



# AGENDA

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## MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

[www.mississauga.ca](http://www.mississauga.ca)

**MONDAY, November 25, 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  
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](mailto:mumtaz.alikhan@mississauga.ca)

1. CALL TO ORDER
2. DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST
3. APPROVAL OF THE AGENDA
4. PRESENTATIONS
  - (a) Collections and Storage Subcommittee Accomplishments 2007 to 2013 presented by Annemarie Hagan, Manager, Museums and Traditions
5. DEPUTATIONS
6. MATTERS TO BE CONSIDERED
  - (a) Approval of Minutes
  - (b) Approval of Collections and Storage Subcommittee Report dated October 1, 2013
  - (c) Terms of Reference Task Group
    - *to revise the MOMAC Terms of Reference based on the new MOMAC Mandate approved by Council*
7. FRIENDS OF THE MUSEUMS OF MISSISSAUGA UPDATE
8. MUSEUMS MANAGER'S REPORT – (RECEIPT)
9. CAPITAL PROJECTS UPDATE – (RECEIPT)
10. ITEMS FOR INFORMATION – (RECEIPT)
  - (a) Collections Policy Communications Plan
  - (b) Acquisition of the Meadowvale Blacksmith Shop
  - (c) Report to Heritage Advisory Committee from Paul Mitcham, Commissioner, Community Services Re: Request to Alter a Heritage Designated Property - Benares Estate: Main House, Dairy House, Barn and Potting Shed, 1503 Clarkson Road (Ward 2) dated September 23, 2013
  - (d) Report to Heritage Advisory Committee from Paul Mitcham, Commissioner, Community Services Re: Request to Alter a Heritage Designated Property – Bradley Museum Barn and Wood Shed, 1620 Orr Road (Ward 1) dated September 23, 2013

#### OTHER BUSINESS

- (a) Tour of Markham Museum

#### DATE OF NEXT MEETING

Museums of Mississauga Advisory Committee (MOMAC) – Monday, March 17, 2014, 6:00 PM, Benares Visitor Centre

#### ADJOURNMENT

# DRAFT MINUTES

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## MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA

[www.mississauga.ca](http://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.

**RECOMMENDATION**

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.

**RECOMMENDATION**

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)





## MINUTES

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

THE CORPORATION OF THE CITY OF MISSISSAUGA  
[www.mississauga.ca](http://www.mississauga.ca)

**TUESDAY, OCTOBER 1, 2013 - 7:00 PM**

Bradley Museum, The Anchorage  
Orr Road, Mississauga, ON

#### MEMBERS PRESENT

Joseph Zammit, Citizen Member MOMAC, **(Chair)**  
Lawrence Cook, Citizen Member, MOMAC  
Wendy Davies, Citizen Member, MOMAC  
Becky Ryder, Museums Collections Volunteer

#### MEMBERS ABSENT

Anne Fabierkiewicz, Citizen Member MOMAC  
Jeremy Harvey, *ex-officio* as Chair of MOMAC

#### STAFF PRESENT

Annemarie Hagan, Manager, Museums and Traditions  
Mumtaz Alikhan, Legislative Coordinator

Contact: Mumtaz Alikhan, Legislative Coordinator, Office of the City Clerk  
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CALL TO ORDER - 7:03 p.m.

The Chair welcomed back Annemarie Hagan, Manager, Museums and Traditions, from her three month absence

DECLARATIONS OF DIRECT OR INDIRECT PECUNIARY INTEREST

NIL

APPROVAL OF AGENDA

The Agenda was approved as presented.

APPROVED – (B. Ryder)

MATTERS TO BE CONSIDERED

1. Minutes of the Previous Meeting – June 4, 2013

The Minutes of the Collections and Storage Sub-Committee Meeting held on June 4, 2013, were approved as presented.

APPROVED – (L. Cook)

In response to a question from the Chair, Annemarie Hagan, Manager, Museums and Traditions, advised that she will pursue discussions with the Mississauga Library System with respect to the possibility of dedicated display space in the System.

The Chair reported that he had attended Doors Open 2013 on September 28, 2013 and the Avro Arrow generated considerable interest from visitors.

2. Collections & Exhibit Supervisor Report

In the absence of Stephanie Meeuwse, Collections & Exhibit Supervisor, Ms. Hagan reviewed the Collections & Exhibit activities over the Summer noting several new donations to the collection, conservation efforts, as well as out-reach and in-house displays. She advised that the Museum Collection Policy was approved by Council on July 3, 2013, and she corrected that Ms. Meeuwse had met with the Peel Museum of The History of Ontario, and not Peel's Museum of Reason as reported, with respect to their blacksmith collection.

RECOMMENDATION

That the Collections & Exhibit Supervisor Report, dated October 1, 2013 by Stephanie Meeuwse, Collections & Exhibit Supervisor, be received for information.

RECEIVED – (B. Ryder)

3. Verbal Update from the Manager of Museums

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

Ms. Hagan reported on the success of Doors Open 2013; that over 12,000 artifacts had been barcoded over the Summer months by contract staff; that the new Past Perfect system is working well; and that Mayor McCallion had agreed to loan artifacts for an exhibit in 2014 on the celebration of Mississauga's 40<sup>th</sup> anniversary.

4. Review Sub-Committee Structure and Terms of Reference

Members discussed the future of the Collections and Storage Subcommittee (CASS) and its many previous successes and achievements. It was noted that with the approval of the Museum Collection Policy by Council, and the inclusion of funding for leased storage space in the 2014 budget for Council's consideration, the subcommittee had fulfilled its mandate. It was also noted that the new mandate for the Museums of Mississauga Advisory Committee (MOMAC) reinforces its focus on a permanent Museum facility. Members therefore felt that it was time to recommend to MOMAC the dissolution of CASS. Ms. Hagan advised that she would prepare a report to MOMAC outlining the Subcommittee's achievements since its inception in 2007.

The Chair noted that in view of this recommendation, there will be no further CASS meetings.

RECOMMENDATION

Whereas the Museums of Mississauga Advisory Committee's (MOMAC) mandate has changed 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, and Whereas the original mandate of the Collections and Storage Subcommittee (CASS) has been fulfilled, Now therefore CASS recommends that MOMAC dissolves CASS forthwith.

APPROVED – (L. Cook)

ITEMS FOR INFORMATION - Nil

OTHER BUSINESS

- (a) L. Cook suggested that the Friends of the Museums of Mississauga be requested to consider establishing a Museum Fund and allocate a portion of the proceeds from its annual gala fundraiser to it. This will encourage corporate and individual donations.
- (b) Annemarie Hagan, Manager, Museums and Traditions, took the opportunity of thanking members for their support, dedication and efforts over the years to the Museum's collection and storage needs.
- (c) Members extended their appreciation to the City Clerk's Office for supporting CASS over the years.

NEXT MEETING(S)

The Chair noted that with the recommendation to dissolve the Subcommittee, that there will be no further meetings of the Collections and Storage Subcommittee.

Museums of Mississauga Advisory Committee – Monday, November 25, 2013,  
6:00 p.m., Benares Visitor Centre

ADJOURNMENT – 8:46 p.m. (B. Ryder)

Community Services Department  
Culture Division

City of Mississauga  
Second Floor  
201 City Centre Drive  
MISSISSAUGA ON L5B 2T4  
Tel: 905-896-5314  
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Leading today for tomorrow

## MEMO

**DATE:** November 18<sup>th</sup>, 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

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Please find attached the Manager, Museums and Traditions Report to the Museums of Mississauga Advisory Committee, covering the period of September 1<sup>st</sup> to November 15<sup>th</sup>, 2013.

It was prepared for the November 25<sup>th</sup>, 2013 MOMAC meeting.

Thank you,

A handwritten signature in black ink, appearing to be "AH", with a stylized flourish at the end.

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

**Museums Manager's Report to MOMAC**September 1<sup>st</sup> to November 15<sup>th</sup>, 2013**Meeting Date:** November 25, 2013

AREA	DETAILS
<b>Doors Open Mississauga</b>	<ul style="list-style-type: none"> <li>• This year, the 10<sup>th</sup> annual <b>Doors Open Mississauga</b>, organized by the Museums of Mississauga, Culture Division on September 28<sup>th</sup> was the signature event of Mississauga's Culture Days weekend. Almost 8,000 people visited 44 sites across the City and enjoyed free events and activities. At Leslie Log House, Streetsville Historical Society volunteers hosted visitors for tours of their Archives, offered kids crafts, and an exhibit about the amalgamation of Streetsville 40 years ago. The Mississauga Fall Festival at Bradley Museum once again coincided with Doors Open and Culture Days this year. Historic demonstrations by museum staff, children's craft activities, horse and wagon rides, and musical performances were all part of a wonderful day.</li> <li>• For the first time ever there was <b>an official Opening Ceremony at The International Centre</b> with Mayor Hazel McCallion kicking off the event. The ceremony was hosted by Councillor Bonnie Crombie with the following guest speakers: Mayor Hazel McCallion, Michael Prescott, CEO, The International Centre, Nick Samain, Group Manager, SME Canada, Rob Godwin, Space Curator, Canadian Air &amp; Space Museum, Susan Burt, Director, Culture Division, City of Mississauga, Wayne Kelly, Manager, Public Education and Community Development, Ontario Heritage Trust, Ian Kerr-Wilson, Culture Days Ontario Task Force, and Barbara O'Neil, President Heritage Mississauga. MOMAC was represented at the event by Councillor Jim Tovey, Joe Zammit and Anne Fabierkiewicz.</li> <li>• The event featured a <b>full-sized replica of the Avro Arrow</b> (and a chance to have a photo with it), related exhibits by the Museums of Mississauga and the Canadian Air and Space Museum, as well as the launch of the first issue of "The Grange", a limited edition comic about the Avro's Mississauga connections that was created by the artists of "Spent Pencils" and Heritage Mississauga. Three other Councillors, two Commissioners, an MP as well as over 500 people attended the ceremony. Hundreds of other people visited the site throughout the day of Doors Open. As well, the 10,000 visitors to the Canadian Manufacturing Technology Show, held at The International Centre following Doors Open, were able to enjoy the displays and the AVRO Replica.</li> <li>• The Friends of the Museums of Mississauga provided funding that covered most of the costs of the <b>Museums of Mississauga's exhibit "Post War Changes: Bert Scott and the Aviation Industry in Malton"</b> which featured the donation of artifacts from the estate of James Herbert Scott. In conjunction with the exhibit, a video booth was rented for the day to allow people to share their stories about Avro, Orenda and Malton to be used for future exhibit purposes for the Museums of Mississauga.</li> <li>• The Culture Division and Communications staff, led by Museums of Mississauga was responsible for planning, organizing, promotion, liaison with external and internal partners, marketing, logistics and overall protocol of the Opening Ceremony. Partnering with The International Centre, SME Canada (Producers of the Canadian Manufacturing Technology Show), The Canadian Air and Space Museum, Friends of the Museums of Mississauga, Heritage Mississauga, Spent Pencils (a Mississauga artists' collective), Ontario Heritage Trust, and the Culture Days Task Force significantly raised the profile of the Museums of Mississauga and the Culture Division.</li> </ul>

<b>Museum Special Events</b>	<ul style="list-style-type: none"> <li>• The <b>19<sup>th</sup> Annual Historic Halloween Event</b> at Benares Historic House was a great success, with 326 people enjoying themselves, despite the fact it was a very cold and rainy afternoon. Sponsors included Holcim Canada, the Port Credit Community Foundation, and La Villa Bakery in Port Credit who donated 250 cookies.</li> <li>• Upcoming events include <b>Photos with Santa in the Log Cabin</b> at Bradley Museum, hosted by the Friends of the Museums and Mississauga Animal Control. Pet photos on November 30<sup>th</sup> and family photos on December 1, 2013 from 12 – 4p m.</li> <li>• <b>Home for the Holidays</b> will be held from noon to 4 pm at all three Museum locations on Sunday, December 8<sup>th</sup>. At Bradley Museum the focus is on a traditional 1830s Christmas in Bradley House, with a Christmas Tea Room, the Fashion exhibit in the Anchorage, and Slovak traditions presented by the Slovak Museum in the Bradley Log Cabin. Santa will be in Benares Historic House, along with carolling by the player piano and an early 20<sup>th</sup> century Christmas commemorated. Horse and wagon rides, children's crafts and the Christmas Gift Shop will also be featured at Benares. At the Leslie Log House the Streetsville Historical Society will host tours of the facility, seasonal refreshments, and a scavenger hunt in the apple orchard for the young and young at heart.</li> <li>• Event planning for 2014 includes commemorating the <b>100<sup>th</sup> anniversary of the beginning of World War One</b> with a special two day WWI re-enactment at Benares during Doors Open/Culture Days.</li> </ul>
<b>Educational and Pre-Registered Programs</b>	<ul style="list-style-type: none"> <li>• <b>Afternoon Teas</b> continue to be very successful, particularly the Downton Abbey Teas at Benares, which have included some private group bookings for tea. We had 27 guests for the September tea, 18 for the October one. Teas at Bradley have continued, with somewhat smaller numbers.</li> <li>• <b>School program and children's group bookings</b> continued to be lower than usual over the fall. We have recently done a 'drop' to selected schools to promote our curriculum-based programming.</li> <li>• <b>Christmas Bookings</b> are looking good so far, with 11 Christmas Programs booked , 2 Christmas Birthday Parties and 2 private teas at Benares.</li> <li>• <b>Community Visual Arts Programs</b>, Fall 1, 2014, had 100 people registered for both Children's programming (Drawing and Sketching, Learn to Draw, Clay Creations, Creative Craft Club, Learn to Sew, Young Interior Designer) and Adult Programs (The Flowers of Downton Abbey, Sewing Basics). These programs are offered at Community Centres across the City.</li> </ul>

<p><b>Marketing and Promotions</b></p>	<ul style="list-style-type: none"> <li>• <b>Marketing campaign of Doors Open and Culture Days</b> included media sponsorships with the Mississauga News, Mississauga Life, Rogers Television and Haze FM. The event was promoted widely by City of Mississauga staff and partners through a strong media, print and outreach campaign.</li> <li>• <b>City of Mississauga Media Reports</b> indicate that the Avro Photo-Op related to the Museums new Collections Policy had a “reach” of 195,400 hits, while in September the Doors Open/Avro Opening had a “reach” of 928,335 in September and a further 803,758 in October.</li> <li>• Museum events featured in Mississauga Life, City Parent and Mississauga News.</li> <li>• Fall 2013 seasonal educational flyers sent to school boards within the GTA and dropped off at selected Peel and Dufferin Peel schools.</li> <li>• Exhibit surveys created for in-house displays to generate feedback from visitors.</li> <li>• Our <b>social media sites</b> (FB, Twitter, RSS Feeds &amp; Flickr) continue to be a strong marketing tool in promoting events hosted by the Culture Division (2,300+ followers on Twitter and 755+ followers on FB).</li> <li>• <b>Continued use of free City of Mississauga promotion</b> of special event flyers on library screensavers, Civic Centre elevators, electronic road 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.</li> <li>• Online promotion on various websites.</li> </ul>
<p><b>Exhibits and Collections</b></p>	<ul style="list-style-type: none"> <li>• The Exhibit and Collections Team is working on <b>The City of Mississauga 1974-2014: 40 Years/40 Sagas</b> an exhibit celebrating the 40<sup>th</sup> anniversary of the Corporation of the City of Mississauga. It will be displayed in the Great Hall at the Civic Centre starting January 15<sup>th</sup> and then later in the Benares Visitor Centre, possibly at Peel Archives, Museum and Art Gallery, and another Mississauga location all in 2014. The exhibit is made possible in part by funds from the Friends of the Museum.</li> <li>• An exhibit, <b>East Indians in the Great War</b>, is being developed for Bradley Museum and will open January 19, 2014. Peter Monahan, Museums Interpreter, is the guest curator. He has been working with the East Indian community in Mississauga and will highlight artifacts from local families.</li> <li>• The Slovak Museum will work in partnership with the Museums to create a small textiles display at Benares Visitor Centre for January 2014.</li> <li>• Seasonal displays in the historic houses have been created to enhance Christmas programming.</li> <li>• The Exhibits and Collections Team provided artifacts to enhance a <b>City of Mississauga Corporate Services Recognition Brunch</b>. Twenty artifacts and images were used for centre piece displays with information about each and our new collection focus. Thanks to that event, a number of new donations were offered to the Museum including a camera, Rolodex and a fax modem.</li> <li>• <b>Key acquisitions</b> since September include a ‘Separation of Employment’ for Edward Bavington from A. V. Roe Canada, 7 Christmas cards with copies of original art work by J.A. Gairdener ( 4 of Harding House grounds), the book, <i>Derailment: The Mississauga Miracle</i> and the above mentioned technology items.</li> <li>• Please also see the memo regarding the <b>Meadowvale Blacksmith’s Shop and the Peel Museum of Ontario’s History</b>.</li> </ul>



<b>Friends of the Museums and Volunteers</b>	<ul style="list-style-type: none"><li>• The Friends of the Museums are hosting the <b>15<sup>th</sup> Annual Starlight and Candlelight Fundraising Gala on Friday, February 21<sup>st</sup></b> at a new venue, the Holcim Waterfront Estate. Tickets have just gone on sale and are available directly from Friends of the Museums for \$150 each. Friends of the Museums, 1801 Lakeshore Rd. W, Unit 6, P.O. Box 52560, Mississauga, ON L5J 4S6. <a href="mailto:friendsofthemuseums@hotmail.com">friendsofthemuseums@hotmail.com</a></li><li>• Friends of the Museums received a \$2,500 donation towards the Museums Avro-related exhibit at The International Centre for Doors Open. The Friends also provided \$5,000 in funding for the 40 Years/40 Sagas exhibit for Mississauga's 40<sup>th</sup> Anniversary, and \$2,500 towards moving the Meadowvale Blacksmith Shop.</li><li>• During this time period we recorded <b>39 volunteers donating 1359 hours</b>.</li><li>• In addition, we have two High School Co-Op Students who are assisting with both Collections work and program and event preparation.</li></ul>
<b>Misc.</b>	<ul style="list-style-type: none"><li>• The new Point of Sale (POS) system has been implemented at Benares and Bradley Museums, with all part-time and most full-time staff receiving their training in September. The Museums cash handling process is now fully in line with other City facilities.</li><li>• Annemarie Hagan, Manager, Museums and Traditions attended the annual Ontario Museums Association Conference in Markham at the beginning of November and found it to be a very informative and inspiring conference. The Peel Archives, Museum and Art Gallery received an OMA Awards of Excellence for their Interactive Map at the Conference; the Museums of Mississauga were key partners in this project.</li></ul>

**Selected Comments from Recent Evaluations****Museums Programming:**

"Fabulous experience, incredibly welcoming staff"

**Afternoon Teas:**

"I learned some very interesting facts – fascinating. Thoroughly enjoyed myself.

"Excellent. Well delivered information. Beautiful tie-in to Downton Abbey"

"Very interesting to learn about a part of Mississauga's history"

"Very enjoyable tour and delicious tea"

"Wonderful afternoon, excellent guide"

**Drop in Museum Tours:**

"Excellent tour! Thank You"

**Museum Events:**

"Great history for kids to learn"

"Perfect for families"

**Doors Open:**

"I enjoyed each site I visited. Hosts and other welcomers were friendly, cheerful and helpful. I stayed longest at Int'l Centre, Bradley Museum, Old Credit Brewing Co., and Whole Foods Market. I wanted to see much more, but time slipped away, leaving much to be seen and enjoyed next year."

"Avro replica was great. Bradley Museum wonderful as always. Didn't have time for other sites."

"Holcim Estate was a real treat since it was abandoned for so long."

"The heritage art walk in Meadowvale Village by Elaine Eigl was very informative and well-done. I learned a great deal. The miniature Meadowvale Village was very interesting and a real labour of love that was great to see first-hand!"

"Loved Meadowvale village/Art Walk/Buddhist Temple/Hindu Temple/Kariya Garden. What a tremendous weekend! Thoroughly enjoyed the Cultural Days!"

"The Small Arms site was well organized and impressive."

"I enjoyed every site I visited. There was so much to do at each one - I didn't get to as many as I would like."

"Hindu Heritage Centre was informative and very friendly - a highlight!"

"Rogers TV is amazing."

"Very much enjoyed the Art Gallery of Mississauga and Living Arts Centre."

"Would love to see it as a two day event - Saturday and Sunday."

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Culture Division

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## MEMO

**DATE:** November 18<sup>th</sup>, 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 November 25<sup>th</sup>, 2013 MOMAC meeting.

Thank you,

A handwritten signature in black ink, appearing to read "A. Hagan", with a stylized flourish at the end.

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 November 15<sup>th</sup>, 2013

Meeting Date: November 25, 2013

PROJECT	DETAILS
<b>Facility and Property Maintenance (FPM) Capital Projects at Bradley</b>	<ul style="list-style-type: none"> <li>At the October Heritage Advisory Committee meeting, the proposed work on the Bradley Barn and Drive shed received approval.</li> <li>Michael Spaziani Architects are working on the project and the 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.</li> <li>Work will be done in the spring of 2014.</li> </ul>
<b>Facility and Property Maintenance (FPM) Capital Projects at Benares</b>	<ul style="list-style-type: none"> <li>At the October Heritage Advisory Committee meeting, the proposed work on Benares Historic House, potting shed, and dairy was approved. We are still awaiting approval from the Ontario Heritage Trust under the Heritage Easement on the property.</li> <li>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 (which is what would be found in a basement).</li> <li>The hardwood flooring on the main floor of the house will be removed, and the painted plank flooring below it will be restored to how the floors would have been in 1918.</li> <li>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.</li> <li>The floor work is now scheduled for February 2014, with the out building work in the spring. A test section will be completed to examine the flooring underneath, and then the actual flooring work is planned for 3 weeks in November.</li> </ul>



## **Communications Plan Executive Summary**

### **Museums of Mississauga Committed to the Professional & Responsible Collection, Preservation and Sharing of Mississauga's Cultural History**

This Communication Plan for Museums Mississauga is intended to position the City of Mississauga as committed to preserving Mississauga's cultural history for today's residents and future generations.

The plan outlines both business and communications goals to achieve its strategic objective.

#### **Business Goal:**

- To secure, preserve and display Mississauga's cultural history and unique story of its development as Canada's sixth largest city.
- To increase the number, quality, depth and breadth of artifacts donated to the City's collection, particularly from the period of Mississauga's modern development (1939 to present day). The Museums of Mississauga will also continue to collect unique material related to all aspects of Mississauga's history.

#### **Communications Goal:**

- To raise awareness of the City's role as the institution in Mississauga that has the mandate and ability to collect, preserve and exhibit the City's historic artifacts in a professional and responsible manner.
- To encourage donations to the City's collection, specifically for the years 1939 to present day.
- To raise awareness that the City of Mississauga is planning to create a City Museum where residents and visitors will be able to share Mississauga's unique history and celebrate our community's unique and innovative past through heritage, arts and culture.

The plans business and communications goals will be achieved by implementing tactics that:

**INFORM** residents that the City encourages donations of artifacts to its collection that represent the City's 19th and early 20th century history as well as the City's modern development from 1939 to present day.

**EDUCATE** residents that artifacts need to be collected according to strict professional standards. The City has a Museums Collection Policy and collection guidelines in place to ensure that artifacts are collected professionally to established guidelines and standards.

**INFLUENCE** residents, businesses and organizations to donate artifacts with confidence to Museums of Mississauga so that they can be preserved and enjoyed by the community today and in future.

The following key messages support the strategic objective and goals of the plan:

**Vision Message:** The City of Mississauga is committed to the Culture Master Plan and the goal of securing and preserving Mississauga's cultural history.

**Value Message:** Increasing the City's museum collection will help to preserve our cultural heritage and will ultimately contribute to the long term vision of developing a major museum to showcase Mississauga's unique history.

**Differentiator:** Museums of Mississauga has a Museums Collection Policy and Museum Collection Guidelines in place, and is the only institution in Mississauga that meets the Province of Ontario's strict standards for community museums and the Canadian Museums Association's Ethics Guidelines.

**Call to Action:** Donate artifacts to the City's Museum Collection *and "Be a Part of Mississauga's History."*

**Approach:**

Communications efforts will be focused in two areas: Culture promotions, including advertising, digital and social media channels and Corporate Communications media relations and internal communications as detailed in the tactics chart. Key messages will be piggy-backed on to existing and scheduled communication, media relations, events and exhibit promotion to maximize opportunities to expand the reach to target audiences.

**External Audience:**

- Residents city-wide
- Public attending museum events
- Local community groups
- Business community
- Media

**Internal Audience:**

- Council
- Leadership Team
- Related program staff
- City staff

### Tactic Chart:

The following chart details the tactics, audience, timing and cost to be completed when the division's 2014 budget is approved as well as opportunities for the members of the Museums of Mississauga Advisory Committee (MOMAC) to take part in the plan. Promotion and communication tactics are not limited to this chart and will be added as opportunities arise.

\*  
Dependent on 2014 budget approval

Museums Promotion Tactics	Audience	Tactics Measurement	Timing	Cost	MOMAC Support/ Involvement
Doors Open Mississauga 2013 (Avro-related collection at The International Centre)	Residents city-wide/ local community groups/ media/Council/City staff	Event attendance/ media pick-up	completed	TBC	
Hand Out for Museum Events. Post card sized take-away with message "Be Part of Mississauga's History"	Residents city-wide/ local community groups	# of inquiries # of donations	Dec. 2013	*	
40th Anniversary Exhibit Civic Centre and other locations	Residents city-wide/ local community groups/media/ Council/City staff	# of inquiries # of donations	Jan. 2014	\$10,000	
Presentations in Council during May is Museums Month (by Friends of the Museums of Mississauga)	Council, Leadership Team, related program staff	# of inquiries # of donations	May 2014	\$0	X
Museums of Mississauga Promotion Video (30 second commercial)	Residents city-wide/ local community groups/ media/Council/City staff	# of inquiries # of donations	May 2014	*	
Doors Open 2014 Exhibit	Residents city-wide/ local community groups/media/ Council/City staff	Event attendance/ media pick-up	Sept. 2014	*	X
Outreach Exhibits (recent donations, etc. at Museum and other sites/approx. 25 exhibits per year)	Residents city-wide/ local community groups/media/ Council/City staff	# of inquiries # of donations	2014	*	X
Outreach Presentations	Local business	# of inquiries # of donations	2014	*	X

<b>Museums Promotion Tactics</b>	<b>Audience</b>	<b>Tactics Measurement</b>	<b>Timing</b>	<b>Cost</b>	<b>MOMAC Support/ Involvement</b>
Community Centre/Library Reader Boards	Residents city-wide/ local community groups	# of inquiries # of donations	2014	\$0	
Mississauga Celebration Square Digital Signs	Residents city-wide/ local community groups	# of inquiries # of donations	2014	\$0	
Portable Signs (co-ordinated with events/exhibit schedules)	Residents city-wide/ local community groups	# of inquiries # of donations	2014	*	
Website Update – Include collection policy/mission statement	Residents city-wide/ local community groups/ media/Council/City staff	# of inquiries # of donations	Nov. 2013	\$0	
Blog (aligned with Culture's Digital Strategy)	Residents city-wide/ local community groups/ media/Council/City staff	# of hits # of questions/ comments	2014	\$0	
Online Exhibits/Podcasts (artifact of the month)	Residents city-wide/ local community groups/ media/Council/City staff	# of hits # of questions/ comments	TBC	*	X
Facebook (Culture's site)	Residents city-wide/ local community groups/ media/Council/City staff	# of hits # of questions/ comments	Ongoing	\$0	
Twitter (Culture's site)	Residents city-wide/ local community groups/ media/Council/City staff	# of hits # of questions/ comments	Ongoing	\$0	
News Release – policy approval	Media, residents and special museum interest groups through coverage	Media pick-up	Completed	\$0	
Photo Opportunity/policy approval	Media, residents and special museum interest groups through coverage	Media pick-up	Completed	\$0	X
Media Advisories – Exhibits/Events	Media, residents and special museum interest groups through coverage	Media pick-up	As scheduled	\$0	
Photo Opportunities – promote/celebrate collection donations and Museums milestones	Media, residents and special museum interest groups through coverage	Media pick-up	As scheduled	\$0	X
City Report – Include messages based on media advisories/news releases issued	Residents	# of inquiries # of donations Event participation (for events)	As scheduled	\$0	
Councillor Newsletter Article "Did You Know"	Ward Residents	# of inquiries # of donations	As scheduled	\$0	



<b>Museums Promotion Tactics</b>	<b>Audience</b>	<b>Tactics Measurement</b>	<b>Timing</b>	<b>Cost</b>	<b>MOMAC Support/ Involvement</b>
FAQ – Answers to how and where to donate and other common questions/post on website	Residents city-wide/ local community groups/ media/Council/City staff	# of inquiries # of donations	2014	\$0	
Inside Mississauga Messages (linked to media advisories)	All City Staff	Attendance at events # of inquiries	As scheduled	\$0	

Dated: November 15, 2013

Community Services Department  
Culture Division

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## MEMO

**DATE:** November 18<sup>th</sup>, 2013

**TO:** Members of Museums of Mississauga Advisory Committee (MOMAC)  
Meeting Date: November 25, 2013

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

**RE:** Meadowvale Blacksmith Shop, Peel Museum of Ontario's History

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In 2007, the contents of the Martin family's Blacksmith Shop in Meadowvale, the last operating blacksmith in Mississauga, were purchased by James Holmes and donated to the Peel Museum of Ontario's History (PMOH). In 2010 the donation was formalized with a Collections Agreement that indicates

"I have... donated, and given unconditional ownership of the collection to the Peel Museum of Ontario's History to be displayed in the Martin's honour in a special room for all time. With the condition that if for any unforeseen reason, the museum closes, the collection will be turned over to the City of Mississauga for its museums."

Since that time, the collection, which originally included 142 boxes and the bricks from the smithy, has been stored in several different locations.

The collection is currently stored outside at Kathleen Hicks' son's property on 9<sup>th</sup> Line. Mrs. Hicks is no longer involved with the PMOH, and has asked that the Blacksmith Shop contents be removed. The PMOH recently approached the Museums of Mississauga to see if we would be willing to assist by providing storage for the collection until their planned museum opens.

Page Two

It appears that the bricks from the smithy are no longer with the rest of the collection, many of the boxes have fallen apart, and there appear to be many missing. There does not appear to be a fully inventory of the contents, though there are apparently some photos of the boxes as they were originally packed.

We are currently in the midst of negotiating a donor agreement with the PMOH for the Blacksmith Collection. The Friends of the Museums have agreed to cover the \$2,500 costs involved in having a preliminary assessment of the collection done by a Professional Conservator, the move, and repackaging the collection. Under the agreement, the City would retain ownership of the collection, but agree to a renewable, long term loan of it back to PMOH when their planned facility opens; they have stated that their mandate is to have a museum which meets Ministry of Culture, Sports, and Tourism's Standards for Community Museums.

We have visited the collection with a conservator who has given us recommendations as to how best to move and handle the collection. Our plan is to move the collection to the basement of Leslie Log House, where we will first spread out the artifacts to allow them to dry properly. Then we will assess to see what conservation work can be done by staff or volunteers, or if there is any major work required. The collection will be accessioned and repacked in plastic bins, and stored in the basement. There are some items which we will not be taking into our collection, based on poor condition and duplication.

We had hoped to move the collection on November 16<sup>th</sup>, however the agreement had not yet been signed so we cancelled the date. As of the writing of this memo, we are still working to sort out the details and hope that the move is imminent.

I hope to have an update on this collection for the MOMAC meeting on November 25<sup>th</sup>.

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Hagan'.

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

Page Three

Photos showing Martin Blacksmiths Shop Collection as it is currently stored.





# Corporate Report

Clerk's Files

Originator's  
Files

Heritage Advisory Committee

OCT 22 2013

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**DATE:** September 23, 2013

**TO:** Chair and Members of the Heritage Advisory Committee  
Meeting Date: October 22, 2013

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

**SUBJECT:** Request to Alter a Heritage Designated Property  
Benares Estate: Main House, Dairy House, Barn and Potting Shed  
1503 Clarkson Road  
(Ward 2)

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**RECOMMENDATION:** That the request to make alterations to the Benares Main House, Dairy House, Barn and Potting Shed, as described in the report from the Commissioner of Community Services, dated September 23, 2013 be approved and that the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**BACKGROUND:** The Benares Estate is owned by the City of Mississauga. It is located on Clarkson Road North, between Truscott Road and the QEW. Some of the out-buildings on the property date to the original Edgar Neave Estate, circa 1835. The main house, a two storey brick and stone structure is rectangular in shape with a long single storey stone portion to the rear. The rear stone part of the building is the Dairy House and dates to 1835. The colours of the Main House were done to reflect the 1890 period. The house has been retrofitted and generally restored based on research and informed detailing on the inside and out from 1990 to 1995, by the Ontario Heritage Foundation. This site is an important cultural landscape as the six acre parcel provides a link to the area's agrarian past with its historic elements, mature trees, open

space, all within an urban context. The Benares Estate was Designated in 1977 by By-law 493-77 under Part IV, Section 29. (1) of the Ontario Heritage Act .

**COMMENTS:**

Michael Spaziani Architect Inc. has been retained by the City of Mississauga to undertake required restoration and repair work on a number of City owned heritage properties including the Bradley Museum and Anchorage. Appendix 1 outlines the scope of work required to repair the wood floors of the Main House, Barn and Potting Shed. The roof of the Dairy House will also be repaired. Any flooring or roofing materials needing to be replaced, will be done so with like-for-like materials and installed in the same way as the original material. As this is considered a significant alteration to these structures as per Part II of the City of Mississauga's Heritage By-law 215-07, a Heritage Property Permit is required. Heritage Planning staff supports the proposed work.

**FINANCIAL IMPACT:** There is no financial impact

**CONCLUSION:**

The proposed alteration to the Main House, Barn and Potting Shed floors and Dairy House roof on the subject property represents a significant alteration to these heritage assets and so requires a heritage permit. Heritage Planning staff support these alterations to improve the buildings' integrity and longevity.

**ATTACHMENTS:**

Appendix 1: Scope of Work from David Dodaro of Michael Spaziani Architect Inc.

Appendix 2: Architectural Drawings of Proposed Work



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

*Prepared By: Laura Waldie, Heritage Coordinator*



## Corporate Report

Clerk's Files

Originator's  
Files

Heritage Advisory Committee

OCT 22 2013

---

**DATE:** September 23, 2013

**TO:** Chair and Members of the Heritage Advisory Committee  
Meeting Date: October 22, 2013

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

**SUBJECT:** Request to Alter a Heritage Designated Property  
Bradley Museum Barn and Wood Shed,  
1620 Orr Road  
(Ward 1)

---

**RECOMMENDATION:** That the request to alter the Bradley House Museum located at 1620 Orr Road, as described in the report from the Commissioner of Community Services, dated September 23, 2013 be approved, and that the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

**BACKGROUND:** The property at 1620 Orr Road is a complex of buildings owned by the City, which includes the Anchorage, the Bradley House, a log cabin and a barn. The Bradley House was built by Lewis Bradley, a United Empire Loyalist in 1830. The house still stands on the original land owned by Bradley but was moved away from its original location closer to the lake, to its current location in 1961. The Anchorage is a Regency style cottage that was built in 1820 on land near Southdown and Lakeshore Roads. It was named "The Anchorage" by its second inhabitant, retired British Navy Commander John Skynner (1762-1842). The barn was built on the property and is a replica of a gambrel style barn, a style representative of late nineteenth century farm buildings. The City designated the Bradley property under Section 29.

(1) of the Ontario Heritage Act in 1977. The designation By-law, 477-77 highlights the property's physical and design value.

**COMMENTS:**

Michael Spaziani Architect Inc. has been retained by the City of Mississauga to undertake required restoration and repair work on a number of City owned heritage properties including the Bradley Museum and Anchorage. Appendix 1 outlines the scope of work required to remove and replace the board and batten wood siding on the subject property's Barn and Wood Shed. The siding has deteriorated significantly over the years and is in need of replacement. Architectural drawings outlining the elevation views and materials to be used are provided in Appendix 2. The materials will be replaced with the same materials and installed in a similar direction to what exists. As this is considered a significant alteration to these heritage assets, as per Part II of the City of Mississauga's Heritage By-law 215-07, a Heritage Property Permit is required. Heritage Planning staff supports the proposed work.

**FINANCIAL IMPACT:** There is no financial impact.

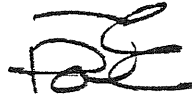
**CONCLUSION:**

The proposed alteration to the Barn and Wood Shed on the subject property represents a significant alteration to these heritage assets and so requires a heritage permit. Heritage Planning staff support the alteration of the siding to improve the buildings' structural integrity and longevity.

**ATTACHMENTS:**

Appendix 1: Scope of Work from David Dodaro of Michael Spaziani Architect Inc.

Appendix 2: Architectural Drawings of Proposed Work



---

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

*Prepared By: Laura Waldie, Heritage Coordinator*