

MINUTES



MUSEUMS OF MISSISSAUGA ADVISORY COMMITTEE
THE CORPORATION OF THE CITY OF MISSISSAUGA
www.mississauga.ca

MONDAY, JANUARY 23, 2012 – 6:00 PM
LESLIE LOG HOUSE
4415 MISSISSAUGA ROAD, MISSISSAUGA, ON L5M 7C6

Members in Attendance

Jeremy Harvey, Citizen Member **(Chair)**
Joseph Zammit, Citizen Member **(Vice-Chair)**
Councillor Jim Tovey, Ward 1
Councillor Pat Mullin, Ward 2 (arrived at 6:26 PM)
Lawrence Cook, 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

Members Absent

Wendy Davies, Citizen Member
Tamara Pope, Citizen Member
Descendent of the Harris Family (*ex-officio*)

Staff in Attendance

Annemarie Hagan, Manager, Museums
Andrew Whittemore, Manager, Culture Operations
Karen Morden, Legislative Coordinator
Laura Wilson, Legislative Coordinator

1. CALL TO ORDER – 6:00 p.m.
2. DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST

NIL
3. APPROVAL OF THE AGENDA
The agenda be approved as presented
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APPROVED - (J. Zammit, Vice-Chair)
4. PRESENTATIONS

NIL
5. DEPUTATIONS

NIL
6. MATTERS CONSIDERED
 - (a) Approval of Minutes of Previous Meeting
The minutes of the MOMAC meeting held on November 28, 2011 be approved as presented.

APPROVED – (J. Delves, Citizen Member)
 - (b) Museums of Mississauga – Visioning Process
Jeremy Harvey, Citizen Member and Chair, noted that the purpose of the meeting was to update MOMAC regarding the visioning process. Mr. Harvey led the Committee through a review and discussion of the MOMAC visioning process, utilizing a PowerPoint presentation entitled Museums of Mississauga – Vision Process.

Mr. Harvey shared a definition of a Vision with the Committee, which included the following components:
 1. Vision is a clear image of what an organization could and should become if it is to realize its full potential.
 2. Vision refers to a future state, a condition that is better than what exists now.
 3. Vision is an explanation of the organization's desired identity and ambition.
 4. Vision is the foundation upon which the organization's mission is built.

5. Vision is something that we can see well enough to recognize if it appeared in reality.

Mr. Harvey then shared a definition of a Mission with the Committee, which included the following components:

1. Mission is concerned with the purpose of the organization and the way the organization is managed to achieve the vision.
2. Mission is the primary objective towards which the organization's plans and programs should be aimed.
3. The Mission provides guidance for periodic goals and objectives setting for staff and management.
4. A mission is something to be accomplished, while a vision is something to be pursued.

And there was general consensus from the Committee that the definitions were adequate and appropriate. Mr. Harvey shared the current vision and mission statements of the Museums of Mississauga and noted that the current vision and mission are linked with the City of Mississauga's Vision, the Culture Division's Vision and the Museums of Mississauga's Vision.

Mr. Harvey shared examples of corporate visions and the Committee discussed which visions were effective and ineffective.

Mr. Harvey outlined the visioning process which included the following: deconstruction of the current vision, reconstruction to a new draft vision, and optimization to formalize a new vision and mission. Mr. Harvey described the current elements of the vision, compared them to the future elements to be considered and noted that they do not have to be restrained by the current vision but should look at this process as painting a new direction.

Joseph Zammit, Citizen Member and Vice-chair, noted that there should be an element of "endearment" in the new vision and there was agreement from the Committee that it should be included.

Councillor Tovey, Ward 1, requested clarification of the term cultural node. Mr. Harvey suggested that it could be described as a destination. Councillor Tovey requested that the language be amended to ensure clarity and Mr. Harvey agreed.

Mr. Harvey requested that the Committee Members review the visioning elements they had discussed and select the top seven and send them to him within a week so that they could be reviewed and discussed at the Collections and Storage Subcommittee meeting on February 7, 2012. It was noted that there would be an update of revisions to the vision and

mission statements at the March MOMAC meeting.

(c) Museums of Mississauga Advisory Committee – Advocacy Strategy

Jeremy Harvey, Citizen Member and Chair, led a general discussion with respect to an advocacy strategy for MOMAC. Mr. Harvey noted that MOMAC's mandate was to advocate for the Museums and that they could be more successful at doing so by determining targets, the message, including the vision, and by matching advocates to specific targets. Mr. Harvey suggested a meeting be established with MOMAC, Friends of the Museums and staff to establish a framework for advocacy. The possibility of establishing a working group was also discussed.

Annemarie Hagan, Museums Manager, noted that in a November meeting with the Ministry of Culture and Tourism the Ministry expressed interest in what MOMAC is currently working on. Ms. Hagan noted that she had shared the feasibility study with the Ministry and the Ministry encouraged MOMAC to include a solid focus on advocacy. Ms. Hagan felt the Committee and its initiatives had good support from Council but felt that there could be more involvement from other politicians and the community.

Mr. Harvey suggested that a next step could be the creation of a working group to address advocacy that would include representation from MOMAC, Friends of the Museums and staff. Anne Fabierkiewicz, Citizen Member suggested that there be three members from each aforementioned group, which was agreed upon. Councillor Tovey asked for clarification with respect to the goal of the group. It was decided that the goals would be to support the Museum's initiatives, advocacy of the vision, economic development, and ensuring the vision and goals were community driven.

(d) Visit to the Waterloo Region Museum – Verbal Update

Annemarie Hagan, Museums Manager spoke with respect to the Museums of Mississauga Advisory Committee's visit to the Waterloo Region Museum scheduled for Friday, February 3, 2012. To date nine people confirmed attendance, including Mayor McCallion. The agenda for the day would be a tour of the collection and storage facility, discussion with staff, and a tour of the museum.

Committee members expressed their pleasure that the Mayor would be in attendance.

7. SUBCOMMITTEE REPORT(S)

- (a) Report from the December 6, 2011 Collections and Storage Subcommittee (CASS)

There was no discussion on this matter.

RECEIVED – (Councillor J. Tovey)

8. ITEMS FOR INFORMATION

- (a) Article from the Ontario Heritage Trust, agency of the Government of Ontario, entitled De-icing and Snow Removal for Heritage Properties.

RECEIVED – (Councillor Pat Mullin, Ward 2)

- (b) Updated Community Services, Culture Division Organizational Chart, dated December 2011.

RECEIVED – (Councillor P. Mullin)

- (c) Five Main Themes, Excerpt from the Museums of Mississauga Feasibility Study for an Artifact Preservation Centre

RECEIVED – (Councillor P. Mullin)

- (d) DRAFT - Revised Joint Collections Policy 2012: Museums of Mississauga Collections Management Policy

RECEIVED – (Councillor P. Mullin)

OTHER BUSINESS

- (a) Annemarie Hagan, Museums Manager, offered to show the committee members an archived collection being stored at the Leslie Log House upon adjournment of the meeting.

- (b) Councillor Jim Tovey, Ward 1, shared information about the 2011 Doors Open Event that saw 7,000 attendees in total and 1133 attendees to the Small Arms facility in Ward 1.

DATE OF NEXT MEETING

6:00pm – Monday, March 26, 2012, Benares Visitor Centre

ADJOURNMENT – 8:13 p.m.

(Councillor P. Mullin)