

**1.0 Call to Order**

The meeting was called to order at 7:01pm.

Attendance: Chuck Quick, John Arnott, Paul Naylor, Neil O'Brian, David Buck, Nathalie Lavergne

Recording Secretary: Haley Veronyak

Regrets: Margaret Lawrence

Guests: Janette Loveys

**2.0 Additions to/Approval of Agenda**

Moved by: N. Lavergne and Seconded by: P. Naylor that we approve the proposed agenda.

**CARRIED**

**3.0 Additions to/Approval of Minutes of the Last Meeting**

Moved by: D. Buck and Seconded by: H. Veronyak that we approve the minute of the last meeting after discussion

**CARRIED**

**4.0 Business Arising from Minutes**

None.

**5.0 Correspondence and Communication**

**5.1 *Greetings from the new City Manager***

Janette Loveys introduced herself. The board did a round table.

**6.0 Amendments to/Discussion and Approval of the Staff Report**

A candidate to fill the role as registrar has been selected and should firm up by the end of the week. There were 32 applications with 20 strong contenders. 4 were interviewed. A gas inspection revealed multiple red tags resulting in the gas being shut off. This results in no hot water being available and no heat come winter. The city will ensure the building gets up to code. The Island Breakfast walking tour was a huge success and it was recommended to do all days of the breakfast next year and use it as an opportunity to get sponsorships.

Moved by: N. Lavergne and Seconded by: D. Buck that we approve the Staff Report as issued and discussed.

**CARRIED**

**7.0 Executive Reports**

**7.1** *7.1 Chairman of the Board*

**7.1.1** Board Member Duties

C. Quick expressed the importance of the board playing a more active role with the museum. He encouraged board members to further support the museum by attending events and advocating on its behalf. He noted that items like the strategic plan exercises performed tonight are the types of ways he would also like to see the board involved. It was also noted that the board by-laws need to be updated to reflect 2020 structure and lingo.

**7.2** *Curator/Director*

**7.2.1** Budget Details

The board reviewed the current budget. It was noted that a 0 based budgeting approach will be used to create the 2020 budget.

**7.2.2** Strategic Planning

The board discussed quantifiable measurements to track. Suggestions that were made include:

- Number of visitors including their origin of visit (to identify target regions) and how they heard about us
- Number of room rentals
- Engagement and following on social media
- Amount in dollars of donations
- Number of programs delivered
- Revenue generated from programs
- Number of missed opportunities
- Number of outreach / community events attended
- Number of exhibits and renewal of exhibits
- Number deaccessioned items (storage space created)
- Number of youth visiting
- Number of volunteers

It was noted that for the 2032 project the board should be reviewing and creating measurables for the status of plans and fundraising plans.

The board went on to analyze the SWOT analysis highlighting key weaknesses.

Key weaknesses as identified by the board include:

- The board being ineffective – lack of support (attending events, fundraising, promotion)
- Continuing lack of understanding and support from city hall
- Reliance on fundraising
- Lack of volunteers' skills and ability to learn and provide services on behalf of the museum
- General weakness in the friends' group including over ineffectiveness

- Disorganization and ineffective executive of the friends group
- Finding and using appropriate community partnerships
- Getting community support for special events
- Lack of staff and current staff being over-worked

The board went on to draft key goals for 2020-2025

- Raising the museum's profile, priority and visibility with city officials
- Creating a digital preservation strategy
- Engaging a younger audience through events and marketing strategies
- Building community support for 2032 by engaging with the community and gaining support for current events and continuing to raise the profile of the museum
- Making physical progress on 2032 by completing the feasibility study and creating a vision for the new museum building, establishing a more detailed plan outlining who is responsible for what aspects of the project
- Creating a staff succession plan

### **7.3** *Friends Report*

The board decided to appoint H. Veronyak to represent the board alongside P. Naylor.

### **7.4** *2032 Committee*

There were no committee updates.

## **8.0 New Business**

### **9.0 9.0 Date, Time, Location of Next Meeting**

*September 16<sup>th</sup> at 7pm, Museum Classroom*

## **10.0 Adjournment**