

# PARKSVILLE MUSEUM

## AGM MINUTES

Saturday, November 18, 2017

2pm Tryon Room at Parksville Museum

Attendance: 46 members, 2 guests, 1 reporter

1. **AGENDA:** David Haynes, President, noted that item #10 is taken off the Agenda and will be forwarded to the new Board.
2. **CALL TO ORDER:** 2:03pm
3. **FILING PROOF OF MEETING NOTICE:** Liz Campbell provided visual proof of meeting notice. She also noted that a number of emails have been sent out via Mailchimp to all members.
4. **APPROVAL OF THE MINUTES FROM THE 2016 AGM**

**RMS (Marijke Oudshoorn, Buddy Williams that the minutes of the 2016 AGM be accepted. Passed**

A member asked if minutes could be sent out in a timely manner instead of waiting a full year.

### 5. INTRODUCTIONS & RECOGNITION OF PAST MEMBERS

David Haynes recognized and introduced the following:

Peter Kawerau...: Past President

Leanne Salter – City of Parksville councillor representative to Museum

Bob Rogers – Regional District of Nanaimo representing Area E (Nanoose)

George Holme-former 29-year RDN Director representing Nanoose

The following volunteers were thanked for their tireless volunteer hours given to the Museum:

Viviane Laniel

Mary Ann Hayton

Lynn brown

Mary Smith

Jill Davies

Denise Franceschini

Jane

The following former staff were recognized and thanked for their work:

Nikki Gervais

Michelle Gan

6. **2017 REPORT:** David Haynes gave the Museum report for 2017. He gave credit to Nikki Gervais for her input details.

### PROJECTS

#### McMILLAN HOUSE REMEDIAL CONSERVATION PROJECT

**Funded by: BC Museum Association Canada 150 Grant**

*\$13,000.00*

- Primary activity was to remove and replace failing to chink with a period appropriate formula. (Lime plaster and horse hair)

- Steve Draper, a local heritage professional, undertook the work.
- The project came in under budget
- Further work will include replacing an insect and water damaged log, fixing a section of the fireplace, and installing period appropriate doors & frames.

## **STUDENT FUNDING**

### **Canada Summer Jobs- Young Canada Works**

- We received funding for three students from Services Canada and the Canada Summer Jobs program.
- We received funding for two students from Canada Heritage and the Young Canada Works program.
- We received funding for a 6-month position for a recent graduate through Canada Heritage and Young Canada Works.

## **BLACKSMITH SHOP**

### **Funded by: our 2016 raffle and the "bone-yard" sales**

- We completed the second phase of the expansion of space for two blacksmiths:
  - Dave Kasprick who does traditional European blacksmithing and metal art;
  - Dave Friesen who specialises in tradition Japanese blade and swordsmithing.
    - Dave Friesen has constructed a Japanese side-blast box-bellow blade Smithing forge in our smithy; only the second forge of its type in Canada!
- We have had so much interest in blacksmithing classes that we have started developing a Blacksmith Club
  - Membership in the club will get you access to a range of classes as well as early-bird access to Smithing demonstrations from some of the most talented blacksmiths across North America and beyond.

## **CURATORIAL**

### **Artifact and Archival Donations**

We have seen an increase in the quality of objects and documents that have been offered to us:

- We received a group of documents and objects from the Thomson Cheney family, a family who has been in the area since the early 1900s.
  - Amongst the donation was a spectacular photo album that dates to around 1915 and contains images of the town and residents that we've never seen before!
- We received a variety of class photographs from Parksville High spanning from the late 1930s to mid-1940s. Many of the photos have been labelled with names of the students.
- We received beautiful family portraits of the Ponsford Pillar family that date to the 1910s.

### **Exhibits**

#### Upgrades:

- This year we developed an exhibit highlighting the importance of hunting and fishing for early European settlers.
- We updated our exhibit on the long-standing history of the scouts in the district.

### **Collections Specialist Intern**

We were able to secure funding from the Canadian Museum Association and Young Canada Works to fund a 6-month internship for a recent graduate. Kassandra Hanslep completed the Museum Management Program at Fleming College in Peterborough this year and has most recently spent the summer working for the Museum Association of Nova Scotia. Her experience in collections management has been invaluable to us since she started on October 1st.

### **Venue Rentals**

We have implemented changes that have increased our venue rentals since last year:

- We increased the price of the church rentals which created a reciprocal effect of increasing our wedding rentals.
- Michelle has developed a range of wedding rental packages that have proved very popular.
- We've started using images of past weddings in our marketing.

Church - Weddings: 7

Church - non-wedding: 5

Tryon Meeting Room: 28 sessions (which included workshops and classes)

Courtyard: 1

### **Admissions**

This year we saw a decrease in general admissions during the week but an increase in attendance on our free admission market days.

**Paid admission from May 1st - September 30th:** 698 which averages to 1.4 /hour/May to mid Sept.

This is deceptive as we have an Average of 45 people before market start time per week. 720 and average of 500/week at the market. (8000) {9418}

### **Guided Tours conducted:12**

We have received a donation from a local foundation which will be used to underwrite the admission fees for next year. We anticipate that, with strong marketing, having a "free admission" season will increase our traffic and exposure.

### **Volunteers --thank you**

We are still fortunate enough to have some of the most dedicated volunteers around who have been helping with our work for decades! Lynn Brown, Mary Smith, and MaryAnn Hayton work every Wednesday morning on the long-standing Newspaper indexing project and maintaining our obituary records. This work has helped countless researchers over the years and is invaluable to what we do! Thank you! In addition, we have welcomed quite a number of new volunteers throughout the year who work in the museum regularly.

Current volunteer projects include:

- Indexing and inventorying the photography collections.
- Inventorying and reorganizing our archival material.
- Transcribing our obituary listings.
- Cataloging our artifacts.
- 3 Facebook pages
- Gardens & Grounds

**Total Volunteers Hours:**

January 1st to October 31st - 1100 hours

This does not include the hundreds of hours our board members put in for meetings and operational support! 12 basic meetings, 3 at city hall, Farmers Market 16, Personal meetings for Nikki 105.

Thank you for everyone's dedication to the Society and Museum!

**Community Partners**

We are proud to have developed strong community partnerships with local organizations that have provided us with indispensable help!

These organizations include:

- Inclusion Parksville.
- Arrowsmith Restorative Justice.
- John Howard Society.
- Forward House.

**EVENTS & ACTIVITIES**

- There were 7 weddings last year,.
- We also did 16 Farmer markets and will be contracting this out, moving it to Sundays I believe, and should get many farmers this way.
- We also taught Organic Gardening ~45 times last year to a variety of levels, and this will continue too.
- Further, we have 2 (maybe 3) organic gardens at the museum.

**Newspaper Articles**

We worked with local writer Jill Davies on monthly historical articles. The topics have varied from the history of the Brant Festival to the Dog Days of Summer that highlighted the important dogs from the history of our area.

Radio 8:45am The Lounge at 2- week intervals

**Grants & Donations:**

Nanaimo donor admissions \$2500

YCW \$8000

5 students YCW /CSJ 9 weeks

**BC Museum Association Canada 150 Grant \$13,000.00**

**RDN Northern Communities Economic Development Fund \$5000.00**

**PGOSA \$500**

Statement: Thank you to our former employees. We value you and appreciate all your hard work. You have helped significantly to improve the treasure that the museum is.

We found we did not have enough money to justify having paid employees while the museum was closed (as it has been for years –during the oct-may). Paid admissions for the year work out to ~\$3500, this is ~1 months employees' salary, we have 11 other months to go. We had a second employee as well. Our only problem is not enough money, people attending, and we could use more volunteers, as it rides on only a few hardworking people. We need to find a better way to attract people to the museum, as this is a model is not sustainable. Hence, we are re structuring. The new board will determine how to do this. We as a board are unhappy about this, but it is our responsibility to look at the whole picture of the museum. Facilities and Finance are paramount as we will not be able to re open if we continue as we were going with employees at this time. We fully expect to have employees in the future. This is the reality we have been warning you about for upwards of 3 years. We have now hit our wall, and are triaging.

David fielded many questions,

**RMS (George Holme, Peter Kawerau) that the President's report be accepted. Passed**

**7. FINANCIAL STATEMENTS – Margot Banks**

Parkville & District Historical Society						
Treasurer's Report						
YTD : October 1, 2016 - September 30, 2017						
# Business Days : Season	105	%				
<b>Income :</b>						
From Grants	35,425	40.9				
From Fundraising (includes donations & memberships)	12,888	14.9				
From Operations	21,466	24.8				
From Investments	16,829	19.4				
<b>TOTAL INCOME</b>	<b>86,607</b>	<b>100.0</b>				
<b>Average Daily Income :</b>						
From Grants	337.38					
From Fundraising	122.74					
From Operations	204.44					
From Investments	160.27					
From All Sources	824.83					
<b>Expenses :</b>						
Payroll	102,848.49	57.5				
Fixed Expenses	15,674.92	8.8				
Repairs & Maintenance	7,256.30	4.1				
Variable Expenses	40,466.67	22.6				
Capital Improvements	12,748.59	7.1				* transferred at year end to Capital Assets
<b>TOTAL Expenses</b>	<b>178,994.97</b>	<b>100.0</b>				
<b>Average Daily Expense</b>	<b>1,704.71</b>					
<b>Average Daily Payroll Expense</b>	<b>979.51</b>					
<b>Ratio of Income to Expenses :</b>						
* Income from Sales	8.34					
** Income from All Sources	2.07					
* for every \$1.00 of sales, the Museum spent	8.34					
** for every \$1.00 of income, the Museum spent	2.07					

#### PROFIT and LOSS:

The above chart is a summary of our operating results for the year to date.

Our budgeted overall income was anticipated to be \$84,000 and we did closely meet expectations thanks to our reinvestment of the legacy funds that yielded dividend income of \$8,300.00.

It is evident that we continue to rely heavily on grants and fundraising – this year 55% of our gross income - to keep us going. Generating substantially more income from operations must be a priority concern.

Examples:

- 1/. Income from the Farmers' Market, while substantial, carries a high cost in payroll and expenses that results in a serious negative contribution to the bottom line.
- 2/. The Urban Farm school program is at a break-even point.
- 3/. The Gift Shop income of \$4580.00 carried a Cost of Sales of \$2644.00 (57.7%) but also has an additional high payroll cost that results in a negative contribution.
- 4/. Memberships and admissions together account for \$5000.00 in income and carry very little cost. These items are positive contributors to the bottom line.

#### Payroll

The Society employed two full-time staff for the entire 12 months and augmented the paid staff by five students for the summer season.

An analysis of paid admissions from July 1, 2017 to August 19, 2017 – excluding ‘Free Fridays’ and the Farmers’ Market - show total attendance for the period as 373 persons with an average attendance of only 8.9 persons per day over 6 ½ hours of daily operating hours – or 1.4 persons per hour.

The total per hour payroll expense, excluding employee benefits, was \$100.00 per hour during that period. Our adult admission charge is \$5.00. For the same period, Gift Shop sales totaled \$1390.00 or \$3.72 per visitor. (1390/373) At 1.4 admissions per hour, the cost to host the hourly visitor is 10 times the revenue generated by the visit.

Parksville & District Historical Society

Attendance Report

For the period July 1, 2017 to August 19, 2017

MONTH	# Business Days								TOTAL	Avg per day Attendance
	Days	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday			
July	25	36	48	90		33	26	233	9.3	
Avg Attendance per hour		1.4	1.8	3.5	0.0	1.3	0.8	1.4		
August	17	32	29	33		19	27	140	8.2	
Avg Attendance per hour		1.6	1.5	1.7	0.0	1.0	2.1	1.3		
<b>TOTAL</b>	<b>42</b>	<b>68</b>	<b>77</b>	<b>123</b>	<b>0</b>	<b>52</b>	<b>53</b>	<b>373</b>	<b>8.9</b>	
<b>% of total</b>										
<b>Attendance</b>		<b>18.2</b>	<b>20.6</b>	<b>33.0</b>	<b>0.0</b>	<b>13.9</b>	<b>14.2</b>	<b>100</b>		

**Expenses:**

Our budgeted overall expenses were anticipated to be \$162,791.00 that included \$7000.00 in capital expenditures. Including actual capital expenditures of \$12,749.00 that were capitalized at year end our actual total expenses exceeded budget by \$16,000.00.

Necessary expenses incurred that were not presented in the budget include:

Depreciation	\$5,720.00
Investment fee costs	\$5,150.00
Property Tax	\$1,170.00

Significantly over-budget categories include:

Office expenses	\$1,500.00 +
Farmers’ Market	\$5,100.00 +

Our overall net loss at year end was \$82,300.00 – roughly equal to the amount of income generated from all sources.

**BALANCE SHEET:**

Total liabilities and equity at September 2016 totaled \$832,000.00. At September 2017 the total was \$742,000.00 – a change of \$90,000. The difference is attributable to the \$82,300 net loss from operations and the \$6,000 depreciation of our Capital Assets.

\$624,000.00 was invested in the BMO Nesbitt Burns Investment Fund in January. During the year we had to transfer \$5,000 from accumulated interest to our operating account and a further withdrawal of \$10,000 from the principal was withdrawn in August – again to our operating account. The investment performed very well over the period – yielding a dividend of \$8,300.

At September 2016 the HIS savings account held \$96,000. The entire amount was systematically transferred to operation over the course of the year to cover expenses.

Outstanding GST refunds dating back to 2013 were submitted and payments totaling just over \$2,000 were received.

At year end a proper inventory of Gift Shop inventory was conducted and the inventory was adjusted to reflect the true cost of items held in inventory for sales. Correspondingly, a true cost of sales was also achieved.

At year end capital expenses of \$12,748.59 were capitalized to the appropriate capital asset accounts and depreciated per our depreciation schedule.

**RMS (Leona Matte, John Banks) that the treasurer's report be accepted. Passed**

**The President called for a 5-minute break in proceedings.**

**8. PRESENTATION OF THE 2018 Budget – Margot Banks**

In late 2017 the staff and board met numerous times to attempt to formulate a strategic plan for the next 3 years. After a great deal of debate, I believe it was generally agreed that the museum had three significant priorities to wrestle with:

- 1/. How to reconnect with the community to make the museum more relevant
- 2/. How to improve the physical appearance of the park to make it more of a revenue generating event centre
- 3/. How to address the issues with the aging Englishman River Building to make it a viable place to exhibit, preserve and protect our artifacts and archives

However, we had difficulty reaching a consensus on the order in which these priorities should proceed.

There was agreement that the Farmers' Market should be turned over to an outside group to operate.

Consequently, an actionable strategic plan was not completed by year end.

Budget preparations commenced without significantly considering the above points in our deliberations.



A very difficult decision was reached at a special board meeting to close the museum indefinitely and lay off the staff.

It had become evident that without a clear direction to follow it would be irresponsible to continue to operate the museum in the manner in which it had operated for the last number of years. The losses year by year were mounting significantly and threatening to deplete our cash reserves in as little as four years – at which point we would have no options.

The budget you have received today is the product of that decision – a pared-down, maintenance budget to meet basic operating costs and allow for the operation of an independent Farmers’ Market and classes.

Recognition has been given to the need to prioritize fundraising activities and develop a targeted marketing strategy.

Parksville & District Historical Society		
2018 Budget		
YTD : October 1, 2017 - September 30, 2018		
# Business Days : Season		%
<b>Income :</b>		
From Grants	9,700	15.1
From Fundraising (includes donations & memberships)	17,500	27.2
From Operations	19,100	29.7
From Investments	18,014	28.0
<b>TOTAL INCOME</b>	<b>64,314</b>	<b>100.0</b>
<b>Expenses :</b>		
Payroll	13,095	17.5
Fixed Expenses	16,600	22.1
Repairs & Maintenance	6,250	8.3
Variable Expenses	38,096	50.8
Capital Improvements	1,000	1.3
<b>TOTAL Expenses</b>	<b>75,041</b>	<b>100.0</b>
<b>Ratio of Income to Expenses :</b>		
* Income from Sales	3.93	
** Income from All Sources	1.17	
* for every \$1.00 of sales, the Museum will spend	3.93	
** for every \$1.00 of Income, the Museum will spe	1.17	

**9. APPOINTMENT OF Accountant to prepare Annual filing with CRA for 22017**

Margot Banks announced that Real Johnson, CGA has been appointed to complete the filing.

**10. ELECTION OF OFFICERS – Peter Kawerau**

The following will make up the Board for the Museum for the ensuing year:

- President: Margo Banks – acclamation
- 1<sup>st</sup> Vice President – Jessica Aebig – acclamation
- 2<sup>nd</sup> Vice President – Andrew Pahl – election majority
- Secretary – Mary Ellen Campbell – acclamation
- Treasurer – Peter Kawerau – acclamation
- 2 yr. Trustee – Brian Taylor - acclamation
- 1 yr. Trustee-Viviane Lanier- acclamation
- 1yr Trustee—Leona Matte-acclamation
- 1yr Trustee – John Banks (finishing 2 yr. term)
- Past President – David Haynes

**11. Meeting was adjourned at 5pm.**

