



**CITY OF VAUGHAN**  
**PIERRE BERTON ARTIFACTS AND MEMORABILIA TASK FORCE**

**AGENDA**

Committee Room 245 2<sup>nd</sup> Floor  
Vaughan City Hall  
2141 Major Mackenzie Drive  
Vaughan, Ontario

Wednesday, July 18, 2012

10:00 a.m.

- 
1. CONFIRMATION OF AGENDA
  2. DISCLOSURE OF INTEREST
  3. COMMUNICATIONS
  4. ITEMS FOR CONSIDERATION/INFORMATION OF THE COMMITTEE
    1. Continuation of Committee Discussion on Questions Provided by the Consultant as per Attachment
  5. ADJOURNMENT

**Task Force Members**  
Regional Councillor Michael Di Biase, Chair  
Patsy Berton  
Perri Berton  
Councillor Marilyn Iafrate  
Robert Klein  
Regional Councillor Gino Rosati  
David Rutherford  
Scott Somerville  
Berton Woodward

ALL APPENDICES ARE AVAILABLE FROM THE CITY CLERK'S DEPARTMENT

[www.vaughan.ca](http://www.vaughan.ca) (agendas and reports)

# PIERRE BERTON ARTIFACTS AND MEMORABILIA TASK FORCE

## July 18, 2012 Meeting

### Continuation of 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?

---

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?

- 
- 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

Other possible discussion items::

- Operating Plan / Attendance – How will the Centre Sustain Itself?
- Building Program and Cost estimate - Fundraising, Grants
- Business Model / Financial and Revenues
- Economic Impact Assessment –Local tourism impact to Vaughan/Kleinburg
- Implementation Plan – proposed next steps, interim report, presentation at Committee of the Whole Working Session/Council.