

**PIERRE BERTON ARTIFACTS AND MEMORABILIA TASK FORCE – JUNE 27, 2012**

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**COMMUNICATIONS**

<b><u>Distributed on June 27, 2012 at the meeting</u></b>	<b><u>Item No.</u></b>
<b>C1. Pierre Berton Artifacts and Memorabilia Task Force, Questions, dated June 27, 2012</b>	<b>3</b>
<b>C2 Kleinburg Old Boys, dated June 12, 2012</b>	<b>3</b>

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**Please note there may be further Communications.**

PBA + MTF  
June 27/12

C1

## PIERRE BERTON ARTIFACTS AND MEMORABILIA TASK FORCE June 27, 2012 Meeting

### Questions to be considered by Task Force:

This facility is seen both as:

- a) an interpretive /discovery centre devoted to
1. The life and legacy of Pierre Berton;
  2. The history of Canada seen through the works of Pierre Berton

What is the relative weight of these two themes?

- b) a community centre (providing meeting space for community groups, presentation space, banquet space)

How do you see these two functions relating to one another?

How much overall space do you see being devoted to A vs. B?

How much community use of the facility (i.e. unrelated to the PBDC) do you see?

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Which of the following traditional museum functions do you see as being part of A:

- Maintaining and growing a collection
- Developing exhibitions
- Hosting exhibitions
- Undertaking research
- Presenting a School Visits Program
- Presenting programming for adults and families
- Maintaining a gift shop
- Providing food services

Do you see charging an admission charge for the interpretive/discovery centre?

Presumably the City would cover the operating cost for a community centre, since it is providing space and opportunities for the community. Do you see the City running A? Or would this be a separate organization?

What would you see as the City's financial objectives for the facility: break even? Minimize the subsidy? Generate a surplus?

What does KARA see as their objectives for the facility?  
Who are the other stakeholders?

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The following are next issues are to be reviewed by the Consultants - again for the committee to consider.

- Governance Model - City solely operated; Operated solely by Board of Directors, Foundation etc; A combination of City (arms length) and Board of Directors
- Business Model / Financial and Revenues

The Consultant will also be doing work on the following:

- Operating Plan / Attendance
- Building Program and Cost estimate
- Business Model / Financial and Revenues
- Economic Impact Assessment
- Implementation Plan

PB A + MTF  
June 27 / 12

C2

*"From a Kleinburg Old Boys meeting on Tuesday June 12<sup>th</sup>", submitted by David Rutherford.*

Pierre Berton Discovery Centre

The facility is seen both as:

a) an interpretive centre and discovery centre to:

- i) The life and legacy of Pierre Berton
- ii) The history of Canada through the eyes of Pierre Berton

What should be the relative weight of these themes?

i:ii 25%:75%

b) a community centre (providing meeting space for community groups, presentation space, small banquet space, etc)

How do you see these two functions relating to one another?

**It was felt by the group there should be a strong inter-relationship. The community centre would be an excellent place for pre-discussion and post discussion: eg, new Canadians touring the discovery centre, school groups etc**

What should be the relative space allotment?

**The addition will be significantly larger. The two or three level concept was favoured**

What community group(s) would/could make use of the community centre part of the facility?

**Scouts, Guides, Euchre and Bridge clubs, University Women's Club small receptions, showers, BIA, Take Five Groups, Scottish Country Dancing etc.**

**It was felt that the kitchen area should be such that it could accommodate caterers (stoves, refrigerators, sufficient outlets for kettles, hot pots, coffee makers, hot-trays, and sufficient counter space for organization**

What objectives should KARA be pursuing with respect to this facility?  
**The role of KARA is to be involved with the publicity factor through 'The Spirit' and other mailings but they should be restricted as far as the actual organization. Minimal involvement in the planning, development and daily operation.**

Who do you see as other possible stakeholders in this facility?  
**A number of stakeholders were identified: CBC Radio and Television, CFRB Radio , MacLean's Magazine, City of Vaughan. Province of Ontario, Federal Government, Heritage Canada, The Berton Family, Village of Kleinburg , The Toronto Star, Archives Canada, The Region of York.**

#### Governance Model

- i) City solely operated
- ii) Operated solely by a Board of Directors
- iii) A combination of the city(arms length) and Board of Directors

**The governance model that was favoured was that with the City as the operator with an advisory board set up to provide input to the City. It was felt that any other method was doomed to failure. If the City wants to claim Kleinburg as its Cultural Centre than they have to be prepared to cover the costs. This could be The City of Vaughan's last chance to claim part of Canada's Heritage. The City also has the influence and the contacts to obtain grants from the various levels of government and other large corporations for financial assistance.**

## With Respect to the Discovery /Museum Facility

Which of the following traditional museum functions do you see as being part of a)? Rate them on a 1-5 scale with 5 being the most important. **The ten participants in the discussion were asked to rate each of the following and the results were totaled**

- Maintaining and growing a collection	46
- Developing exhibitions	39
- Hosting exhibitions	32
- Undertaking research	20
- Presenting a School Visits Program	43
- Presenting programming for adults and families	31
- Maintaining a gift shop	13
- Providing food services	12

## Finances

Do you think there should be an admission charge for the interpretive /discovery centre?

**Yes!**

**One participant felt that all such centres/museums should be free much like they are in England and Washington**

Do you think there should be a rental charge for the use of the community centre part of the facility?

**There definitely should be a rental charge for the use of the facility. It is recommended that the fee structure that is in place throughout the City be used as a guideline.**

What do you see as the City's financial objectives for the facility:

Break even?, Minimize subsidy?, Generate a surplus?

**The City's financial objective should be to minimize the subsidy through rental charges, admission charges, corporate sponsorship etc but is ultimately responsible to cover the operating costs.**