

# City of Mississauga

# Minutes



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Museums of Mississauga Advisory Committee

Date

September 15, 2015

Time

6:00 p.m.

Location

Benares Visitor Centre, 1507 Clarkson Rd. N., Mississauga, ON L5J 2W8

## Members Present

Jeremy Harvey, Citizen Member (Chair)  
Joseph Zammit, Citizen Member (Vice-Chair)  
Councillor Karen Ras, Ward 2  
Wendy Davies, Citizen Member  
Fred Durdan, Citizen Member  
Irfan Malik, Citizen Member  
John Pegram, Citizen Member  
Barbara Hazel Tabuno, Citizen Member  
Mira Coughlan, Friends of the Museums of Mississauga  
Descendent of the Harris Family (*ex-officio*)

## Members Absent

Joyce Delves, Citizen Member  
Anne Fabierkiewicz, Citizen Member  
Councillor John Kovac, Ward 4

## Staff Present

Stuart Keeler, Manager and Chief Curator  
Mumtaz Alikhan, Legislative Coordinator

## Find it online

<http://www.mississauga.ca/portal/cityhall/museumsccommittee>

CALL TO ORDER – 6:04 p.m.

DECLARATION OF CONFLICT OF INTEREST

APPROVAL OF THE AGENDA

Approved (B. Tabuno)

PRESENTATIONS/DEPUTATIONS – Nil

MINUTES OF PREVIOUS MEETING

The Chair noted that it was his understanding that the Museums of Mississauga Mission and Vision Statements were presented in draft format for the Committee's consideration on March 9, 2015. Stuart Keeler, Manager and Chief Curator, advised that the Mission and Vision Statements were for the Committee's information for receipt. The Chair felt that the Statements should be brought back to the next meeting for consideration.

The Minutes of the previous meeting held on June 16, 2015 were approved as presented.

Approved (I. Malik)

MATTERS TO BE CONSIDERED

1. Task Group Updates:

The Chair advised that the Community Vision Task Group and the Engagement and Outreach Task Group have both met and reviewed their objectives. The aim is to ensure that as many of the objectives are met as possible by the end of this year. The Chair also said that next year, the plans of both the Task Groups will be more integrated with the Museums of Mississauga Plan. He noted that a number of the goals may change with the upcoming key stakeholder brainstorming sessions for the Museums and Heritage Planning Strategic Plan Review and subsequent recommendations from the Consultants.

(a) Community Vision Task Group Objectives:

1. To help clarify the role and value of a museum to the community;
2. To begin to understand what the community wants from the Museum;
3. To summarize the key rationale and talking points of why Mississauga needs a museum and what its purpose should be.

**RECOMMENDATION**

MOMAC-0014-2015

That the Updates from the Community Vision Task Group dated July 27, 2015, be received.

**Received** (W. Davies)

(b) **Engagement and Outreach Task Group Objectives:**

1. To determine how best MOMAC can engage with and energize residents, business, political and educational communities in Mississauga;
2. To identify the key groups/individuals with whom to engage;
3. To scope the broad themes of the content of an engagement strategy (taking into account the Museum Marketing Plan).

**RECOMMENDATION**

MOMAC-0015-2015

That the Update from the Engagement and Outreach Task Group dated September 1, 2015, be received.

**Received** (W. Davies)

2. **Museums of Mississauga Report**

Stuart Keeler, Manager and Chief Curator, Museums of Mississauga, clarified the purpose of the Museums and Heritage Planning Strategic Plan Review currently underway is to define a new direction for the Museums of Mississauga as it moves forward over a three to five year period, including a financial plan to City Council and new goals. As part of the consultation process, focus groups and brainstorming sessions will be held with key stakeholders including members of MOMAC and Friends of the Museums of Mississauga participating to provide a voice. He said it is an open process and that the Museums are for all residents of Mississauga extending beyond Clarkson. He noted that this is an important planning process as the last plan was reviewed eighteen years ago. There will also be community stakeholder survey to reach a broader audience of over 6000 using social media, City affiliates with direct involvement with Museums, youth groups including University of Toronto Mississauga, and ethnic and aboriginal networks. Mr. Keeler noted that a mid-point update will be provided at the November 24, 2015 MOMAC Meeting. He confirmed that MOMAC will have the opportunity to review the recommendations prior to consideration by General Committee and Council. It was noted that due to the limited space in The Log Cabin, the meeting in November will be held in City Hall.

Mr. Keeler updated the Committee with respect to activities at the Museums over the Summer months. He also reviewed Exhibitions and Upcoming Programming for the rest of the year including:

- Train Off Tracks! – Mississauga Derailment;
- *Wrapped, tied and tucked – South Asian Textiles of the everyday* and the *Sampradaya Dance Creations*;
- *The Family Camera Project* in collaboration with The Royal Ontario Museum;
- To celebrate a public presentation of the “*Skyinner Cup*” with the Consul General of Malta, Mayor Bonnie Crombie, Councillors Ras and Kovac to enhance national and international significance.

In response to I. Malik’s question regarding inviting ethnic media as each community likes to read their own newspapers, Mr. Keeler confirmed that several are included and he will also forward press releases to Mr. Irfan for Urdu translation.

Mr. Keeler advised that the recovery efforts from the water damage at The Anchorage sustained in Spring this year are nearly complete.

The Chair thanked Mr. Keeler for his comprehensive report and noted that it is heartening that Museums spaces are being used for programming and exhibits, and that future MOMAC meetings may have to be held at City Hall.

### **RECOMMENDATION**

MOMAC-0016-2015

That the Memorandum dated September 9, 2015 entitled *Update on the Museums of Mississauga* from Stuart Keeler, Manager and Chief Curator, Museums of Mississauga, be received.

**Received** (J. Zammit)

### 3. Friends of the Museums of Mississauga Verbal Update

Mira Coghlan, Friends of the Museums of Mississauga (Friends) Representative, provided an update on the activities and successes during the summer months including:

- The very successful *On the Verandah* Concert Series attracted the highest number of attendees than prior years and a full report on funds raised will be provided at the next MOMAC meeting;

- The Benares Backyard Tour through Blue Venue Events was very successful and raised \$2000;
- The Gala held in June raised over \$22,000;
- Friends are comfortable delegating the responsibility to Museums staff to place electronic bids for artifacts to provide them the flexibility in order not to lose out on acquisitions awaiting approval;
- Friends have donated radio time on Haze Radio to Museums of Mississauga for advertisement time for the next three months.

The Chair thanked Ms. Coghlan for the update.

4. Items for Information - Nil

OTHER BUSINESS

There were no items of Other Business.

DATE OF NEXT MEETING

The next meeting of the Museums of Mississauga Advisory Committee is scheduled on Tuesday, November 24, 2015 in Committee Room A, City Hall, 2<sup>nd</sup> Floor, at 6:00 p.m.

ADJOURNMENT - 6:50 p.m.