

**PIERRE BERTON ARTIFACTS AND MEMORABILIA TASK FORCE – JULY 18, 2012**

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**COMMUNICATIONS**

**Distributed at the July 18, 2012 meeting**

**Item No.**

- C1. Pierre Berton Artifacts and Memorabilia Task Force, Questions to be considered, dated July 18, 2012. 1

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PIERRE BERTON DISCOVERY CENTRE TASK FORCE

**Questions to be considered by the Task Force –JULY 18, 2012**

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**Question: What should this facility be about?**

Pierre Berton Discovery Centre is to be a Centre that will celebrate and educate about Canadian history. In particular, it will educate about Canadian history and culture through the themes written by Pierre Berton in his books, newspaper and magazine articles, his lifetime of work in print and television media. Themes such as immigration and the settlement in Canada, the War of 1812, the opening of the West, the Klondike Gold Rush; Canada in the 1950's 60's etc and the changes that were happening will be featured at the centre.

It will develop this mandate through multi-media interactive exhibits, learning kiosks, host and develop programs and exhibits.

Canadian history and culture is the primary focus of the centre. Pierre Berton dedicated his career to celebrating and bringing to life Canadian history and culture; his spirit of bringing to life Canadian history should be continued at the centre in its interpretation of Canadian history, and in showcasing both past and contemporary Canadian culture.

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**Discussion on Centre to be a community Centre and Interpretive centre**

The Centre should have some community space i.e. one large multi-purpose room, some space for storage, for the community to use for programs, events, meetings.

The Centre should be primarily a place to celebrate and learn about Canadian history, create dialogue about Canadian culture, a place to celebrate Pierre Berton's Kleinburg and Canada as a whole. It should have a strong community presence and be a community gathering place, embraced by the community as its own.

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**Question: Which of the following traditional museum functions do you see as being part of ?**

The centre should not be a collecting centre of artifacts. It should develop exhibits or borrow/host exhibits from other museums that fit the mandate of the centre.

Small area with Pierre Berton's office is to be re-created.

It should have a focus for school visits and also programming for adults (i.e. workshops, writing groups) and families (secret world of Og)

Can be used for small conferences, gatherings, receptions.

Can have a small gift shop, place to get a coffee/drink but primarily should not compete with Kleinburg's local businesses.

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### **Business Model for Centre**

The goal for the Centre would be to generate revenue through admissions, programming revenue and rentals. If an average museum only generates 30% of its operating costs, this should be noted clearly in the report. Other costs will have to be recovered through fundraising (foundation), and yearly grant by the City. Goal of course is for it to be self-sufficient.

A business model/plan for the centre should be developed for the final report and also have included in it the local benefits to the businesses in the area.

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### **Governance**

The centre should have full-time and part-time staff that operate and program the centre. The Director of the Centre should report to a board of directors that is City appointed. Council should be represented on the board. A fundraising foundation should be established to help generate donations, do fundraising events, etc. The centre and land should be owned by the City.

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### **Size of Centre**

Centre should be two stories to the rear of the church building -behind renovated church structure. Two storeys minimum. Discussion on 3 storeys pros and cons. (Biggest negative is the cost)

LEED Construction min Silver is required for grant.

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### **General statement on design of Centre**

The new addition of the centre should be compatible with Heritage Conservation District Guidelines.

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### **Other Areas to be developed**

Capital and Operating models should be developed based on the Task Force's main recommendation on above.