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Windsor, Ontario August 21, 2015

A meeting of the **Museum Development Project Steering Committee** is held this day commencing at 2:00 o'clock p.m. in the Board Room, 401 Riverside Drive West, there being present the following members:

Councillor Jo-Anne Gignac, Chairperson
Councillor Rino Bortolin
Councillor Fred Francis

Guest in attendance:

Catherine Mastin, Director, Art Gallery of Windsor

Also present are the following resource personnel:

Shelby Askin-Hager, City Solicitor
Sandra Bradt, Executive Initiatives Coordinator
Onorio Colucci, City Treasurer
Madelyn Della Valle, Project Manager (Exhibitions)
Josie Gualtieri, Financial Planning Administration (A)
France Isabelle-Tunks, Senior Manager, Development Projects & Right-of-Way
Cathy Masterson, Manager of Cultural Affairs
Colleen Middaugh, Project Manager (Construction)
Jason Moore, Senior Manager of Communications & Customer Service
Jelena Payne, Community Development & Health Services Commissioner
Jan Wilson, Executive Director of Recreation and Culture
Gazmon Tahiri, University of Windsor Master's Student
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

The Chair calls the meeting to order at 2:17 o'clock p.m. and the Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. DECLARATIONS OF CONFLICT

None disclosed.

3. ADOPTION OF THE MINUTES

Moved by Councillor Bortolin, seconded by Councillor Francis,
That the minutes of the Museum Development Project Steering Committee of its meeting held June 2, 2015 **BE ADOPTED** as presented.
Carried.

4. BUSINESS ITEMS

4.2 Financial Summary Update

J. Gualtieri states originally the project had a major timing risk in the Canadian Heritage Grant eligible components which had to be completed by March 31, 2015 (Canadian Heritage approved an extension to August 31, 2015). She indicates the Project is on budget.

Moved by Councillor Bortolin, seconded by Councillor Francis,
That the report of the Financial Planning Administrator dated August 12, 2015 entitled "Financial Summary Update – July 31, 2015" **BE RECEIVED** for information.
Carried.

4.4 Sponsorship and Naming Rights Opportunities for Museum Windsor

J. Moore provides the following as it relates to the sponsorship and naming rights opportunities:

- Within the Chimeczuk Museum, naming rights opportunities exist for four galleries:
 - Gallery 1 – new permanent exhibition
 - Gallery 2 – new Children’s Gallery
 - Gallery 3 – multipurpose temporary exhibition and programming space
 - Gallery 4 - multipurpose temporary exhibition and programming space
- The Executive Committee recommends that any funds raised through naming the four galleries and the donor wall, less any costs to produce appropriate signage, will be placed in an account to secure temporary exhibitions, and/or fund the maintenance and enhancement of Museum exhibits in the future.
- Typically, sponsorship agreements would be for a one-time event or specify a shorter term arrangement, while naming rights agreements are typically longer-term, for example five to ten years.
- Naming rights for Gallery 1 (permanent exhibition) is \$10,000 per year for 5 years
- Naming rights for Gallery 2 (Children’s Gallery) is \$10,0000 per year for 5 years
- Naming rights for Gallery 3 (multipurpose temporary exhibition) is \$7,500 for 5 years
- Naming rights for Gallery 4 (multipurpose temporary exhibition) is \$7,500 for 5 years

A memo from the Commissioner of Community Development and Health dated August 17, 2015 entitled "Additional Information Re: Sponsorship and Naming Rights Opportunities for Museum" is distributed and attached as Appendix "A".

Moved by Councillor Bortolin, seconded by Councillor Francis,

That the report of the Manager of Cultural Affairs and Senior Manager of Communications and Customer Service regarding Naming Rights and Sponsorships for Museum Windsor **BE RECEIVED** for information and further;

That the Executive Director of Recreation and Culture or designate, supported by Corporate Communications, **BE AUTHORIZED** to publicize the opportunity for naming rights and solicit sponsorships where appropriate for Museum Windsor and further;

That any responses to the opportunity for naming rights at Museum Windsor **BE BROUGHT** to Council for approval and further;

That, subject to Council's approval, the Chief Administrative Officer and City Clerk **BE AUTHORIZED** to sign any agreements related to naming rights and sponsorships at Museum Windsor and further;

That any funds acquired through Naming Rights and the donor wall, less any costs to produce appropriate signage, **BE ALLOCATED** to an exhibition fund for the purpose of securing temporary exhibitions and/or the maintenance and enhancement of the Museum exhibits.

Carried.

4.1 Project Manager's Update

C. Middaugh provides an overview of the planning, design and construction work on the Museum Expansion project as follows:

- Completion of interior demolition
- Completion of mechanical and electrical building system improvements (including HVAC improvements, and new lighting upgrades)
- Completion of interior work (finishes, flooring, millwork, framing, etc.)
- Completion of exterior work (canopy painting, door painting, etc.)
- Completion of new passenger elevator installation
- Removal of interior and exterior hoarding
- Ongoing work on finalizing As-Built Drawings, Maintenance Manuals and addressing remaining outstanding deficiencies.
- Issued a Request for Pre-Qualification of Exhibition Fabricators and reviewed submissions.
- Finalized the Tender Drawings and Specifications for the exhibition fabrication works
- Issued a Request for Tender (No. 3-15) to the Pre-Qualified Contractors for the exhibition fabrication work and awarded the contract to Holman Exhibits
- Site visit to Holman's Office/Warehouse to review prototypes and fabrication progress.
- Ongoing exhibit development, including content and design review.

In response to a question asked by Councillor Bortolin regarding changing the entranceway to the south side of the building, C. Middaugh responds the elevator needs to be reprogrammed such that patrons are to enter/exit on the south side only.

J. Payne reports the “soft opening” of the Chimczuk Museum will be held in late 2015. She notes the Grand Opening will be held either January or February 2016.

Moved by Councillor Francis, seconded by Councillor Bortolin,
That the report of the Project Administrator (Construction) dated August 7, 2015 entitled “Project Manager Update – August 2015” **BE RECEIVED** for information.
Carried.

4.3 Proposed Logo for Museum Windsor

Options 1 and 2 of the proposed Logo for Museum Windsor are distributed to the members only. M. Della Valle indicates the blue/green colours refer to the river and the land and the “M” and “W” refer to Museum Windsor.

C. Masterson advises initially there were five options (3 of which had the “Windsor” swoosh) which violates the City of Windsor Policy.

The Chair states if the members wish to see more options, administration will be directed to provide additional samples.

Councillor Bortolin notes the logo is clean and straightforward. He prefers Option 2 which separates the “M” and the “W”.

C. Masterson states, the cost to produce additional options is approximately \$3,000.

Moved by Councillor Francis, seconded by Councillor Bortolin,
That the new Museum Windsor Logo – Option 2 **BE APPROVED**.
Carried.

The new Museum Logo – Option 2 is attached as Appendix “B”.

5. NEW BUSINESS

Discussion ensues regarding exterior signage for the Chimczuk Museum. The salient points of discussion relating to the exterior signage are as follows:

- The budget for the exterior signage is \$45,000
- The parameters of the Minutes of Settlement for the Chimczuk Estate requires that the Chimczuk name appear on the exterior of the building.

- Questions include “what side of the building will the exterior signage appear” and “what unique signage do we want?”
- Comment to place signage on the property that will also acknowledge the Francois Baby House.
- Opportunity to place changeable banners on the building. Currently, there are brackets and lighting on the building to accommodate new banners.
- A Special Meeting of the Museum Development Project Steering Committee will be held to discuss the exterior signage
- Signage should “tell a story” of the building and be a significant “hook” to someone driving by.
- Cost of a digitized sign to be mounted on the ground is approximately \$200,000 - \$300,000.

Moved by Councillor Francis, seconded by Councillor Bortolin,

That Administration **BE DIRECTED** to investigate the opportunity to place a digitized sign on Riverside Drive West to promote activities in the cultural hub area for Museum Windsor and further, that information relating to potential sponsors to offset the cost of the digitized sign be included in the report.

Carried.

6. **MUSEUM DEVELOPMENT PROJECT EXECUTIVE COMMITTEE MINUTES**

Moved by Councillor Bortolin, seconded by Councillor Francis,

That the minutes of the Museum Development Project Executive Committee of its meeting held May 14, 2015 and June 24, 2015 **BE RECEIVED**.

Carried.

7. **DATE OF NEXT MEETING**

A *Special Meeting* will be held on September 15, 2015 at 2:00 p.m. in Room 407, 400 City Hall Square East.

8. **ADJOURNMENT**

There being no further business, the meeting is adjourned at 3:10 o'clock p.m.

CHAIRPERSON

COMMITTEE COORDINATOR

AGENDA
MEETING of the
MUSEUM DEVELOPMENT PROJECT STEERING COMMITTEE
August 21, 2015
2:00 o'clock p.m.
401 Riverside Drive West
Board Room (use elevator "O" level)

1. CALL TO ORDER

2. DECLARATIONS OF CONFLICT

3. ADOPTION OF THE MINUTES

Adoption of the minutes of the meeting held June 2, 2015 – *attached*.

4. BUSINESS ITEMS

4.1 Project Manager's Update

The report of the Project Manager dated August 7, 2015 entitled "Project Manager Update – August 2015" is *attached*.

4.2 Financial Summary Update

The report of the Financial Planning Administrator dated August 12, 2015 entitled "Financial Summary Update – July 31, 2015" is *attached*.

4.3 Proposed Logo for Museum Windsor

The report of the Manger of Cultural Affairs, Recreation & Culture dated July 23, 2015 entitled "Proposed Logo for Museum Windsor" is *attached*.

4.4 Sponsorship and Naming Rights Opportunities for Museum Windsor

The report of the Senior Manager of Communications & Customer Service and the Manager of Cultural Affairs, Recreation & Culture dated June 10, 2015 entitled "Sponsorship and Naming Rights Opportunities for Museum Windsor" is *attached*.

5. NEW BUSINESS

6. MUSEUM DEVELOPMENT PROJECT EXECUTIVE COMMITTEE MINUTES

Meeting Dates — May 14, 2015 and June 24, 2015 – attached.

7. DATE OF NEXT MEETING

To be determined.

8. ADJOURNMENT



THE CORPORATION OF THE CITY OF WINDSOR

Memo

To: Museum Steering Committee
From: Commissioner of Community Development & Health
Date: August 17, 2015
Subject: Additional Information Re: Sponsorship and Naming Rights Opportunities for Museum Windsor

Museum Development Project Steering Committee;

The Sponsorship and Naming Rights Opportunities for Museum Windsor report put forward for the August 21, 2015 Steering Committee meeting inadvertently neglected to mention a component relative to any funds received as a result of this initiative.

The Executive Committee recommends that any funds raised through naming the four available galleries and the donor wall be allocated towards securing temporary exhibitions and/or funding the maintenance and refreshment of the permanent exhibition in the future.

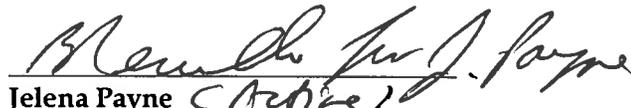
The report should have expressed the intent that any *net* funds secured through naming the galleries and the donor wall be allocated towards an exhibition account. The costs to produce signage to appropriately recognize the contributions will be deducted from the amount received and the net placed into the account.

Please strike the last recommendation of the Sponsorship and Naming Rights Opportunities for Museum Windsor report and replace with the revised recommendation below:

“THAT any funds acquired through Naming Rights and the donor wall, less any costs to produce appropriate signage, **BE ALLOCATED** to an exhibition fund for the purpose of securing temporary exhibitions and/or the maintenance and enhancement of the Museum exhibits.”


Cathy Masterson
Manager of Cultural Affairs


Jason Moore
Senior Manager of Communications and
Customer Service


Jelena Payne *(Acting)*
Community Development and Health
Commissioner and Corporate Leader
Social Development, Health, Recreation
and Culture


Shelby Askin Hager
City Solicitor and Corporate Leader
Economic Development and Public Safety


Onorio Colucci
Chief Financial Officer/City Treasurer
and Corporate Leader Finance & Technology

for 
Helga Reidel
Chief Administrative Officer

Museum Windsor Logo - Option 2

