommittee via email prior to December 4, 2012 for review.

APPROVED – (J. Zammit)

Collections and Storage Subcommittee (CASS) – Tuesday, February 5, 2013, 7:00 p.m.,
Bradley Museum, The Anchorage

Collections and Storage Subcommittee (CASS) – Tuesday, March 5, 2013, 7:00 p.m.,
Bradley Museum, The Anchorage

MOMAC Meeting – Monday, March 25, 2013, 6:00 PM, Benares Visitor Centre

ADJOURNMENT – 7:34 p.m. (A. Fabierkiewicz)



DRAFT MINUTES

MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE
THE CORPORATION OF THE CITY OF MISSISSAUGA
www.mississauga.ca

MONDAY, MARCH 25, 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**)
Councillor Jim Tovey, Ward 1 (Arr. – 6:10pm)
Councillor Pat Mullin, Ward 2
Lawrence Cook, Citizen Member
Wendy Davies, Citizen Member (Left 7:20pm)
Joyce Delves, Citizen Member
Fred Durdan, Citizen Member
Anne Fabierkiewicz, Citizen Member
John Pegram, Citizen Member
John Van Camp, Friends of the Museums of Mississauga

Members Absent

Tamara Pope, Citizen Member
Descendent of the Harris Family (*ex-officio*)

Staff in Attendance

Annemarie Hagan, Museums Manager
Mumtaz Alikhan, Legislative Coordinator

1. CALL TO ORDER – 6:00 p.m.
2. DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST
NIL
3. APPROVAL OF THE AGENDA

The Chair noted that the minutes of the November 6, 2012 meeting were unavailable and that item 1 under Other Business will be moved ahead of Items for Information. The agenda was approved, as amended.

APPROVED - (Councillor Mullin)

4. PRESENTATIONS
NIL
5. DEPUTATIONS
NIL

6. MATTERS CONSIDERED

- (c) Approval of Minutes of Previous Meeting

The minutes of the MOMAC meeting held November 26, 2012 were unavailable. The Chair hoped to have these at the next meeting.

7. SUBCOMMITTEE REPORT(S)

- (a) J. Zammit, Chair, Collections and Storage Subcommittee reported that at their February 5, 2013 meeting, the Subcommittee endorsed the Museums of Mississauga's Collecting Mission. After discussion, the Collecting Mission was approved.

RECOMMENDATION

MOMAC-0001-2013

That the Museums of Mississauga's Collecting Mission has a specific focus on 1939 to the present to represent the modern development of our City. We will also continue to collect unique artifacts related to all aspects of Mississauga's history.

APPROVED – (J. Zammit)

(b) RECOMMENDATION
MOMAC-0002-2013

That the Collections and Storage Subcommittee reports dated November 6, 2012 and February 5, 2013, and the draft report dated March 5, 2013, be received.

RECEIVED – (Councillor P. Mullin)

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.

The 14th Annual Starlight and Candlelight Gala was a sold out event and raised over \$9,000. Plans for summer activities include a Gallery in the garden and Strawberry Social and On the Verandah Friday night open air concerts at Benares featuring local artists. He noted that the concerts were gaining in popularity each year.

Mr. Durdan spoke of possible funding for the creation of a community garden where vegetables would be cultivated by volunteers. The resulting crop would be donated to charitable organizations. The project depends upon a grant which has been applied for by a retired Bayer employee who is on the Friends of the Museum Board. Councillor Mullin noted that this was a good idea, but the location must consider the impact on its neighbourhood.

9. MUSEUMS & TRADITIONS MANAGER'S REPORT

Museums and Traditions Manager's Report, dated March 18, 2012, from Annemarie Hagan, Museums and Traditions Manager.

Ms. Hagan spoke of the success of Maple Magic and its media coverage by CP24 Breakfast Television. She expressed appreciation to the Friends of the Museums of Mississauga for their efforts during this event.

Ms. Hagan noted that the gift shop at Benares will be closed as it was losing money. Different models will be explored that would make the re-opening of the gift shop a viable option run by volunteers and funded by the Friends of the Museums.

RECOMMENDATION
MOMAC-0003-2013

That the Museum Manager's Report, dated March 18, 2013, from Annemarie Hagan, Museums Manager, be received.

RECEIVED – (J. Pegram)

10. CAPITAL PROJECTS UPDATE

Capital Projects Report, dated March 18, 2013, from Annemarie Hagan, Museums and Traditions Manager.

Ms. Hagan reported that work will commence shortly at both Benares and Bradley House.

RECOMMENDATION

MOMAC-0004-2013

That the Capital Projects Report, dated March 18, 2013, from Annemarie Hagan, Museums and Traditions Manager, be received.

RECEIVED – (Councillor Mullin)

OTHER BUSINESS

1. Status of Committees of Council Recommendation from March 18, 2013
Governance Committee

J. Harvey, Chair, reported that at the Governance Committee Meeting held on March 18, 2013, it was recommended that MOMAC remains as a Committee with primary focus on collection and the new museum.

The Chair noted that the next meeting should focus on developing a framework under the new mandate.

J. Zammit expressed disappointment with the way communication was handled by City staff and the short meeting notice given to defend MOMAC at the Governance Committee meeting. It was agreed that the Chair will write to the Governance Committee on this matter.

2. J. Zammit suggested that Museums of Mississauga give consideration to future activities around Earth Hour.

11. ITEMS FOR INFORMATION

1. RECOMMENDATION

MOMAC-0005-2013

That the following Items for Information be received:

(A) Letter from Chair to Governance Committee on Committees of Council Review – MOMAC

(C) Mississauga News Article on The Peel Museum of Ontario Media Launch dated March 8, 2013

- (D) Toronto Star Article on Historical Letters not wanted at Library and Archives Canada dated March 10, 2013
 - (E) Hills Strategies Research Inc. Report dated February 13, 2013 on Arts and Heritage in Canada: Access and Availability Survey 2012
 - (F) Article entitled Peel Museum a Cultural and Business Boost for Mississauga dated March 15, 2013
 - (G) Letter dated March 8, 2013 from Charles Sousa, MPP congratulating Museums & Traditions staff on the display at Queen's Park
- RECEIVED – (Councillor Mullin)

2. (B) Museums of Mississauga Collections Communications Strategy – January 2008

RECOMMENDATION

MOMAC-0006-2013

That staff be directed to update the 2008 Museums of Mississauga Collections Communications Strategy for the June 17, 2013

Museums of Mississauga Collections Communications Meeting.

APPROVED – (A. Fabierkiewicz)

DATE OF NEXT MEETING(s)

- (a) CASS Meeting - Tuesday, April 2, 2013, 7:00 PM, Bradley Museum, The Anchorage

RECOMMENDATION

MOMAC-0007-2013

That the Collections and Storage Subcommittee meeting scheduled for Tuesday, April 2, 2013 be cancelled.

APPROVED – (J. Zammit)

- (b) CASS Meeting - Tuesday, May 7, 2013, 7:00 PM, Bradley Museum, The Anchorage
- (c) CASS Meeting - Tuesday, June 4, 2013, 7:00 PM, Bradley Museum, The Anchorage
- (d) MOMAC Meeting – Monday, June 17, 2013, 6:00 PM, Benares Visitor Centre

ADJOURNMENT – 7:50 p.m. (F. Durdan)



DRAFT MINUTES

MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

www.mississauga.ca

TUESDAY, MAY 7, 2013 – 7:00 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
Wendy Davies, Citizen Member (Left 7:20pm)
Anne Fabierkiewicz, Citizen Member
John Pegram, Citizen Member
Becky Ryder, Chair, Friends of the Museums of Mississauga
Tamara Pope, Citizen Member
John Van Camp, Friends of the Museums of Mississauga

Members Absent

Joyce Delves, Citizen Member
Fred Durdan, Citizen Member
Councillor Jim Tovey, Ward 1
Councillor Pat Mullin, Ward 2
Descendent of the Harris Family (*ex-officio*)

Staff in Attendance

Sue Burt, Director, Culture Division
Annemarie Hagan, Museums Manager
Stephanie Meeuwse, Museums Collections & Exhibit Supervisor
Mumtaz Alikhan, Legislative Coordinator

1. CALL TO ORDER – 7:04 p.m.

2. DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

NIL

3. MATTERS CONSIDERED

(d) Museums Collections Policy

The Chair invited comments from the Committee with respect to the proposed Museums Collections Policy.

Susan Burt, Director of Culture, noted that this was a high level policy document for use by City staff.

Annemarie Hagan, Museums Manager, advised that the policy will provide more transparency to the collection process.

In response to a question from Lawrence Cook regarding the possibility of giving away donated material for which a tax receipt was issued, Ms. Burt advised that the Policy had been vetted by the City's Legal Department, however, she will seek clarification on this matter.

The Chair suggested that the Collection Policy be reviewed by the Committee at the beginning of each term. Ms. Burt advised that City policies are reviewed every three years.

John Pegram inquired if the Harris Family were aware of the proposed policy. Ms. Hagan responded that a copy of the policy will be forwarded to Ms. Barbara Larson for information. She noted that agendas and minutes are regularly forwarded to the Harris Family, but to-date, they have not attended MOMAC meetings.

MOMAC-0008-2013

That the proposed Corporate Policy and Procedure entitled "Museums Collections Policy" dated April 25, 2013, be endorsed.

APPROVED (J. Zammit)

Ms. Burt advised that the Draft Policy will be shared with City Directors next for their comment, before going to the Leadership Team and the General Committee, and finally to Council. There would also be a press release notifying the public of the Museums Collection Policy. Ms. Burt did not anticipate changes to the Policy through this process, but should they

be substantive, these will be brought back to the Museums of Mississauga Advisory Committee for consideration.

4. OTHER BUSINESS

(a) Minutes of Previous MOMAC Meetings

In response to a question regarding the outstanding Minutes of previous MOMAC meetings, the Chair advised that these will be dealt with at the Committee's June 17, 2013 meeting.

- (b) Becky Ryder was congratulated on her appointment as Chair of the Friends of the Museums of Mississauga.

5. DATE OF NEXT MEETING(s)

Collections and Storage Subcommittee (CASS) – Tuesday, June 4, 2013, 7:00 PM, Bradley Museum, The Anchorage

Museums of Mississauga Advisory Committee (MOMAC) – Monday, June 17, 2013, 6:00 PM, Benares Visitor Centre

ADJOURNMENT – 7:48 p.m. (J. Zammit)

Museums of Mississauga

Implications of New Mandate

Background

On April 10 2013 Council resolved:

That the 'Museums of Mississauga Advisory Committee' be reorganized to provide input, guidance and support to the Manager, Museums and Traditions regarding the artifact collection and the future city-wide museum as a Committee of Council.

During the process to determine MOMAC's role we made the following offer:

However, we recognise that costs and resources need to be optimized, and we recommend that MOMACs Collection and Storage Subcommittee (CASS) no longer requires City Clerks support (which was never requested) and that CASS' reports will be approved by MOMAC, as is the case currently.

Next Steps

MOMAC needs to consider the implications of this new mandate in terms of:

- Terms of Reference
- Procedures
- Sub Committee (s) structure, terms of reference and nomenclature
- Staff Involvement

Timing

- June 17th to September 9th –Thoughts (from MOMAC and Staff) to Jeremy Harvey by email
- September 23rd – Recommendations discussed at MOMAC meeting
- November 25th - Final recommendations approved by MOMAC



MINUTES

COLLECTIONS AND STORAGE SUBCOMMITTEE Museums of Mississauga Advisory Committee (MOMAC)

THE CORPORATION OF THE CITY OF MISSISSAUGA
www.mississauga.ca

TUESDAY, MAY 7, 2013 - 7:00 PM

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

MEMBERS PRESENT

Joseph Zammit, Citizen Member MOMAC, **(Chair)**
Wendy Davies, Citizen Member, MOMAC
Anne Fabierkiewicz, Citizen Member MOMAC
Jeremy Harvey, *ex-officio* as Chair of MOMAC
Becky Ryder, Museums Collections Volunteer
Lawrence Cook, Citizen Member, MOMAC

STAFF PRESENT

Annemarie Hagan, Manager, Museums and Traditions
Stephanie Meeuwse, Museums Collections & Exhibit Supervisor
Mumtaz Alikhan, Legislative Coordinator

Contact: Mumtaz Alikhan, Legislative Coordinator, Office of the City Clerk
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CALL TO ORDER

7:51 p.m.

DECLARATIONS OF DIRECT OR INDIRECT PECUNIARY INTEREST

NIL

APPROVAL OF AGENDA

RECOMMENDATION

That the Collections and Storage Subcommittee of Museums of Mississauga Advisory Committee Agenda for May 7, 2013 be approved.

APPROVED – (W. Davies)

MATTERS TO BE CONSIDERED

1. Minutes of the Previous Meeting – March 5, 2015

RECOMMENDATION

That the minutes from the March 5, 2013 Collections and Storage Subcommittee meeting be approved.

APPROVED – (B. Ryder)

2. Collections & Exhibit Supervisor Report

Stephanie Meeuwse, Collections & Exhibit Supervisor provided an overview of the Collections & Exhibit Supervisor Report, dated May 7, 2013. She noted three new donations:

- a December 1942 Program for Clarkson Community Centre Players;
- archival and small artifacts from the estate of James Herbert Scott, a test engineer for Avro Arrow; and
- a 1970's leisure suit

Ms. Meeuwse also gave an update on the current out-reach and in-house displays as well as the status of the procurement of the Past Perfect software for the Collections Management Upgrade project. B. Ryder asked if temporary staff may be hired to assist with this project. Annemarie Hagan, Manager of Museums and Traditions advised that funding is in place to hire summer students to get the project underway.

The Chair suggested that with the Museums Collections Policy shortly to be in place, staff could solicit donations from prominent, high visibility individuals in the community. L. Cook agreed that this would provide notoriety. J. Harvey noted

that the press release regarding the new Museums Collections Policy should make such donations feasible. Ms. Hagan noted that new staff, one of whom has been requested in the 2014 budget with another requested in 2015, will be focussing on acquiring and accessioning new artifact donations.

Ms. Hagan noted that \$15,000 has been requested in the budget for the next five years for rental of museum quality storage space at Armstrong Storage of items that are not anticipated being used. This will free up space at Benares and Bradley for new donations. She will provide details on the number of items sent to storage and the amount of space that will be freed up.

RECOMMENDATION

That the Collections & Exhibit Supervisor Report, dated May 7, 2013 by Stephanie Meeuwse, Collections & Exhibit Supervisor, be received.

RECEIVED – (W. Davies)

3. Verbal Update from the Manager of Museums and Traditions

Annemarie Hagan, Manager, Museums and Traditions provided a verbal update to the Subcommittee Members.

Work was underway with Doors Open scheduled to open on September 20, 2013 and the Avro Arrow Exhibit will be a main feature at The International Centre, which is a new venue. The Chair advised that Committee members will be on hand to help that day.

Ms. Hagan advised that Fred Durdan has been nominated for the Laurie Pallett Patron of the Arts Award at the 2013 Marty Awards organized by the Mississauga Arts Council to be held on May 9, 2013.

One of the projects the Museum is starting work on is a plan for an exhibit highlighting the 40th anniversary of the founding of the City of Mississauga in 2014.

OTHER BUSINESS

NIL

NEXT MEETING(S)

Collections and Storage Subcommittee – Tuesday, June 4, 2013, 7:00 PM, Bradley Museum, The Anchorage

Museums of Mississauga Advisory Committee (MOMAC) – Monday, June 17, 2013, 6:00 PM, Benares Visitor Centre

ADJOURNMENT – 8:36 p.m. (W. Davies)



DRAFT MINUTES

COLLECTIONS AND STORAGE SUBCOMMITTEE Museums of Mississauga Advisory Committee (MOMAC)

THE CORPORATION OF THE CITY OF MISSISSAUGA
www.mississauga.ca

TUESDAY, JUNE 4, 2013 - 7:00 PM

Bradley Museum, The Anchorage
1620 Orr Road, Mississauga, ON

MEMBERS PRESENT

Joseph Zammit, Citizen Member MOMAC, **(Chair)**
Anne Fabierkiewicz, Citizen Member MOMAC
Lawrence Cook, Citizen Member, MOMAC
Wendy Davies, Citizen Member, MOMAC
Jeremy Harvey, *ex-officio* as Chair of MOMAC
Becky Ryder, Museums Collections Volunteer

MEMBERS ABSENT

STAFF PRESENT

Annemarie Hagan, Manager, Museums and Traditions
Stephanie Meeuwse, Museums Collections & Exhibit Supervisor
Mumtaz Alikhan, Legislative Coordinator

Contact: Mumtaz Alikhan, Legislative Coordinator, Office of the City Clerk
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CALL TO ORDER

7:05 p.m.

DECLARATIONS OF DIRECT OR INDIRECT PECUNIARY INTEREST

NIL

APPROVAL OF AGENDA

Annemarie Hagan, Manager, Museums and Traditions, advised that by Tracy Oliveira, Museums Collections Assistant, was unable to conduct a presentation on the media collection until the next meeting due to illness.

It was noted that the next MOMAC meeting is on June 17, 2013 prior to the one on September 23, 2013.

RECOMMENDATION

That the Collections and Storage Subcommittee of Museums of Mississauga Advisory Committee Agenda for June 4, 2013 be approved as amended.

APPROVED – (Jeremy Harvey)

MATTERS TO BE CONSIDERED

4. Minutes of the Previous Meeting – May 7, 2013

Annemarie Hagan, Manager, Museums and Traditions, noted that the Doors Open event will be held on September 28, 2013, and not on September 20, 2013 under item 3 in the minutes.

RECOMMENDATION

That the minutes from the May 7, 2013 Collections and Storage Subcommittee meeting held at the Benares Visitor Centre be approved as amended.

APPROVED – (Becky Ryder)

5. Collections & Exhibit Supervisor Report

Stephanie Meeuwse, Collections & Exhibit Supervisor reviewed the Collections & Exhibit activities.

She noted that the Mary Harris dress will be coming back on June 10, 2013 and that preparation was underway for the Civic Centre Escalator Foyer exhibit.

J. Harvey asked if the Mississauga Library System could be approached with respect to a dedicated display space in the new Woodlands Library scheduled to open in 2014. B. Ryder suggested that this could be something that could be implemented across the City. Ms. Annemarie Hagan, Manager, Museums and Traditions, said she will pursue this further.

RECOMMENDATION

That the Collections & Exhibit Supervisor Report, dated June 4, 2013 by Stephanie Meeuwse, Collections & Exhibit Supervisor, be received.

RECEIVED – (Wendy Davies)

6. Verbal Update from the Manager of Museums

Annemarie Hagan, Manager, Museums and Traditions provided a verbal update to the Subcommittee Members.

Ms. Hagan reported that the Collections Policy recently endorsed by MOMAC had received minor editorial changes from its distribution to all the Directors in the City and it is scheduled to go to the Leadership Team on June 13, 2013, before going to General Committee on June 26, 2013 and for Council approval on July 3, 2013.

The presentation to Council on May 22, 2013, by Becky Ryder, as the newly appointed Chair of Friends of the Museums, was very well received.

In response to a suggestion from the Chair for more youth involvement, Ms. Hagan will pursue further with Mississauga Transit and the Mississauga Library System, as they both have successful youth engagement plans.

Ms. Hagan noted that the Friends of the Museums of Mississauga had received a donation for the Avro Arrow exhibit of \$2,500 from a friend of Bert Scott which will be used for the Doors Open event.

Ms. Hagan reported that the budget of \$15,000 for the leased storage of seldom used artifacts has been included for 2014 and a similar amount will be in place for 2015 and 2016. Artifacts not required for at least 5 years will be sent for storage, and the initial expense to pack and move the items is expected to be \$5,000 in 2014. Armstrong, the leasing company, would initially crate 2000 cubic feet of artifacts for archiving, which will free up space at both Benares and the Bradley Museum.

7. Draft Museums Collections Guidelines

Annemarie Hagan, Manager, Museums and Traditions, distributed draft copies of the Collections Policy and the Collections Guidelines. She noted that the Collections Guidelines is a working document for staff and presented for information.

RECOMMENDATION

That the draft 2013 Museums of Mississauga Collections Guidelines be received for information.

RECEIVED – (Anne Fabierkiewicz)

ITEMS FOR INFORMATION

(a) Ministry of Culture Collections Standard for Ontario Museums

Annemarie Hagan, Manager, Museums and Traditions, noted that Museums of Mississauga Collections Policy Standard is in line with the Ontario Ministry of Culture Collections Standard.

RECEIVED – (Becky Ryder)

OTHER BUSINESS

There was no further business.

NEXT MEETING(S)

Museums of Mississauga Advisory Committee – Monday, June 17, 2013, 6:00 p.m., Benares Visitor Centre

Museums of Mississauga Advisory Committee – Monday, September 23, 2013, 6:00 p.m., Benares Visitor Centre

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

ADJOURNMENT – 8:27 p.m. (Lawrence Cook)

MUSEUMS AND TRADITIONS
MANAGER'S REPORT

Item 9

Community Services Department
Culture Division

City of Mississauga
Second Floor
201 City Centre Drive
MISSISSAUGA ON L5B 2T4
Tel: 905-896-5314
Fax: 905-615-3828
www.mississauga.ca/culture



Leading today for tomorrow

MEMO

DATE: June 6, 2013

TO: Members of Museums of Mississauga Advisory Committee (MOMAC)

FROM: Annemarie Hagan Manager, Museums and Traditions,
Community Services

RE: Manager, Museums and Traditions Report

Please find attached the Manager, Museums and Traditions Report to the Museums of Mississauga Advisory Committee, covering the period March 16 to May 31, 2013.

It was prepared for the June 17th, 2013 MOMAC meeting.

Thank you,

A handwritten signature in black ink, appearing to be "A Hagan".

Annemarie Hagan
Museums Manager
Culture Division, Community Services
905-615-4860 ext. 2106

Museums Manager's Report to MOMAC
March 16th to May 31st, 2013

AREA	DETAILS
<p>Special Events</p>	<ul style="list-style-type: none"> • As mentioned in the last report, Humber College Students were on site conducting visitor research during Maple Magic. The survey results are included in the Agenda as an Item for Information. Highlights include the fact that 98% of the 144 respondents indicated that Maple Magic provided an excellent or good opportunity to learn something new, 84% said that the overall quality of the event was excellent or good, and 79% said they were very likely to recommend it to other people. The survey also revealed that 33% of visitors heard about Maple Magic via word of mouth, 31% on the web, and 17% on road signs. Print media and flyers were not significant influencers. This information is extremely helpful as we plan for promotion of all our events. • On Sunday May 19th the Museums offered a day of free admission at all three of its sites as part of May is Museum Month celebrations. The Museums had 84 visitors between the three sites who were given free tours and invited to make special crafts at each site, including weaving, making strawberry baskets and making a seed ball. • The Friends of the Museums' Gallery in the Garden and Strawberry Social on Sunday, June 2 was very successful, with almost 500 visitors, despite challenging weather. Their On the Verandah Concert Series, which offers concerts at Benares every Friday night through to the end of August, had a successful launch on Friday, June 7th. • This year, for the first time, Driftwood Theatre is moving away from Shakespeare and presenting Homer's The Odyssey at Bradley Museum on Saturday, July 20th and Sunday, July 21st and at Leslie Log House on Friday, August 16th. • Planning is well underway for The 19th Annual Benares Teddy Bears' Picnic which will once again include the Credit Valley Hospital volunteer Teddy Bear Clinic and great family music on Sunday, July 28th. This year, continuing with some successful changes made to our fall and winter events, the Museum takes a new approach by focusing on historic family fun and games that the Harris' would have enjoyed. New activities will include croquet, shuttle cock (Badminton), bubbles and hopscotch. Also new this year, the event will feature an old fashioned candy shoppe. • The 10th annual Doors Open Mississauga will be held from 10 am to 4 pm on Saturday September 28th; this year is the first time the Museums of Mississauga is responsible for coordinating it. On May 23rd an information night was held at The International Centre, one of our new sites. SOFA, Source of Furniture & Accessories in collaboration with the Distinctive Appliances Inc. and the Culture Division, hosted a very productive information sharing meeting. • 42 participating sites (including 11 new ones) will welcome the

	<p>public to visit their sites and host activities such as guided tours, self-guided tours, displays, and interactive activities highlighting and describing the significance of the venue.</p> <ul style="list-style-type: none"> • We plan to host an official Opening Ceremony for Doors Open at The International Centre the morning of September 28th.
<p>Educational and Pre-Registered Programs</p>	<ul style="list-style-type: none"> • The Museums of Mississauga presented A Mother's Day High Tea at Benares Historic House on Sunday May 12, 2013. Over two sittings, 63 guests enjoyed a 'High Tea' comprised of a selection of sandwiches, scones, sweets and teas served in the elegant dining and sitting rooms of Benares. The Mobile Millinery Museums presented 'A Retrospective of Hat Fashions' featuring volunteer models. There was time to explore the rest of the rooms in Benares and receive a special token of remembrance before departing. • The feedback from participants has been excellent and there are plans underway to offer the Mother's Day Tea again next year, on both Saturday and Sunday. The Museums also offered 8 other tea programs, including the Downton Abbey Tour and Teas at Benares for a total of 97 guests. • The Museums of Mississauga and the History Matters Association partnered to offer a World War One Education Day at Benares Historic House on Tuesday May 21, 2013. The cost of the program and bus transportation was generously sponsored by Suncor Energy through the Friends of the Museum of Mississauga, as part of their initiative to support educational programming at the Museums. 326 students from 3 "High Risk" Mississauga Secondary Schools were the first to experience this program in Mississauga. • In addition to the WWI program, the Museums offered 17 other educational programs and tours for 535 participants; 2 pre-registered programs for 24 visitors. • The April showing of the "Mystery of Mazo de la Roche" as part of Heritage Café, which the Museums offer in partnership with Heritage Planning, Mississauga Library System and Heritage Mississauga was cancelled due to the illness of the director and the anticipated ice storm. At the May presentation, 'A Retrospective of Art in Peel' with Jane Venner, Heritage and Art Educator at the Peel Art Gallery, Museum and Archives shared works of art from the PAMA collection exploring the artist or subject connection with the City of Mississauga. The evening began with time to network & nosh and finished with an informal discussion with Jane. Unfortunately, our June presentation has had to be cancelled. Renowned photographer George Hunter was to talk about his life's work; sadly, he passed away in April. We hope to reschedule a talk about Mr. Hunter in the future. • In the area that is new to us, Community Visual Arts Programs - the Spring 2013 term had a total of 233 people registered in programs offered at Meadowvale, Mississauga Valley, South Common and Rivergrove Community Centres. • Programs offered for Children: Drawing and Sketching;

	<p>Learn to Draw; Clay Creations; Creative Craft Club; Learn to Sew ; Fashion; Illustration; Cartooning; Japanese Anime.</p> <p>Programs offered for Adults: Handbuilding with Clay; Sewing Basics; and Sewing for the Home.</p>
<p>Marketing and Promotions</p>	<ul style="list-style-type: none"> • The Museums of Mississauga's three sites along with Maple Magic and Doors Open featured in the 2013/2014 Mississauga Visitor Guide. • Summer Camp promotions distributed in the Mississauga Life Port Credit neighbourhood drop off to residents. Camps also highlighted in the Recreation Summer Camp brochure. • The Museums are featured once again in the Attractions Ontario Reciprocal Program encouraging members to visit the museums at a discounted rate. • Spring/Summer Museum events and programs highlighted in Councillor Pat Mullin's Ward 2 Spring Newsletter. • The Museums included in the 2012 Culture Report Card to be distributed to residents and visitors this year. • Attended a number of community events to promote the Museums including Clarkson Club Day and Forest Avenue School Fair. • Key surveys for events, programs and exhibits to be implemented online to gather feedback at year-end. • Seasonal educational brochure dropped off at schools and children's groups located in Mississauga as well as sent electronically to all school boards in the GTA to be shared with teachers. • Our social media sites (FB, Twitter, RSS Feeds & Flickr) continue to be a strong marketing tool in promoting events hosted by the Culture Division (1,770+ followers on Twitter and 670+ followers on FB). National Volunteer Week highlighted on our social media channels including images of the Friends of the Museums and volunteers on our Flickr page. • Continued use of free City of Mississauga promotion of special event flyers on library screensavers, Civic Centre elevators, electronic signs, Intranet homepage, e-newsletters and staff web board. Promotional material also sent to all City of Mississauga community centres, libraries, etc. Select materials also distributed through restaurants, coffee shops and bookstores. • Online promotion on various websites and continue to purchase print publication AD's for special events (such as Mississauga Life, SNAP, Today's Parent, etc.) • Once again, the Friends of the Museums have funded a special Museums summer promotions flyer, and 5,000 copies have been produced for distribution to the Clarkson neighbourhood via Canada Post, as well as through the City's Community Centres and Libraries.
<p>Exhibits and Collections</p>	<ul style="list-style-type: none"> • The new Museums Collection Policy has been finalized, and will be on the agenda of the Mississauga General Committee meeting on June 26th, and go on to Council for final approval on July 3rd.

	<ul style="list-style-type: none"> • The exhibit Extraordinary Lives: Inspiring Women of Peel, which is presented in partnership with the Canadian Federation of University Women (CFUW), will continue to be on display until June 17th at the Anchorage, Bradley Museum. • A collection of artifacts related to Orenda Engines, a subsidiary of Avro Canada, was donated by the estate of Bert Scott, who was an engineer for Avro. He later worked for Atomic Energy Canada located in the Sheridan Park Research Centre. These artifacts will be the basis of a small display at Doors Open at The International Centre, which was originally owned by Avro and is where Bert worked. • The Museums of Mississauga were able to purchase Past Perfect Software, a museum collections database, thanks to a grant from the Ministry of Culture, Tourism and Sport's Museums and Technology and support from the Friends of the Museums. The software was downloaded at the end of May and two contract staff will be hired to implement bar coding of the artifacts which is one feature of this database and is also funded by the grant. • As well, please see the Collections & Exhibit Supervisor reports included the CASS reports in the MOMAC agenda.
Friends of the Museums and Volunteers	<ul style="list-style-type: none"> • On Saturday April 20th the Museums hosted our first Volunteer Appreciation Tea in conjunction with the start of Canada's National Volunteer Appreciation Week. Almost thirty volunteers attended the tea, and staff appreciated the opportunity to extend our thanks for their essential, on-going support of the Museums. • The Friends of the Museums of Mississauga held their Annual General Meeting at Benares Visitor Centre on April 25th with Stephanie Meeuwse, Museums Collections and Exhibit Supervisor as their guest speaker, talking about the new Collecting Mission. • At the Friends May Board of Director's meeting, Becky Ryder was elected the new Chair of the Friends of the Museums, replacing Fred Durdan, whose final term as Chair of the Friends of the Museums was up. On May 22, Becky presented the Friends' Annual "May is Museums Month" presentation to City Council; it was warmly received. • Fred Durdan was nominated for, and WON, the "Laurie Pallet Patron of the Arts" award at this year's Mississauga Arts Council MARTY Awards on May 9th at the Living Arts Centre. • Our garden volunteers began their work at Bradley and Leslie in May. The back, side and herb garden at Bradley is being maintained by five volunteers from the Cloverleaf Garden Club. The vegetable garden is being maintained by two other volunteers and was partially planted by a Sparks group, who will come back in the fall to see some of the late growing produce. At the Leslie Log House, the volunteers of the Streetsville Horticulture Society are once again maintaining the gardens around the house. • Two volunteer interns, who are working on their Teacher's

	<p>Certificates, each contributed 75 hours in May to the planning of our summer day camp programs, including the new "Bradley Mash Up", which is being offered in conjunction with Meadowvale Theatre and Clarkson Community Centre. Early registrations for this new camp are excellent.</p> <ul style="list-style-type: none"> • Volunteers have contributed just over 2,150 hours to the Museums as of the end of May.
Staff News	<ul style="list-style-type: none"> • On June 10th, Kelly Kubik, the Museums Community Program Supervisor, responsible for coordinating our events and volunteers, who was appointed to a short-term secondment as Event Programmer at Celebration Square will return to her position at the Museums. Lindsay Doren, our Lead Historic Interpreter did an excellent job as the Acting Museums Community Program Supervisor in her place, and has the plans set for Teddy Bear's Picnic. Meaghan Fitzgibbon, Historic Interpreter stepped in as Acting Lead Historic Interpreter and also did a wonderful job. It was a great learning opportunity for all of the staff. • In early May it was announced that Paul Damaso will be the permanent Manager of Cultural Operations, which includes the Museums, Meadowvale Theatre, Film, Television and Literary and Digital Media, and Celebration Square.
Funding	<ul style="list-style-type: none"> • The Museums have received a federal Summer Student Experience Grant for hiring two Summer Day Camp Staff (covers approximately 30% of the staff cost) as well as a Young Canada Works in Heritage Grant for a Collections Summer Student (covers 75% of the cost). • Event sponsorships, which are generated via The Friends of the Museums include \$500 from Alice Fahey, State Farm Insurance and \$3,000 from EVERGREEN Retirement Home, for the Friends summer events. • The museum staff are currently working on their annual Community Museums Operating Grant application, which is due June 30th.
Misc.	<ul style="list-style-type: none"> • ArtsBuild Ontario has indicated that they would like to feature the Log Cabin at Bradley Museum project as a case study in their report on a series of meetings being held across the province about Operating Cultural Facilities; Annemarie Hagan attended their Mississauga meeting on April 9. The case study, which will highlight the success of the project due to creative partnerships, will also be featured in their Online Resource Library. • The POS (point of sale) system installation at both the Bradley Museum and Benares Visitor Centre sites has been postponed until August, when training will begin. This upgrade will bring the Museums in line with other City facilities, and allow for improved cash handling and statistical analysis of program and visitor usage. • There have been several situations with vandalism at Benares and Bradley over the past six months that have resulted in broken windows in the Benares Potting Shed, kitchen basement at Benares, and main floor of Bradley House.

	<p>There have been delays in the repairs, but we have been assured by Facility and Property Maintenance that the Bradley House repairs will be completed the week of June 10th with the others to follow shortly thereafter. We are currently studying the possibility of installing security cameras in both area, contingent on funding.</p>
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Leading today for tomorrow

MEMO

DATE: June 6th, 2013

TO: Members of Museums of Mississauga Advisory Committee (MOMAC)

FROM: Annemarie Hagan, Manager, Museums and Traditions,
Community Services

RE: Capital Project Update

Please find attached an update on Capital Projects at the three Museums of Mississauga sites.

This report was prepared for the June 17th, 2013 MOMAC meeting.

Thank you,

A handwritten signature in black ink, appearing to be "A Hagan".

Annemarie Hagan
Manager, Museums and Traditions
Culture Division, Community Services
905-615-4860 ext. 2106

Update on Capital Projects at the Museums of Mississauga
As of June 7th, 2013

PROJECT	DETAILS
Benares Summer Kitchen Project	<ul style="list-style-type: none"> • The “window” in the floor of the summer kitchen has been installed, and is just awaiting some minor painting to be completed. Following the June 17th MOMAC meeting there will be a chance to visit the historic house to see it. • This project was funded by the Benares Endowment Fund. • A final report on the project will be submitted to the Ontario Heritage Trust, as per the Heritage Easement Agreement the City has with the OHT.
Facility and Property Maintenance (FPM) Capital Projects at Bradley	<ul style="list-style-type: none"> • The Major Capital Project at the Anchorage is fully completed, with the “tea kettle” noise in the venting system being solved in late March and the Air Conditioning system is now up and running successfully. • Michael Spaziani Architects have been hired by Facility and Property Management to design the Capital Project work being done at Bradley and Benares in 2013. • Their plan is to repair the multitude of holes in the Bradley Barn by replacing all the siding with board and batten similar to what is in place. Material salvaged from this project will then be used to repair the walls of the Bradley Drive Shed, as well as the flooring of the Potting Shed at Benares.
Facility and Property Maintenance (FPM) Capital Projects at Benares	<ul style="list-style-type: none"> • The project to repair the Benares Visitor Centre roof was completed in March. • The capital work at Benares focuses on the floors of the historic house itself. On the second floor and in the Summer Kitchen, there will be minor paint repairs. In the basement, the current paint on the wooden floors and the concrete floor in the kitchen will be sealed to protect the floors and to maintain the worn patina that is what would be found in a basement. • The hardwood flooring on the main floor of Benares is very worn in places, with the nails exposed. It is not possible to sand and refinish the floor. • The hardwood was installed in 1936, to prepare the house for Barbara Sayers Larson’s “Sweet Sixteen” party. When Benares was restored to reflect daily life in 1918, it was recognized that the hardwood floor was later than the chosen restoration date, but also that many homes of the World War One era did have hardwood floors. It was decided to keep the flooring as it was still in good condition, but to ensure that the interpretation of the house recognized that it was of a later time period. • At this point, after almost twenty years wear and tear from Museum visitors, the hardwood flooring has reached the end of its life cycle. The plan is to remove it and restore the painted plank flooring below it to how the floors would have been in 1918. A test section will be completed to examine the flooring underneath, and then the actual

	<p>flooring work is planned for 3 weeks in November.</p> <ul style="list-style-type: none">• The Potting Shed floor will be repaired with materials salvaged from the Bradley Barn repairs, and the roof of the Benares Dairy will also be repaired.• The plans for all the work at Benares needs to be approved by the Ontario Heritage Trust due to the Heritage Easement in place. Exterior work at Benares will also need to be approved by the Heritage Advisory Committee as all the buildings are designated.
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Corporate Report

Clerk's Files

Originator's
Files

DATE: June 3, 2013

TO: Chair and Members of the Museums of Mississauga Advisory Committee
Meeting Date: June 17, 2013

FROM: Paul A. Mitcham, P. Eng., MBA
Commissioner of Community Services

SUBJECT: Update on the Benares Funds – Fiscal Year 2012
(Ward 2)

RECOMMENDATION: That the report from the Commissioner of Community Services entitled “Update on the Benares Fund – Fiscal Year 2012” dated June 3, 2013, be received for information.

BACKGROUND: The “Benares Funds” is an umbrella term that includes the funds held in the Benares Endowment Reserve Fund in the City of Mississauga Miscellaneous Reserve Fund and in the Benares Museum Fund at the Community Foundation of Mississauga. The total value of the Benares Funds is determined by adding together the amounts in these two funds.

Any expenditures must be demonstrably utilized “for the purposes of Benares” as indicated by John Henry Cox’s will and the related legal agreements between the City of Mississauga, the Ontario Heritage Trust and the Community Foundation of Mississauga. As per their terms of Reference, the Museums of Mississauga Advisory Committee (MOMAC) is responsible for advising Mississauga City Council on any issues relating to the Benares Endowment Fund.

At their June 21, 2010 meeting, MOMAC adopted formalized principles for managing the Benares Fund as outlined in the corporate report entitled “Formalization of the Principles of the Management of the Benares Fund” (MOMAC 0010-2010 and GC 0518-2010). In that

document it is stated that: "The intention is that the original capital amount of \$102,000 (December 2002) will not be diminished except under extraordinary circumstances."

COMMENTS:

Over the years, MOMAC has endorsed funding of four projects from the Benares Funds:

• Benares Audio-Visual Project	28,500
• Benares Picnic Tables	3,150
• Benares Summer Kitchen Project	20,000
• Mary Harris Wedding Dress Conservation	<u>5,100</u>
• Total value	\$57,650

The current financial position of the Fund is provided below:

• Balance forward, December 31 st , 2011	120,548.83
• City of Mississauga Miscellaneous Reserve Fund (Appendix 1).	106,975.71
• Benares Museum Fund at the Community Foundation of Mississauga (Appendix 2).	<u>20,472.59</u>
Total Benares Funds	\$127,448.30

FINANCIAL IMPACT: Not applicable.

CONCLUSION:

This Corporate Report provides an update on the Benares Funds and reports that as of the fiscal year end for 2012, the total amount held was \$127,448.30.

ATTACHMENTS:

Appendix 1: Benares Endowment Reserve Fund Memo from Susan Cunningham, Senior Policy Analyst, Corporate Services, dated April 29, 2013

Appendix 2: The Community Foundation of Mississauga, Benares Museum Fund, Fund-holder Statement for the year ended 12-31-2013



Paul A. Mitcham, P. Eng., MBA
Commissioner of Community Services

*Prepared By: Annemarie Hagan, Manager, Museums and Traditions
Culture Division*



Memorandum

TO: Annemarie Hagan, Museums Manager, Community Services

FROM: Susan Cunningham, Senior Policy Analyst, Corporate Services

DATE: April 29, 2013

SUBJECT: Benares Endowment Reserve Fund

As per your request, I have prepared a chart below that provides a reconciliation of the Benares Endowment Reserve Fund as of December 31st, 2012.

January 1 st Balance	Interest Earned	Reductions to Fund	December 31 st Closing Balance	Comments
\$101,968.76	\$7,606.95	(\$2,600)	\$106,975.71	\$5,100 allocated to Benares conservation and preservation of Artifacts project (12-498). Heritage furniture & equipment replacement (11-496) returned \$2,500 to Benares fund.

If you have any further questions, do not hesitate to call me at extension 5206.

Susan



March 06, 2013

Annemarie Hagan
Museums of Mississauga
1620 Orr Road
Mississauga, ON L5J 4T2

Dear Ms. Hagan,

As a valued fund holder with the Community Foundation of Mississauga, I am pleased to enclose for your attention, a copy of your annual *Fund Holders Statement*. This statement covers the twelve month period ending December 31, 2012.

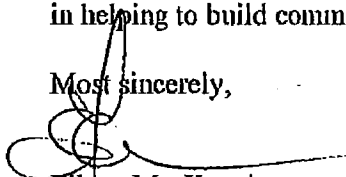
This is an internal statement for management purposes and is being sent to you to keep you informed of the status of your fund. As a valued fund holder, your feedback about the information presented to you in this statement is welcomed. You may contact us at 905-897-8880 or if you wish, please send your comments by email to emackenzie@CFofM.org.

This year, we will achieve approximately \$4 million in cumulative grants back to the community. Thanks to you, grants from the Foundation are growing. We will continue to tell you the stories of impact from these grants in upcoming newsletters and our Annual Report.

On another note, 2013 promises to be a busy year for the Foundation. We are excited to be announcing a new initiative at the Rainbow Ball being held April 26, 2013. In the near future, you will also be receiving an invitation to our Annual General Meeting scheduled for Wednesday, May 29th, 2013. In addition to our annual Speakers Lunch and Golf Tournament, we are planning a very special gala event for the fall. Sequins, music and dance; this evening will have it all! Our web site at www.CFofM.org is a great place to stay informed about all the news.

We hope to see you at our events and in the meantime, thank you for your support in helping to build community vitality for people in Mississauga.

Most sincerely,



Eileen MacKenzie
Executive Director

The Community Foundation of Mississauga
Fund Holder Statement for the year ended 12-31-2012

Benares Museum Fund		
Capital Component		
Beginning Balance	Capital Contributions	\$ 20,000.00
	CPI Reserve	200.00
	Reserve (Deficiency)	(1,619.93)
	Balance at 01/01/12	18,580.07
2012 Transactions	Capital Additions	-
	Allocation to Reserves as defined by the Spending Policy below	1,792.62
Ending Capital Balance		\$ 20,372.59
Grant Component		
2012 Funds Available	Allocation of income for 2012 grants	-
	Flow Through Gift	-
	Grants Paid	-
	Balance, carried forward	-
	Allocation of 2012 Income (loss) for grants / fees as defined by the Spending Policy below	484.38
	Administration fee	(384.38)
Funds available for granting in 2013		\$ 100.00
Total Fund Balance at December 31, 2012		\$ 20,472.59

Spending Policy Distribution of Income	Income Allocation	Allocation to Grants / Fees	Retained in the Capital of your Fund
2012 Income (loss) allocation for			
Benares Museum Fund	\$ 2,276.90	\$ 484.38	\$ 1,792.62

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Leading today for tomorrow

MEMO

DATE: June 6th, 2013

TO: Members of Museums of Mississauga Advisory Committee (MOMAC)

FROM: Annemarie Hagan Manager, Museums and Traditions,
Community Services

RE: Collections Communications Strategy

At the March 25th, 2013 MOMAC meeting, the following recommendation was passed:

"That staff be directed to update the 2008 Museums of Mississauga Collections Communication Strategy for the June 17, 2013 Museums of Mississauga Advisory Committee meeting." (MOMAC-0006-2013)

Museum staff met with our Culture Division Promotions Coordinator as well as staff from the City of Mississauga Communications Division to discuss this project and to develop the strategy. We will not have the final version of the Strategy until September, and it will be shared as an Item for Information at the September 23rd, 2013 MOMAC meeting.

However, please note that we have developed DRAFT goals for the strategy, as well as few of the initial tactics being considered. Some have already been implemented.

Thank you,

Annemarie Hagan, Manager, Museums and Traditions
Culture Division, Community Services
905-615-4860 ext. 2106

DRAFT Museums of Mississauga Collections Communication Strategy

DRAFT GOALS

- To raise the profile, both internally and with the public, of the Museums of Mississauga's role in collecting, preserving and exhibiting artifacts that represent our cultural heritage, particularly our more contemporary history from 1939 onwards.
- To raise awareness that the Museums of Mississauga are the only institution in Mississauga which meets the Ministry of Culture, Tourism and Sport's stringent Standards of Community Museums. It is also the only Institution that follows the Canadian Museums Association's Ethics Guidelines.
- To share that we have three historic house museums which relate to Mississauga's 19th and early 20th century history, but that our collections span all of Mississauga, and that we are planning towards an innovative new museum which tells the unique story of Mississauga, with a focus on contemporary history from 1939 on

DRAFT TACTICS	IMPLEMENTATION
Within exhibits, sharing the new Collecting Mission and request artifact donations from visitors.	Already being implemented in off-site exhibits and will be a feature of the "Cherished and Chosen: Women's Clothing from the Museums of Mississauga Collection" opening on June 28 at the Anchorage
Plans for a Photo Op with the Mayor highlighting the Avro-related collection as well as Media Advisory relating to new Museums Collection Policy	Will be timed to relate to the Collections Policy going to General Committee on June 26 and Council for final approval on July 3
Exhibit featuring recent Avro-related collection at The International Centre as part of Doors Open Mississauga	Doors Open Mississauga is 10 am to 4 pm September 28 th , 2013. Will be holding an Opening Ceremony at The International Centre to focus media attention on the entire event, as well as the specific Avro connection/exhibit.
Better promotion of online exhibits and "artifact of the month" podcasts on our website and through our social media	Fall 2013 Implementation
Production by City of Mississauga A/V staff of a 30 second commercial to highlight the key messages – for posting on the City's YouTube channel and possibly shown at local cinemas	February 2014
40 th Anniversary Exhibit to highlight our current and future collection and to celebrate important corporate milestone	2014
Museums of Mississauga Blog to raise Museum profile in general as well as chance to focus on collections and Mississauga's history	TBD

2013 Maple Magic: Maple Syrup Festival at Bradley Museum

Survey Summary

onlinesurvey mississauga
culture division

1.0 VISITOR POSTAL CODE SUMMARY

During the nine day Maple Magic: Maple Syrup Festival at Bradley Museum (March 9-17, 2013), which had an estimated attendance of 4696, a total of 458 visitor postal codes were collected by staff and volunteers. The full map of plotted postal codes using Google Maps can be accessed at the following URL: <http://goo.gl/JMg0s>

The festival attracted visitors from across the Greater Toronto area and as far as Sudbury and Deep River, Ontario.

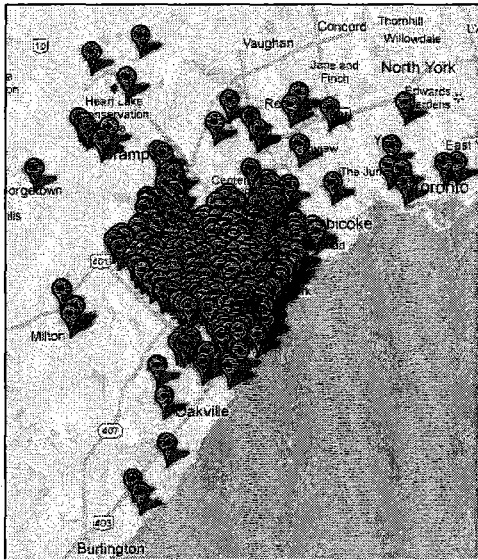


Figure 1. Distribution of visitors across Mississauga and surrounding areas.

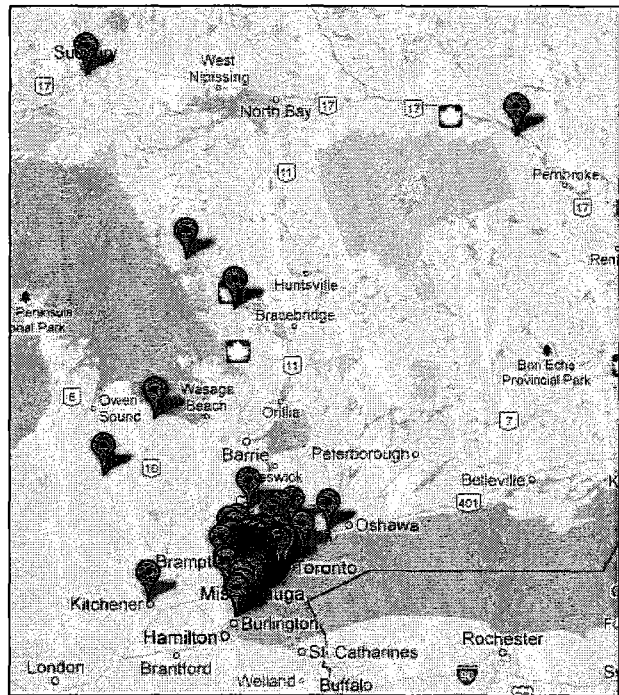


Figure 2. Distribution of visitors across Southern and Central Ontario.

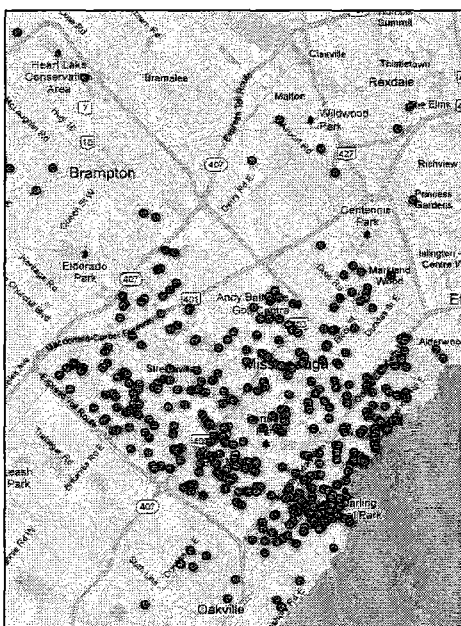


Figure 3. Distribution of visitors across Mississauga

87% of visitors came from within Mississauga. There is consistent representation from most residential areas of Mississauga, with the exception of Malton which historically has had low representation at surveyed Culture Division events.

The highest concentrations of visitors came from the following five postal code regions:

Postal Code	Neighborhood	% of Total Visitors
L5J	Clarkson	15.1%
L5M	Streetsville – Erin Mills	10.5%
L5N	Meadowvale	9.4%
L5L	Erin Mills	9%
L5H	Lorne Park – SW Port Credit	7.2%

2.0 SURVEY ANALYSIS

(March 16-17, 2013)

# of Surveys Completed	144
Venue	Bradley Museum
Survey Administrators	Humber College Students
Survey Method	Paper Survey – Entered into Key Survey

Survey Results

During the second weekend of Maple Magic, post-graduate research students from Humber College surveyed a total of 144 visitors. Approximately half of the surveys were conducted with visitors that had just arrived at the event; therefore not all questions were answered by each participant.

- 70% of survey respondents indicated that 2013 was their first time attending Maple Magic.
- A total of 142 survey participants provided information related to the age and number of people in their group, representing a total of 560 (12% of overall total of 4696) attendees and an average group size of 4. The following table shows the breakdown of adults and number of children under age 18 in each group surveyed.

NUMBER OF CHILDREN (UNDER 18) PER GROUP*								
NUMBER OF ADULTS PER GROUP*	0	1	2	3	4	5+	TOTAL	
	1	3%	9%	3%	1%	1%	0%	17%
	2	6%	21%	29%	2%	3%	0%	61%
	3	0%	4%	5%	1%	1%	1%	12%
	4	1%	1%	2%	1%	0%	0%	5%
	5+	1%	1%	1%	2%	0%	1%	5%
	TOTAL	11%	37%	39%	7%	4%	2%	100%

*Total % based on 142 survey participants

- Of those 142 surveyed:
 - 88% of groups included children under age 13.
 - 3.5% of groups included children ages 13 -18.
 - 3% of groups included both children under age 13 and ages 13-18.
- The top five ways that survey participants (135/144) found out about Maple Magic include:
 - Word of Mouth – 33%
 - Web – 31%
 - Road Signs – 17%
 - Print Publication – 8%

Item for Information 13(a)
2013 Maple Magic Survey Analysis

- Social Media – 4%
 - Newsletter – 4%
 - Brochure – 1%
 - Flyer – 1%
- Based on 65 responses, the activities that visitors enjoyed most include:
 - The Maple Syrup – 65%
 - Pancakes – 46%
 - Wagon Rides – 45%
 - Guided Tours – 35%
 - Kids' Crafts – 28%
 - Storytelling – 22%
 - First Nations Campsite – 11%
 - Games – 11%
 - Food Trucks – 5%
 - Responses under 'Other' include popcorn (x 2), snow cones, animals (x 2), toys, demonstrations and the fire.
 - Survey participants were asked to rate their experience at Maple Magic based on the following five questions:

Question	Excellent	Good	Fair	Poor	Response Total
Opportunity to learn something new	55%	43%	2%	0%	60
Variety of activities	34%	48%	18%	0%	62
Overall value for money	23%	53%	23%	0%	60
Overall quality of experience	37%	47%	16%	0%	62
Location – ability to easily find your way	51%	41%	8%	0%	61

- Survey participants were asked how likely they are to attend Maple Magic in 2014 and recommend the event to others. The following tables compare responses from first time and repeat visitors.

How likely are you to attend Maple Magic next year? (63 respondents)			
	Total Respondents	First Time Visitors	Repeat Visitors
Very likely	56%	41%	83%
Somewhat likely	32%	44%	9%
Neutral	11%	13%	9%
Somewhat unlikely	2%	3%	0%
Very unlikely	0%	0%	0%

How likely are you to recommend attending Maple Magic to others? (66 respondents)			
	Total Respondents	First Time Visitors	Repeat Visitors
Very likely	79%	74%	87%
Somewhat likely	18%	21%	13%
Neutral	3%	5%	0%
Somewhat unlikely	0%	0%	0%
Very unlikely	0%	0%	0%

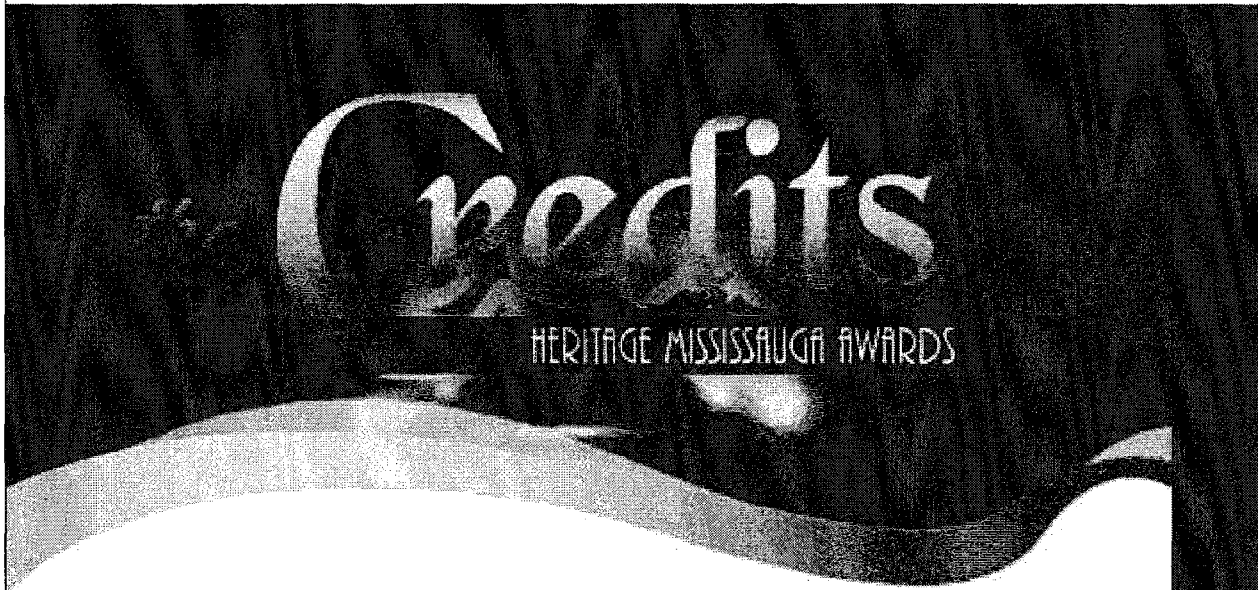
- Participants were asked if they or a member of their family had attended any other Museums of Mississauga events in the past 12 months. Based on 104 respondents, the following are the top eight overall events comparing first time and repeat visitors:

Have you or a member of your family attended any other events at the Museums of Mississauga in the past 12 months? If so, what events have you attended? (Check all that apply)			
	Total Respondents	First Time Visitors	Repeat Visitors
Have not attended in the past 12 months	76%	81%	65%
Family Day at the Museums	7%	6%	9%
Pre-registered Programs	6%	4%	9%
Day Camps	6%	6%	6%
Fall Fair	5%	3%	9%
Doors Open	5%	6%	3%
Teddy Bears Picnic	3%	1%	6%
Home for the Holidays	3%	0%	9%

Additional comments made by survey participants:

- Better signage on site as to where things are. Missed the food truck which didn't show up. Where were the maple games that were in the promo?
- Everybody was so helpful, pleasant and respectfully fun. Thanks.
- Wanted more interactive activities for kids. (*first time visitor*)
- Fun festival. Would recommend greater variety of activities such as sampling syrup. (*first time visitor*)
- Great Tour Guide!
- More wagon rides on weekends.

FOR IMMEDIATE RELEASE
04/26/2013



Awards Program Launches Celebrating Community Heritage Heroes
Giving Credit Where Credit's Due!

MISSISSAUGA, Ontario April, 26, 2013 Heritage Mississauga announces the launch of its new awards program the Credits, dedicated to honouring contributions and achievements of unsung heritage heroes in our community. Eight categories are open for nominations by the community.

"We have such unique and deep heritage in our city and the Credits, Heritage Mississauga Awards is an opportunity to celebrate this heritage and those that work towards maintaining and promoting it" said Event Chair Jake Dheer, Station Manager of Rogers TV and former Citizen of the Year.

Nominations are open from April 23rd to June 28th. One award of excellence will be presented in each of the following categories: **Lifetime Achievement, Heritage Business Leader, Heritage Champion, Community Heritage**, and in the categories of **Youth, Aboriginal, Modern and Natural.**

Additionally **The Cultural Heritage Property Awards** will be presented in partnership with the Mississauga Heritage Advisory Committee. This set of awards, in its fourth year, honours excellence in **Restoration, Adaptive Re-Use, Sensitive Infill** (for Listed or Designated properties) and **Sensitive Infill in a Cultural Landscape and Universal Accessibility Design.** Nominations forms are available at www.mississauga.ca/heritage. The **Betty Ross Memorial Volunteer Award** will be presented by the Museums of Mississauga. Heritage Mississauga, members will select their **Members' Choice Award** from all nominations. In all, eleven awards will be given to members of the Mississauga community during this inaugural evening.

This unique awards event will be held on **Thursday November 21st** at the Mississauga Grand Banquet and Convention Centre and will highlight the cultural heritage distinction of our City. The sound of the Aboriginal drum will begin the festivities and throughout the evening Mississauga youth will entertain. Nomination and Ticket forms are available at the Heritage

Item for Information 13(b)
Heritage Mississauga Awards – *the Credits*

Mississauga website www.heritagemississauga.com or through the office at 1921 Dundas St. W, 905- 828-8411 ext "0", or by e-mail at: info@heritagemississauga.org. Tickets are \$65.00 each and includes dinner and entertainment, or an **Early Bird** table price of \$500 for a table of 10 which closes September 28th.

Nominate today and ensure that the Heritage Heroes you know are acknowledged and recognized for their contributions. Enjoy a fabulous night of dinner, entertainment, celebration, and support the only city-wide charity devoted to heritage in our community.

Let the nominations begin!

Heritage Mississauga is a not-for-profit charity dedicated to researching, recording and communicating Mississauga's heritage. They are Mississauga's heritage source and for over 50 years have worked tirelessly to ensure the heritage of our city is preserved for future generations. Funds raised at this event will support the Heritage Resource Centre that the organization operates at The Robinson-Adamson House, The Grange (charitable registration no:11924 5660 RR0001).

Media contact: Jayme Gaspar jgaspar@heritagemississauga.org, 905-828-8411 ext. 31.



ENGAGING THE PAST

By Lon Dubinsky and Josie Premzell

Canadians and Their Pasts, a multifaceted five year project that explored how and why people engage the past, concluded its work in March 2012. It was led by Université Laval and supported by the Community-University Alliance program of the Social Sciences and Humanities Research Council (CURA). In addition, five other universities were involved (University of New Brunswick, Carleton University, York University, University of Manitoba, and the University of British Columbia), together with several community partners including the Canadian Museums Association, the Peel Art Gallery, Museum and Archives (Ontario), Musée acadien de l'Université de Moncton, Musée de la Civilisation, Association of Canadian Studies/Association d'études canadiennes, Historica Fair Committee in Kamloops B.C. and the Union of British Columbia Indian Chiefs. The centerpiece of the *Canadians and Their Pasts* project was a national survey about attitudes towards the past, with more than 3000 respondents. The following article focuses on the results of a sub-survey especially designed for the Peel Art Gallery, Museum and Archives' focus groups.

The National Survey and Focus Groups

The *Canadians and Their Pasts* national survey was complemented by several community-based initiatives including a series of focus groups, conducted by the Canadian Museums Association (CMA) that looked specifically at why and how people engage the past in museums. The Peel Art Gallery, Museum and Archives (PAMA) was a site for two focus groups while, in addition to the national survey, a special survey was conducted in the Peel Region due its extensive cultural diversity. A community-based exhibition and a seminar also addressed the multicultural dimensions of the region.

The telephone survey explored what sources people use to make sense of the past, ranging from photographs, to museums and historic sites, to the Internet. It gauged people's level of interest in national, provincial and local history. Correlations were made between sources and attitudes about the past and respondents' age, gender, location, and ethno-cultural and linguistic affiliations. In these instances there were no significant variations on the part of respondents from the Peel region in the national or special survey. For survey results visit www.canadiansandtheirpasts.ca.

One of the most revealing findings overall was the extent to which Canadians regard museums as trustworthy sources of knowledge.¹ In several cases museums

were considered the most trustworthy when compared to sources such as family stories and the Internet, with the latter being the least trusted source. Respondents were asked to rate their trust on a five stage scale ranging from "Very Trustworthy" to "Not At All". The highest scores in the "Very Trustworthy" category included museums, historic sites and fact-based history books followed by family stories, teachers and the Internet. If someone indicated more than one "Very Trustworthy" source, they were invited to identify the "Most Trustworthy" and in this respect the level of education was the most important indicator.

Although demographic factors such as age, income and gender helped to define various outcomes, education remained a key factor as a determinant of trust. For museums, historic sites and fact-based books there was higher engagement (i.e. more visits and readings) and higher trust particularly from those with post-secondary education. The rationales for trust were based on a belief in the effectiveness of scholarship and on institutional constraints that inhibit professionals, such as curators and writers, from telling untruths about the past. For respondents, this finding was the case whether or not they had visited a museum or historic site in the past year. Moreover, trust in museums as institutions of authority was held by their collections and displays – "the real thing" as many respondents called them. This endorsement was evident



1. For a detailed account, see "Museums as In-Between Institutions," by Del Mulse and Lon Dubinsky which will appear in a collection on museums as sites of historical consciousness from UBC Press.

IN PEEL

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across socio-economic lines and ethno-cultural groups with the exception of aboriginal peoples who trust museums significantly less.

Trust in museums was further confirmed by the focus groups held as part of the *Canadians and Their Pasts* project and noticeably so in the two sessions held at PAMA. While the national survey consisted of a random sample of Canadians, the focus groups included people with affiliations that went beyond being regular visitors but who were not employed by museums. Focus group participants included volunteers, school teachers, students, representatives of multi-cultural organizations, and members of local history societies, as well as other community-based organizations broadly linked to the heritage sector. The participants were chosen in order to better understand the perceptions of people with an expressed public interest in the past who may also be facilitators in connecting museums and other heritage organizations to a larger citizenry.

Rather than asking participants about levels of trustworthiness, they were asked whether museums told the truth. One can assume that if someone is

affiliated with a museum (those engaged for instance as volunteers), then there is some sort of trust relationship. However, it is not evident whether this encompasses a belief that museums tell the truth in exhibitions that are researched and assembled by trusted curators, for example. Here are some specific responses from participants in the Peel groups when asked about the truth factor in various collections and exhibitions:

"It tells a truth but not *the* truth. It tells a truth whenever you connect to something that you see or sit in or imagine but because it is told by people from their imagination it can't be the truth for everybody..."

"I don't see why a museum can't provide one or two or three points of view on an issue and leave it to the viewer to conclude what he wants."

"That's their story and they have a right to their story and I don't think it's necessarily that museums aren't telling the truth, but they are telling their story through their lens and there is probably another story that will look at that those same facts, those same interpretations, and the story will be different."

Consistent with the majority in other focus groups, the Peel respondents were quite discerning about what constitutes truth. They recognized the complexities involved in getting the story or the facts right – as the case may be – but allowed for multiple interpretations on the part of museums and the people who frequent them. This does not suggest acceptance of fudging or any sort of

misrepresentation; it also leaves open the possibility that there may be a consensus among various viewpoints.

These findings reaffirm many other studies (such as those by John Falk) which demonstrate that museum goers are not passive viewers. But the extent of discernment on the part of the focus group participants also suggests a sustained engagement which may well come from ongoing affiliation and investment in museums. Significant too is face-to-face contact which is not reducible to the number of visits or necessarily correlated to level of education as indicated in the national survey. Moreover, engagement came through of questioning truths that went beyond connections made solely through artefacts as also indicated in the general survey. The focus group study thus concluded that museums may have greater capacity as facilitators and sites of "social capital", which is what Robert Putnam and other scholars define as the ties, norms and networks that are the cohesion material that binds a society together by maintaining and connecting the many communities that comprise it.² As with the focus group members, Putnam's claim is directed at contact on the ground including various kinds of voluntary community participation. It was also made before the ascendancy of social media, thus raising the issue of whether networks of communication such as Facebook generate social capital equal to or greater than traditional forms of engagement.

2. Robert Putnam. *Bowling Alone*. New York: Simon and Shuster, 2000.

The Symposium

In 2010, PAMA held a symposium that addressed social capital considerations to explore the possibilities and challenges of engaging culturally diverse groups, particularly recent newcomers, in museums and related heritage organizations in the Peel Region and adjacent town and cities. Participants in the symposium included Josie Premzell, PAMA supervisor of development and visitor services, and Mayan Rejandran, PAMA collaborator and student research assistant, respectively for the *Canadians and Their Pasts* activities, along with other staff from PAMA including Claire Loughheed, former Senior Manager of Culture for the Town of Oakville and currently the Manager of PAMA, as well as representatives from other local heritage institutions. *Canadians and Their Pasts* researchers attending included: Gerald, Friesen, who added a comparative perspective by speaking about his recent work on the history of immigration in Western Canada, David Northup who led and presented the findings of the national survey; Del Muise, and Lon Dubinsky who conducted the focus groups. Also attending were Anubha Mehta, Peel Region Diversity Officer, Jean Friesen from the University of Manitoba and Victor Satzewich, a researcher with Welcoming Communities, a CURA project at Western University about opportunities and resources for recent immigrants. The Peel symposium took place at a propitious time as the discussions contributed to the shaping of exhibitions and programs planned for the facility after extensive expansion and renovations. The Art Gallery reopened in September 2012 and the entire facility officially reopens in March 2013.

Given the cultural diversity of the region there were lengthy discussion about the different needs, interests and expectations of various communities. Among the more salient questions posed were how would PAMA go about choosing and approaching cultural groups about possible participation and subsequently what specific individuals and community organizations speak for

The Peel symposium took place at a propitious time as the discussions contributed to the shaping of exhibitions and programs planned for the facility after extensive expansion and renovations.

the various groups? And to what extent is PAMA, or any museum for that matter, capable of responding to or encouraging opportunities? Here is an astute observation that informed the entire deliberations:

"It is not just the heritage or story that is being told within the museum that is relevant. It is how and why a museum is being used to communicate that message."³

The Exhibition

Connections: Revealing the histories of Peel Residents, Past and Present was equally mindful of this challenge as it entailed newcomers connecting their diverse pasts with the traditions and history of their adopted country. Partnering with two families and one individual from Peru, Indian, and Trinidad & Tobago, the exhibition centered on the objects that tell stories and the stories from which emerged a collective history that reflects the diversity of the community.

As a result of the exhibition project and the symposium discussions, the importance of both universal and local experiences connecting visitors to collections, exhibitions and programs became a launching pad for PAMA staff. *Passages* is an interactive website, developed as a companion piece to an exhibition for the Art Gallery, which invites the public to once again share what objects they keep from their past and why. The result is an attractive and user-friendly website which allows for multiple levels of visitor engagement.

Visitors may choose to browse the gallery of submissions, post a comment on the guest book, search for connections or upload their own images and text to the gallery. Public contributions are highly relevant to PAMA as a collecting institution which positions itself as a keeper of stories.

By participating in the *Canadians and Their Pasts* project, the Peel Art Gallery, Museum and Archives was able to access research while engaging in community and peer discussions about the importance of sharing heritage and history. The research and conversations played a role in challenging the organization to be a catalyst for connectivity and dialogue. PAMA looks forward to working with various communities in the Peel region both on research collaborations and in preserving national and local histories. **M**

Lon Dubinsky teaches in the Studio and MFA program of Concordia University's Faculty of Fine Arts. He has initiated and coordinated research, curatorial and educational projects across Canada and elsewhere, including the CMA's Reading The Museum program and The Cultural Future of Small Cities in Kamloops BC. He was a collaborator of the *Canadians and Their Pasts* and is also a consultant for museums, galleries and cities on various aspects of art and heritage planning and policy.

Josie Premzell has worked in Museums and Galleries for over 20 years in education, development and visitor services. She has been with the Peel Art Gallery, Museum and Archives for 15 years and is currently supervisor of development and visitor services. PAMA's association with the Reading the Museum program lead to its involvement with the *Canadians and Their Pasts* project. She was also recently involved in the expansion planning, branding and reopening of the Peel Art Gallery, Museum and Archives.

3. Elisabeth Crooke, *Museums and Community*. London: Routledge, 2007, p.40