

MAR 06 2012



Agenda

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

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

TUESDAY, MARCH 6, 2012 - 7:00 PM

Bradley Museum
1620 Orr Road, Mississauga, ON L5J 4T2
The Anchorage

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

STAFF: Annemarie Hagan, Museums Manager
Stephanie Meeuwse, Museums Collections & Exhibit Supervisor

Contact: Karen Morden, Legislative Coordinator, Office of the City Clerk
905-615-3200 ext. 5423 Fax: 905-615-4181
karen.morden@mississauga.ca

CALL TO ORDER

DECLARATIONS OF PECUNIARY INTEREST

MATTERS TO BE DISCUSSED

1. Review of Minutes of Previous Meeting

Minutes from previous CASS meeting held on February 7, 2012 to be reviewed by CASS Subcommittee.

2. Review of Key CASS Priorities for 2012

The Subcommittee will review the Key CASS Priorities for 2012 including the Draft Museums of Mississauga Mission and Vision, the Visioning Process, and the Draft Vision Statements.

3. Update from Collections & Exhibit Supervisor

Report dated March 6, 2012 from Stephanie Meeuwse, Collections & Exhibit Supervisor.

Recommend Receipt

4. Verbal Update from Museums Manager

Annemarie Hagan, Museums Manager, will provide a verbal update.

ITEMS FOR INFORMATION

1. MOMAC Vision – March 6

An updated, expanded Vision document outlining the key elements of the vision, describing the element of the vision/mission, the current description and the future description of the ranked elements.

Recommend Receipt

OTHER BUSINESS

NEXT MEETINGS – April 17, 2012

ADJOURNMENT



MAR 06 2012



Minutes

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

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

TUESDAY, FEBRUARY 7, 2012 - 7:00 PM

Bradley Museum
1620 Orr Road, Mississauga, ON L5J 4T2
The Anchorage

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

MEMBERS ABSENT: Wendy Davies, Citizen Member MOMAC

STAFF: Annemarie Hagan, Museums Manager
Stephanie Meeuwse, Museums Collections & Exhibit
Supervisor

Contact: Karen Morden, Legislative Coordinator, Office of the City Clerk
905-615-3200 ext. 5423 Fax: 905-615-4181
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CALL TO ORDER

Time: 7:08 PM – J. Zammit

DECLARATIONS OF PECUNIARY INTEREST

Nil

MATTERS TO BE DISCUSSED

1. Review of Report of previous meeting

Joseph Zammit, Chair, reviewed the Report from the previous CASS meeting held on January 17, 2012. The Subcommittee was asked if there were any errors, omissions or corrections to be made. Stephanie Meeuwse requested that her title be corrected to read Museums Collections and Exhibit Supervisor.

RECEIVED: L. Cook

2. Review of Key CASS Priorities for 2012

The Subcommittee reviewed the Key CASS Priorities for 2012 including the Draft Museums of Mississauga Mission and Vision, the Visioning Process, and the Draft Vision Statements. Discussion ensued regarding the Mission and Vision.

Jeremy Harvey led the discussion, expressing thanks to all for sending him their top seven elements, as requested at the previous MOMAC meeting and noted that six staff members also contributed their ranked lists.

Nine of the existing twenty-one parameters ranked highest:

1. Museum - Purpose built, allowing for traditional and digital (visual, sound, simulation) exhibits and displays. Historic Houses effectively become satellite artifacts. The physical museum is the hub of museum activity but not its entirety.
2. Visitor Engagement - Cultural destination in Mississauga, for locals & tourists.
3. Programming - Interactive / Engaging / innovative programmes and exhibits targeted at different segments.
4. Scope of Collection - 10,000 years of history (First Nation to present day). Five themes as a start point for scope.
5. Funding - Build on current funding with additional new funds from partners, sponsors, grants, events

6. Collection - Rich, extensive artifacts collection, representative of all eras. Physical and digital artifacts.
7. Innovative - 21st century communicator (artifacts, digital, multi-media etc) and not just confined within a bricks & mortar museum.
8. Partners - Existing partners + high profile sponsors and partners with national / provincial profiles (UTM / Industry / Individuals).
9. Growth of Collection - Proactive and robust with access to funding

Mr. Harvey noted that these were the Vision Statement elements and that the long vision could read:

The truly innovative cultural destination for Mississauga, illuminating our ongoing 10,000 year story with broadly based community support and funding.

Mr. Harvey noted that to achieve this Mississauga needs a purpose built museum, to work with partners and a rich, extensive artifacts collection with resources to grow and maintain uniquely "Mississauga" engaging programming. Discussion within the Subcommittee ensued with respect to the term "programming". Annemarie Hagan explained that within the cultural field, programming is the representative word that is used to capture everything that happens and it is a broad-based understanding of the word. Ms. Hagan also expressed the need to ensure that everything done is uniquely Mississauga – the collection, the buildings, the programming – and that the goal is to tell our community story.

Ms. Hagan expressed the need for a purpose built storage facility and also noted that this was really two separate points, as Mississauga also needs the collection, to which there was Subcommittee agreement.

Lawrence Cook engaged discussion with respect to community partners and who they were. Mr. Cook expressed the need to reach out to cultural communities to see who can partner with MOMAC and decide what role they would play. Annemarie Hagen explained the need to have a vision prior to going to the community. Jeremy Harvey was in agreement and felt that the visioning addressed this point, but that MOMAC couldn't reach out to potential partners until they have a clear vision of what they want.

The Subcommittee agreed that the next steps are:

- to continue to work on the vision process
- to look at partnerships
- to consider a working group to address advocacy
- to re-look at the definitions of the key elements

- to invite MOMAC members to the next CASS meeting to provide input
- to have Annemarie Hagan present the key elements and work completed by CASS to the Museums staff team for feedback, clarity and staff perspective

There was agreement by members to this plan of action.

3. Update from Collections & Exhibit Coordinator

The report dated February 7, 2012 from Stephanie Meeuwse, Collections & Exhibit Supervisor was reviewed for details. Joseph Zammit mentioned the Armstrong Storage facility that specializes in the packing, moving and storage of world renown artifacts could be an appropriate location for a new museum. Ms. Hagan responded that Armstrong does have land but it would not be an appropriate location for a new museum. Ms. Meeuwse added that the cost of the rental fees would not be feasible.

RECEIVED: A. Fabierkiewicz

4. Verbal Update from Museums Manager

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

Andrew Whittemore, the staff lead on the preservation project has developed a project charter but Ms. Hagan is not sure when it will be officially complete.

Ms. Hagan stated that she misspoke about the boat from Port Credit and explained that Terry Blower has an original stone hooker but it is the hook part, not the boat.

Ms. Hagan gave a brief overview of the 2013-2016 business plan and explained that she is pushing for staff resources, though it's a challenge due to budget pressures and staff will be working on this for the next month. Staff are also working on the year work plan.

Ms. Hagan spoke about Family Day programming, which would occur at all three sites on February 20, 2012, and reminded CASS Members about Maple Magic.

5. Visit to the Waterloo Region Museum – Friday, February 3, 2012

Follow up discussion with regard to the Subcommittee's visit to the Waterloo Region Museum.

Annemarie Hagan thanked everyone for coming on the trip. Seven MOMAC members, staff, and the Mayor attended. Ms. Hagan received an email from the Mayor's office requesting a report on what was learned that day. Ms. Hagan

requested that members who attended please send a few comments or a quote about the day to include in the report. The Mayor would like to be able to speak to council about the trip and suggested that perhaps those who attended the trip could attend Council when the report is presented. Ms. Hagan feels the Mayor is very supportive yet realistic about challenges. The Mayor emphasized that MOMAC should be lobbying other politicians for support.

ITEMS FOR INFORMATION

1. Key Elements of the Vision: Ranked

Document outlining the key elements of the vision, describing the element of the vision/mission, the current description and the future description of the ranked elements.

RECEIVED: B. Ryder

OTHER BUSINESS

Nil

NEXT MEETINGS – March 6, 2012.

ADJOURNMENT - 9:10 PM.

MAR 06 2012

**Collections & Exhibit Supervisor Report to
Collections and Storage Sub-Committee Meeting March 6, 2012**

New Donations:

- Mortgages, Deeds and survey maps related to Sir Melville Parker from Christine Cumberland. Parker was an early resident of Toronto Township who was involved in politics becoming Reeve. He was also the postmaster, involved with his brother in a winery in the area, and started an oil refinery in Cooksville.
- City Transfer from Port Credit Arena of photographs related to the opening of the Credit Valley Lions Memorial Swimming Pool in the 1950's and a Port Credit Minor Hockey Association Plaque from 1975.
- An early bee smoker, vegetable chopper and apple peeler donated by Ann Quinn.
- Joan Dinnin donated a handmade basket, clothes pin bag, bottle of ink in original packaging and a union jack to be used for prop.
- Sheila Merryweather donated a Jones Family portable sewing machine.

Conservation:

- On going work by Miriam Harris

Exhibits: Out-Reach Displays

- Installed exhibits in Great Hall on 25th anniversary of the opening of City Hall and updated Communications display in the same area.
- Met with the Manager of Port Credit Arena to organize exhibits for their new case. Met with local donor to develop and install a display focusing on Port Credit Hockey Teams and the Arena. Will be setting up a yearly schedule for this case and will look to partner with local groups to change the displays 3-4 per year. Second exhibit will be a partnership with the Mississauga Sports Council and will focus on the upcoming Summer Olympics.
- Installed a display at Erin Meadows Library about butter making.
- Installed and removed an exhibit at Malton Library (month of February) on ladies muffs and stoles.

Exhibits: In-House Displays

- *Jalna Revisited* on until June 29th.

Storage:

- Investigating possible Museum & Technology grant from Ontario Government for conversion of our database to a Museum specific database with bar coding capabilities to facilitate future move to new storage facility.
- Met with Andrew Whittemore & Annemarie to discuss site location for storage facility and met with them again and representatives from Armstrong Storage to discuss possible alternatives for our storage problems.
- Met with Nicole Fitz-Henry to choose a location for HVAC system in Bradley storage and discussed plans for moving collection during this work.

KEY ELEMENTS OF THE VISION

Ranked

<i>"Votes" received</i>	<i>Element of Vision/Mission</i>	<i>Current Description</i>	<i>Future Description</i>
12	Museum	Based on Historic Houses, that are presented as time capsules.	Purpose built, allowing for traditional and digital (visual, sound, simulation) exhibits and displays. Historic Houses effectively become satellite artifacts. The physical museum is the hub of museum activity but not its entirety.
12	Visitor Engagement	Limited, created in large part by local family events	Cultural destination in Mississauga, for locals & tourists
10	Programming	Solid, traditional museum programme	Interactive / Engaging / innovative programmes and exhibits targeted at different segments.
10	Scope - Collection	Focus on 19 th century settlers and early 20 th century	10,000 years of history (First Nation to present day.). Five themes as a start point for scope
10	Funding	Operationally by municipality augmented by provincial / federal grants and local fundraising.	Build on current funding with additional new funds from partners/ sponsors./ grants / Events

COLLECTIONS AND STORAGE SUB COMMITTEE

MAR 06 2012

20

KEY ELEMENTS OF THE VISION

Ranked

<i>"Votes" received</i>	<i>Element of Vision/Mission</i>	<i>Current Description</i>	<i>Future Description</i>
10	Collection	Limited collection, with many gaps, with focus on "settlers" / Benares / Bradley	Rich, extensive artifacts collection, representative of all eras. Physical and digital artifacts
9	Innovative	To a limited degree (e.g. Benares DVD / On-line access to collection)	21st century communicator (artifacts, digital, multi-media etc) and not just confined within a bricks & mortar museum.
9	Partners	Many, but often personal, local and at community grass root level	Existing partners + High profile sponsors / partners with national / provincial profiles (UTM / Industry / Individuals)
8	Growth of Collection	Passive due to lack of space and staff resources	Proactive and robust with access to funding

VISION ELEMENTS

MUSEUM

Purpose built, allowing for traditional and digital (visual, sound, simulation) exhibits and displays. Historic Houses effectively become satellite artifacts. The physical museum is the hub of museum activity but not its entirety.

VISITOR ENGAGEMENT

Cultural destination in Mississauga, for locals & tourists

PROGRAMMING

Interactive / Engaging / innovative programmes and exhibits targeted at different segments.

FUNDING

Build on current funding with additional new funds from partners/ sponsors./ grants / Events

COLLECTION

Rich, extensive artifacts collection, representative of all eras. Physical and digital artifacts

INNOVATIVE

21st century communicator (artifacts, digital, multi-media etc) and not just confined within a bricks & mortar museum.

PARTNERS

Existing partners + High profile sponsors / partners with national / provincial profiles (UTM / Industry / Individuals)

COLLECTION GROWTH

Proactive and robust with access to funding

MUSEUMS of MISSISSAUGA

LONG VISION

Straw Man

Our truly innovative Cultural Destination for Mississauga illuminating our ongoing 10,000 year story with broadly based community support and funding.

To achieve this we need:

- A purpose built storage facility
- A purpose built museum
- A rich, extensive artifacts collection, with the resources to grow and maintain it
- To work with a wide range of partners
- To have uniquely Mississaugan engaging programming



MUSEUMS of MISSISSAUGA

LONG VISION

Our truly innovative Cultural Destination for Mississauga illuminating our ongoing 10,000 year story with broadly based community support and funding.

To achieve this we need:

- A purpose built storage facility
- A purpose built museum and an interactive web presence
- A rich, extensive artifacts collection, with the resources to grow and maintain it
- To work with a wide range of partners
- To have engaging programming uniquely focused on Mississauga's history



MUSEUMS of MISSISSAUGA

20

Uniquely Mississauga. Our story told our way.

Our truly innovative Cultural Destination for Mississauga illuminating our ongoing 10,000 year story with broadly based community support and funding.

To achieve this we need:

- A purpose built storage facility
- A purpose built museum and an interactive web presence
- A rich, extensive artifacts collection, with the resources to grow and maintain it
- To work with a wide range of partners
- To have engaging programming uniquely focused on Mississauga's history



MUSEUMS of MISSISSAUGA

Preserving and Connecting

We preserve our past and connect our communities and experiences to our ongoing 10,000 year story. We are a truly innovative Cultural Destination for Mississauga with broadly based community support and funding.

To achieve this we need:

- A purpose built storage facility
- A purpose built museum and an interactive web presence
- A rich, extensive artifacts collection, with the resources to grow and maintain it
- To work with a wide range of partners
- To have engaging programming uniquely focused on Mississauga's history



MUSEUMS of MISSISSAUGA

LONG VISION

The Museums of Mississauga are a cultural destination in Mississauga, that have been designed and built for local citizens, as well as national and international tourists; to experience programming that is interactive, engaging, innovative and facilitate learning for different segments of peoples from all backgrounds.

The Museums of Mississauga are purpose built facilities that allow for traditional and digital exhibits and displays. Our historic homes are our satellite artifacts and the physical museum is the hub of museum activity but not its entirety that is supported by a robust and functional artifact and collections storage facility.

Partners support the Museums of Mississauga by ensuring that our collection is rich, extensive and representative of all eras and peoples that contributed to the settlement and development of what is now known as the City of Mississauga spanning over a period of 10,000 years of history (First Nation to present day.)

The Museums of Mississauga tell our story, link our past to our present and help define our unique identity.



MUSEUMS of MISSISSAUGA

Connecting our Communities and Igniting our Future

We believe in the power of our Museums to ignite the imagination, to stimulate new thought, to link our communities and to provide enjoyment.

Through our collections and truly innovative programs we will weave Mississauga's 10,000 year story into the lives of all our visitors.

To achieve this we need:

- A purpose built storage facility to preserve our past
- A purpose built museum and an interactive web presence
- A rich, extensive artifacts collection, with the resources to grow and maintain it
- To work with a wide range of partners and have broadly based community support and funding
- To have engaging programming uniquely focused on Mississauga's history



MUSEUMS of MISSISSAUGA

Uniquely Mississauga. Our story told our way.

Our truly innovative Cultural Destination for Mississauga weaving our ongoing 10,000 year story into the lives of all our visitors with broadly based community support and funding.

To achieve this we need:

- A purpose built storage facility
- A purpose built museum and an interactive web presence
- A rich, extensive artifacts collection, with the resources to grow and maintain it
- To work with a wide range of partners
- To have engaging programming uniquely focused on Mississauga's history