

**MINUTES OF THE REGULAR MEETING OF
THE NORTH VANCOUVER MUSEUM & ARCHIVES COMMISSION**

Commencing at 5:30 pm on Wednesday, April 24, 2019
AT THE COMMUNITY HISTORY CENTRE
3203 INSTITUTE ROAD, NORTH VANCOUVER, B.C. V7K 3E5

PRESENT: JONATHAN EHLING
VICTOR ELDERTON (Chair)
JAMES FOX
DEREK HAMMILL
GINETTE HANDFIELD (Vice-Chair)
TERRY HOOD
SHIRLEY SUTHERLAND, Asst. Director
LAUREL LAWRY, Recording Secretary

REGRETS: COUNCILLOR DON BELL, COUNCILLOR BETTY FORBES, SHERYL FISHER-
RIVERS, TERRY McALDUFF (Friends Society), NANCY KIRKPATRICK
(Director)

1. Call to Order at 5:32 pm and Approval of Agenda.
2. Approval of Minutes of Regular Meeting held March 19, 2019
Moved by Jonathan Ehling and seconded by Derek Hamill to approve the minutes of the March Commission meeting.

Carried unanimously
3. Director's Report & Emergent Issues
The report was received by the Commission.
4. Councillors' Review/Reports
This item was deferred to the next meeting.
5. New Museum Reports
 - Update on New Museum Planning
 - Slide Show – Walkthrough of New Museum

Walk through was very impressive and Commissioners would like to attend the site at the earliest opportunity.
 - Draft Marketing & Communications Plan 2019/20 - Confidential

Discussion around the plan included the suggestion that the Archives should be more prominently featured and the launch plan of the new museum should include the Archives. The consultant's experience of working as a marketer for smaller groups that are punching above their weight class has informed her recommendation that the NVMA

needs to be very focused and spend resources wisely and strategically. In effect, the primary launch plan will focus on the new museum and the Archives and other activities, including programs, will lever off the new facility. The website and online marketing is key for all the platforms. Commissioners remarked that the budget is an issue that is not clearly outlined and needs to be identified with some recommendations from the consultant. The plan accomplishes what it set out to do: synthesize the previous plans and marketing pieces and create a roadmap to move forward. It was suggested that some explicit wording about the volunteer Communications & Marketing Committee's role and how it relates to the Marketing Specialist should be included. Strategic Planning could take place in the Fall with input from the new Director.

- Update on Transition Business Plan

This item was deferred.

6. Reports:

- Friends Society Report

This item was deferred.

- Governance Committee Report

- Approval of 2018 Audited Financial Statements

Moved by Derek Hamill seconded by Terry Hood

THAT the 2018 Audited Financial Statements be approved, with the following amendments:

- Adding Notes to define Special Purpose and General expenses, the cap on the allowable Accumulated Surplus Reserve, that the City provides Treasury services to the Commission which does not hold Cash.
- Making editorial changes to create consistency of terminology throughout.
- Representing the “claw back” of the Excess Accumulated Surplus Reserve at the end of 2017 in a clearer way in the 2018 Financial Statements. The amount was returned to each municipality according to the municipal Surplus Policies. (The maximum accumulated surplus amount is \$100,000, which was exceeded at the end of 2017).NVMA staff will meet with the external accountant to discuss strategies and accounting mechanisms that can be put in place to create a more viable surplus reserve structure.

Carried unanimously

- Director Recruitment

Posting closed on April 15th. Thirty-one applications were received and these will be reduced to a short list for interviews. The start date for the new Director is anticipated to be July 1st. The panel includes a number of people and the process will be thorough.

Additionally, Commissioner succession planning and recruitment strategies will be developed by the Governance Committee in the coming month. The second terms of

three Commissioners will be expiring at the end of 2019. There is currently a vacancy on the Commission.

- Capital Campaign Cabinet

- Confidential Campaign Activity Summary

The activity summary was presented. The Board Giving percentage is increasing with 84% currently having donated to the Capital Campaign.

A list of community events which make up a part of the awareness strategy was provided. The April 9 Streetcar private event will be followed by a May 1 public event and a June 12 event is also planned.

A letter will be obtained from Jane Thornthwaite in support of the new museum and the capital campaign. Bowinn Ma will be invited to visit the new museum site.

A Gaming Grant proposal will be submitted in the 2019 intake period.

Name tag badges will be ordered for Commissioners and committee members, as well as new staff members. New prospect lists are being developed by the committee.

- Marketing & Communications Committee

The Committee will meet tomorrow evening to discuss the Communications Plan and community events that are upcoming. Promotional give-aways are being designed. It was suggested by Commissioners that securing a donor or sponsor for these items should be considered.

- Community Engagement & Partnership Strategy

- Table of Community Partners

Terry Hood attended the Friends Society meeting and presented the table to the Directors. The Waterfront Manager is eager to collaborate on initiatives with the NVMA, including the revitalization of the Shipyards interpretive panels in the Lower Lonsdale area.

- Indigenous Voices Advisory Committee

The Memorandum of Understanding that is being developed between the NVMA and the Squamish nation will be important and is expected to inform a similar MOU between the NVMA and the Tsleil-Waututh nation. The MOU might make the IVAC unnecessary however it has not yet been finalised and approved.

7. Items from Commissioners

- Standing Item: Commissioner communications with municipal councillors

Victor had a meeting with the CAO of the City. The municipal Volunteer Appreciation Receptions enabled Commissioners to communicate with a number of Councillors and

municipal representatives. It was suggested that we invite municipal Councillors along with Commissioners on the site tour (James Fox will ask Polygon directly).

8. Other Business

9. Adjournment at 7:00 pm. Next meeting at 5:30 pm on Wednesday, May 15, 2019 in the Community History Centre Meeting Room.


Victor Elderton, Chair
North Vancouver Museum & Archives Commission

Minutes prepared by: 
Laurel Lawry, Recording Secretary