

AGENDA



MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA
<http://www.mississauga.ca/portal/cityhall/museumscommittee>

TUESDAY, DECEMBER 9, 2014 – 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
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

CALL TO ORDER

APPROVAL OF THE AGENDA

DECLARATIONS OF CONFLICT OF INTEREST

PRESENTATIONS

DEPUTATIONS – Nil

MINUTES OF PREVIOUS MEETING

Approval of Minutes of June 16, 2014 Meeting

MATTERS TO BE CONSIDERED

1. Update on Museums and Heritage Strategic Plan
2. Update on MOMAC 2014 Work Plan – J. Harvey, Chair
RECOMMEND RECEIPT
3. 2010-2018 MOMAC Achievements and Objectives – J. Harvey, Chair
RECOMMEND RECEIPT
4. Museums of Mississauga Report – (Verbal Report)
RECOMMEND RECEIPT
5. 2015 Museums of Mississauga Advisory Committee Meeting Dates
RECOMMEND RECEIPT
6. Friends of the Museums of Mississauga Update
7. Items for Information
 - (a) Community Museum Operating Grant 2014-14
Letter dated October 3, 2014 from the Ministry of Tourism, Culture and Sport approving a grant under the Community Museum Operating Grant program for receipt

OTHER BUSINESS

- (a) Appreciation - Pat Mullin, former Councillor, Ward 1, and Annemarie Hagan, former Manager of Museums and Traditions

DATE OF NEXT MEETING

Museums of Mississauga Advisory Committee (MOMAC) – March 9, 2015 (scheduled one week early due to March Break commencing March 16, 2014)

ADJOURNMENT



DRAFT MINUTES

MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE

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

MONDAY, JUNE 16, 2014 – 6:00 PM

**THE LOG CABIN AT BRADLEY MUSEUM
1620 ORR ROAD, MISSISSAUGA, ON L5J 4T2**

Members in Attendance

Jeremy Harvey, Citizen Member (**CHAIR**)
Joseph Zammit, Citizen Member (**Vice-Chair**)
Councillor Jim Tovey, Ward 1 (ARR. 6:16pm)
Pat Mullin, Ward 2
Lawrence Cook, Citizen Member
Wendy Davies, Citizen Member
Fred Durdan, Citizen Member
John Van Camp, Friends of the Museums of Mississauga

Members Absent

Joyce Delves, Citizen Member Councillor
Anne Fabierkiewicz, Citizen Member
John Pegram, Citizen Member
Descendent of the Harris Family (*ex-officio*)

Staff in Attendance

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

CALL TO ORDER

The Chair called the meeting to order at 6:00 p.m.

DECLARATIONS OF CONFLICT OF INTEREST

APPROVAL OF AGENDA

APPROVED – (W. Davies)

PRESENTATIONS/DEPUTATIONS - Nil

- (a) Annemarie Hagan, Manager, Museums & Traditions, advised that John Ariyo, Supervisor and Michael Tunney, Cultural Research Coordinator, Culture Division, were unavailable to present the Museum and Heritage Planning Strategic Plan. She noted that work on the development of this Plan, in conjunction with Heritage, will commence in the Fall. The Chair noted that MOMAC needs to be involved in the early planning stages as it is part of its Mandate, however as all Committees of Council meetings have been cancelled due to the municipal elections until December 2, 2014, he proposed that this presentation be made at an informal meeting of MOMAC on September 15, 2014. Members of the Committee agreed.

APPROVAL OF MINUTES OF PREVIOUS MEETING

The minutes of the Museums of Mississauga Advisory Committee (MOMAC) meeting held on March 17, 2014 were approved as presented.

APPROVED – (W. Davies)

MATTERS TO BE CONSIDERED

1. Update on Terms of Reference Task Group
The Chair noted that due to the fact that the Office of the City Clerk was currently in the process of reviewing Terms of References for all Committees of Council, it is better to defer a review by the Committee until such time as the City has completed its review.
2. MOMAC 2014 Priorities and Work Plan
The Chair reviewed the updated Priorities and Work Plan. He said that the Museums of Mississauga now has a collection mandate as well as long term

plans for a dedicated Museum facility. He noted that in order to raise awareness with respect to artifact collection, staff will supply related communication to Councillors for inclusion in their newsletters to residents. The Communications Division is also formulating a strategy to communicate to residents and businesses that the Museums of Mississauga has a collection capability for donations.

With respect to advocacy for a city wide museum facility, the Chair advised that MIRANET (Mississauga Residents' Associations Network) has expressed interest in supporting the Museums of Mississauga in this matter and The *Mississauga News* had expressed an interest in interviewing him following his presentation to Council on May 21, 2014. As well, MOMAC and Friends of the Museums will set up an exploratory meeting with Community Foundation to connect with estate planners, lawyers and financial planners.

Councillor Tovey advised that a Museum is included in the Inspiration Lakeview Master Plan.

In response to L. Cook's suggestion that a separate account be established to solicit funds for a new Museum facility, Ms. Hagan advised that this could be accomplished through the Friends of the Museums of Mississauga (Friends) until a project charter is drafted which will include a mechanism for raising funds.

In response to J. Zammit's suggestion for an architectural contest for a Museum design, Councillor Tovey suggested one option would be to use architectural students to produce a design.

RECOMMENDATION

MOMAC-0005-2014

That the Update with respect to the Museums of Mississauga Advisory Committee (MOMAC) 2014 Priorities and Work Plan dated June 16, 2014, from J. Harvey, MOMAC Chair, be received.

RECEIVED – (J. Zammit)

3. MUSEUMS OF MISSISSAUGA REPORT – MARCH TO MAY 2014

Ms. Hagan reviewed the activities at the Museums of Mississauga since mid-March 2014. She highlighted the receipt of funding from several sources, enabling the Museums to subsidize summer activities. Plans are well underway for Doors Open Mississauga and Culture Days for the weekend of September 27 and 28, 2014.

She noted that staff will commence work on the development of a Marketing Plan which will include launching social media sites to promote the Museums.

Ms. Hagan reported completion of various Capital Projects at the Bradley House including the Barn and Woodshed, as well as the Benares Historic House, and the Potting Shed.

RECOMMENDATION

MOMAC-0006-2014

That the Museums of Mississauga Report dated June 6, 2014 from Annemarie Hagan, Manager, Museums & Traditions, highlighting Collections and Exhibits activities, Museums Events, Grants received, an update on Capital Projects, and Visitor Evaluations for the period March 16, 2013 to May 31, 2014, be received.

RECEIVED – (Councillor J. Tovey)

4. FRIENDS OF THE MUSEUMS OF MISSISSAUGA UPDATE

F. Durdan, Citizen Members, provided a verbal update and highlighted several events, successes and plans of the Friends of the Museums of Mississauga (Friends) including the Presentation to Council by Becky Ryder, Chair, on May 21, 2014.

The Friends of the Museums were gearing up for a series of Summer activities:

- *On the Verandah Summer Concert Series* is underway until end of August;
- The Strawberry Garden Party at Benares on Sunday, June 22, 2014;
- The Teddy Bears' Picnic at Benares on Sunday, June 22, 2014

J. Zammit requested Friends to give consideration to allocating funding towards a Museum facility from the annual Gala proceeds.

The Chair thanked Mr. Durdan for the update.

5. ITEMS FOR INFORMATION

The Committee reviewed the following items for information:

- (a) Update on the Benares Funds – Fiscal Year 2013: Benares Historic House, 1503 Clarkson Road North, Mississauga (Ward 2)

The Committee reviewed the Corporate Report dated June 2, 2014 from the Commissioner of Community Services providing an update on the Benares Funds for Fiscal Year 2013.

- (b) Museums Spring Exhibitions and Programs – City News – May 5, 2014

- (c) Article on Art Gallery of Mississauga – Mississauga News – June 5, 2014

RECOMMENDATION

MOMAC-0007-2014

That the following Items for Information be received:

- (a) That the Corporate Report dated June 2, 2014 from the Commissioner of Community Services titled "Update on the Benares Funds – Fiscal Year 2013 – Benares Historic House, 1503 Clarkson Road North, Mississauga (Ward 2), be received for information;
- (b) City News Article with respect to Museums Spring Exhibitions and Programs dated May 5, 2014;
- (c) Mississauga News Article on the Art Gallery of Mississauga entitled "Gallery just too small, AGM officials say", dated June 5, 2014.

RECEIVED – (Councillor J. Tovey)

OTHER BUSINESS

There were no other items of business.

DATE OF NEXT MOMAC MEETING

Mumtaz Alikhan, Legislative Coordinator, confirmed that due to the upcoming Municipal Elections, all Committees of Council meetings have been cancelled from September 10, 2014 until December 2, 2014 when the new Council will be inaugurated.

ADJOURNMENT – 7:34 p.m.



Museums & Heritage Strategic Plan

Information Session

Monday, September 15, 2014 | 6:00 – 8:00 pm
Benares Historic House Visitor Centre

1507 Clarkson Rd. N.

Session Objective:

To provide an opportunity for members of the Museums of Mississauga Advisory Committee (MOMAC), Friends of the Museums and Culture Division staff to dialogue around the development of a comprehensive Museums & Heritage Strategic Plan.

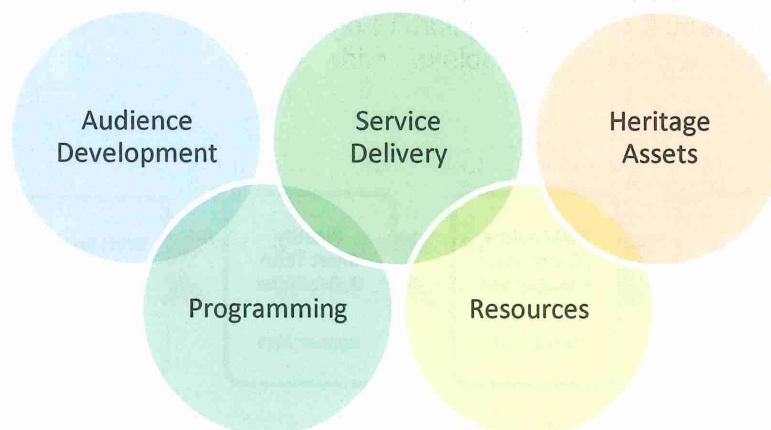
Item	Subject	Time
1	Welcome and Introductions	10 min
2	Presentation: Strategic Plan Introduction & Overview	30 min
3	Group Discussion	30 min
4	Wrap-up & Next Steps	10 min

Project Purpose:

The purpose of the project is to develop an integrated issues-based strategic plan for the Museums of Mississauga and Heritage Planning units that will strengthen the ability for the City to conserve its history and heritage while developing new expressions for current times. The Plan aims to answer the following:

- *Where are we now?*
- *Where do we want to go?*
- *How do we get there?*
- *What resources do we need to get there?*
- *How will we know whether we got there?*

Project Scope:



Project Objectives:

- Evaluate how the Museums can better reflect and capture the cultural and social heritage of Mississauga - past, present and future - through programming, collections and service delivery
- Provide recommendations on how the Museums can best grow and retain audiences by utilizing current assets while planning for the future
- Conduct an analysis of how the Museums work with key partners and stakeholders

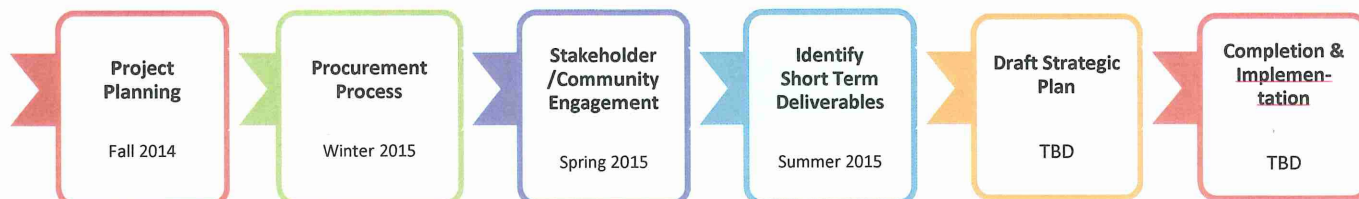
Stakeholders:



Core Deliverables:

- A set of short term deliverables that could be implemented in 2015
- A strategic planning document that provides a collective vision and direction for the programming and service delivery of heritage services in Mississauga over the next five years, and outlines the steps required to achieve the long term vision of supporting a stand-alone museum
- An audience development strategy to utilize current assets and build community support
- Recommendations for the preservation, management and adaptive reuse of heritage assets

Project Timeline:



MOMAC 2014 Priorities and Workplan

Date: December 2, 2014

Mandate

The Museums of Mississauga Advisory Committee (MOMAC) will 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.**

Collecting Mission

The Museums of Mississauga's collecting mission is to represent the modern development of Mississauga, with a specific focus on 1939 to the present. The Museums will also continue to collect unique material related to all aspects of Mississauga's history.

Priority Areas	Progress	Next Actions	Timing
Artifact Collection			
1. Proactively communicate to raise awareness that the Museums are collecting against a specific mandate. (as a foundation step for new Museum)	<ul style="list-style-type: none"> Agreed to supply copy for inclusion in councilors' newsletters Agreed with Friends that this copy would also be sent to Estate Agents 	<ul style="list-style-type: none"> Copy to be drafted and circulated 	<ul style="list-style-type: none"> ASAP
2. Proactively engage with citizens and collectors re potential for donations / acquisitions	<ul style="list-style-type: none"> JH met with Cultural Operations Marketing Department to explore support for current communication activity and publicizing collection opportunities. There have been delays in transferring artefacts to Armstrong and recruiting additional collection staff. 	<ul style="list-style-type: none"> Communication Department is formulating a strategy for each of the key elements. Implementation of plan (key before communication can be started) 	<ul style="list-style-type: none"> Q4 ASAP

City Wide Museum			
3. Advocacy programme (in conjunction with Friends) with politicians / corporations / Individuals	<ul style="list-style-type: none"> • Attended Inspiration Lakeview (where plan including potential Museum site was made public) • Miranet have expressed interest in supporting advocacy for MoM. • Mississauga News would like to interview JH. • Agreed in principle connect with estate planners, lawyers and financial planners with Community Foundation. 	<ul style="list-style-type: none"> • Follow up with Miranet • No article appeared • MOMAC / Friends to set up exploratory meeting with executive director of Community Foundation 	<p>Q4</p> <p>??</p> <p>Q4</p>
4. Work with staff to formulate a Vision for the new city wide museum (which should include community consultation)	<ul style="list-style-type: none"> • City staff presented Draft "Project Charter for Museums and Heritage Planning Strategic Plan" to an informal meeting of MOMAC and Friends in September 	<ul style="list-style-type: none"> • Final revisions of Charter to be received • Agree MOMAC / Other Stakeholder Roles. 	Q4
5. Work with City in evaluation of any potential sites and advise as required.			
6. Subject to completion 2 & 3 champion a "museum design" to demonstrate and communicate the vision.			

MOMAC 2010 – 2018

Major Achievements & Objectives

DRAFT

2014

- **New Storage Capability**
 - \$15,000 p.a. to lease museum quality storage space (2014 budget)
 - Hiring a new full time staff person in the Collections & Exhibit section from June /July
- **New Collection Focus**
 - To represent the modern development of Mississauga, with a specific focus on 1939 to the present.
 - Continue to collect unique material related to all aspects of Mississauga's history.
- **New Mandate**
 - MOMAC will provide input, guidance and support regarding **the artifact collection** and the **future city-wide museum** through a Committee of Council.



2015

- **Project Charter**
 - Project Charter for Museums and Heritage Planning finalised.
 - ***MOMAC** needs to play its role as part of the overall steering committee and ensure that project objectives align with mandate.*
- **New Museum Site Selection**
 - Potential sites must be selected and agreed in 2015.
 - ***MOMAC** needs to energize citizen/business/ political communities and to support PR / lobbying / outreach exhibits and architectural competition.*
- **Enhance Collection**
 - Actively enhance collection by 25%
 - ***MOMAC** needs to support communication that City is again collecting.*



2016 - 18

- **New Museum Plans**
 - Architectural plans for new museum to be finalised,
 - ***MOMAC** needs to advise on requirements.*
- **New Museum Funding**
 - Capital and operational funding budgets need to be established.
 - ***MOMAC** needs to advise on, lobby and engage with funding opportunities from all sources (not just City)*
- **Museum Governance**
 - Assuming a combination of City / Non-City funding alternative governance options need review.
 - ***MOMAC** to advise council*
- **Enhance Collection Ongoing**
 - Continue to actively enhance collection by a further 50%



Memorandum



TO: Chair and Members, Museums of Mississauga Advisory Committee

FROM: Mumtaz Alikhan, Legislative Coordinator,
Museums of Mississauga Advisory Committee

DATE: December 2, 2014

SUBJECT: 2015 Museums of Mississauga Advisory Committee Meeting Dates

Please be advised that the following meeting dates have been scheduled for 2015:

Monday, March 9, 2015

Monday, June 15, 2015

Monday, September 21, 2015

Monday, November 23, 2015

Unless otherwise advised, these meetings will be held at 6:00 p.m. at the Benares Visitor Centre, 1503 Clarkson Road North.

Please inform me in advance of meetings if you will be absent or late so that quorum issues can be anticipated and dealt with accordingly.

Mumtaz Alikhan
Legislative Coordinator, Environmental Advisory Committee
Corporate Services Department, Legislative Services Division
300 City Centre Drive, 2nd Floor, Mississauga, ON, L5B 3C1
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MA/MG.30

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OCT - 3 2014

Her Worship Hazel McCallion
Mayor
Museums of Mississauga
1620 Orr Road
Mississauga, ON L5J 4T2

Dear Mayor McCallion:

Re: Community Museum Operating Grant 2014-15
File Number: 2014-06-1-30195654

I am pleased to inform you that a grant of \$53,953 has been approved for your museum under the Community Museum Operating Grant (CMOG) program for the 2014-15 fiscal year. Funding through the CMOG program helps to strengthen the capacity of organizations to meet heritage sector goals and challenges in the context of government priorities.

The Ontario government is committed to a strong culture sector. Museums play a significant role in contributing to lifelong learning and the creation of vibrant, creative communities. The Ministry is pleased to be able to continue its support for community museums. This annual funding will help museums across our province to protect and interpret Ontario's heritage.

For further information about your grant obligations, please contact your Museum and Heritage Programs Advisor:

- Elka Weinstein at 416-325-4561 or by email: elka.weinstein@ontario.ca
- Cathy Blackburn at 416-314-4531 or by email: catherinelee.blackbourn@ontario.ca

Our government values your dedication to the cultural community in Ontario and I wish you success in your activities.

Sincerely,

A handwritten signature in black ink, appearing to be 'Michael Coteau'.

Michael Coteau
Minister