

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

Commencing at 5.30 pm on, Wednesday, March 9<sup>th</sup>, 2022

Virtual participation, North Vancouver, B.C.

**COMMISSIONERS:** JASON MILNE (Vice-Chair), VICTOR ELDERTON (Chair Emeritus, Friends Rep), JUSTIN BEVERIDGE, JONATHAN EHLING, GINETTE HANDFIELD, SHERYL RIVERS, COUNCILLOR JORDAN BACK, COUNCILLOR DON BELL, WESLEY WENHARDT (Director), LAUREL LAWRY (Commission Secretary), SARAH MOSHER (Recording Secretary)

**REGRETS:** DEE DHALIWAL (Chair), SANDRA WHITE, DEREK HAMILL

New Commissioner Sheryl Rivers was introduced.

### **1. Territorial Acknowledgement**

Sheryl Rivers gave a territorial acknowledgement. Jonathan Ehling volunteered to give the acknowledgement at April's meeting.

### **2. Call to Order at 5:32 pm and Approval of Agenda**

Carried unanimously

### **3. Approval of the Minutes of NVMAC Meeting of February 9<sup>th</sup>, 2022**

Ginette Handfield suggested a change on page 3: Commissioners did not attend the Friends Society meeting on Feb 4<sup>th</sup> officially and only some attended. Victor Elderton moved to approve the minutes, with amendment, and Jonathan Ehling seconded.

Carried unanimously

### **4. Information Reports**

#### **.1 Director's Report**

Director Wesley Wenhardt read some highlights from the Director's Report. He spoke about MONOVA's work in tourism, including participation in the Tourism Challenge and Vancouver Attractions Pass. Destination Vancouver and Destination British Columbia visited the Museum and we joined their network. Upcoming promotions with the LLBIA and cruise ships start in April. These activities will generate word-of-mouth publicity and many more visitors. Rogers Hometown Hockey is coming to the Shipyards April 23-25.

Discussion around strategies for connecting with cruise ship tourists ensued. Ginette Handfield suggested that as new volunteers become active at the museum, more efforts should be made to engage former volunteers, who are waiting to come back.

## **.2 Governance Committee Report - Laurel Lawry**

### *Financial Report: Business Operations*

Laurel Lawry shared the Business Operations Report, showing revenue, and highlighted earned income. The spreadsheet shows expected numbers from the 2018 Transition Plan and 2021 and 2022 actual numbers. December was a strong opening month that exceeded Transition Plan expectations. In 2022, MONOVA has been mostly in line with projections. Venue rental was compromised by COVID in January and February, but will likely be recouped in the year ahead; gift shop revenue is as targeted but projections were conservative so strategies to increase sales will be implemented. It was suggested that promotions targeting pass-holders might be of benefit.

## **.3 Strategy Oversight Committee**

### *Draft Terms of Reference*

Sandra White asked Laurel Lawry to present the Terms of Reference for approval in her absence. There are a few minor changes to this since the last time it was presented to the Commission.

Don Bell moved and Justin Beveridge seconded

THAT the Terms of Reference for the Strategy Oversight Committee be approved as presented.

Approved unanimously

## **.4 Friends Report – Victor Elderton**

At the February Friends Society meeting, there was discussion about the endowment fund held at the North Shore Community Foundation, and the structure to hold significant long-term and legacy donations.

The importance of creating a stronger governance structure with two or three Commissioners sitting on the Friends Board was reiterated. The Friends Society has done extensive work on developing a succession plan, which will be shared with the Commission when confirmed.

## **5. Councillors' Reports**

### **.1 City of NV**

Councillor Bell detailed several new and upcoming construction projects and reported a 3.75% tax increase this year. Council has recently updated their Strategic Plan. Rogers Hometown Hockey will be a big event for our community, along with the

Paint the Town Red festival, which will generate lots of activity in the 100 block of East 1<sup>st</sup> Street. Councillor Bell hosted 18 members of a senior's group at the Museum on Feb 26, where 5 memberships were sold, and received positive comments about the Museum Store.

## .2 District of NV (Councillor Back)

District Council held a workshop in February with presentations from three different district attractions: Northlands Golf, Maplewood Farm, and Lynn Canyon Ecology Centre. Maplewood Farm is getting a refresh from new staff. The active transportation project is moving along. A 3% tax increase is proposed.

A question was directed to both Councillors and Museum Director Wesley Wenhardt if, due to unexpected inflation and consequent increases in operational costs, budget cutbacks or are being considered. MONOVA will do a combination of increasing revenues and decreasing costs to meet the challenges of more costly utilities and supplies. MONOVA will follow the lead of the municipalities and monitor the situation.

From a municipal point of view, the City is deferring some major capital projects down the track to accommodate cost increases and is shifting its fleet to electric, including parks equipment; other costs must be trimmed to balance the budget. District projects are all taking longer due to supply chain issues.

## 6. Adjournment

Jason Milne adjourned the meeting at 6.38 pm. The next meeting is scheduled for Wednesday, April 13<sup>th</sup> at 5:30 pm, location to be determined.

[Minutes prepared by: Sarah Mosher, Recording Secretary]

[Minutes approved at Regular Commission Meeting February 9, 2022]