



## MUSEUM BOARD AGENDA

Tuesday, May 28, 2013, 6.15 p.m.  
Sutton Room, 55 Zina Street, Orangeville

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Declarations of Pecuniary Interest by Members

### **REPORTS**

1. MUSEUM BOARD – May 28, 2013 – ITEM #1  
Former Stanton Hotel

A report from the the Museum Curator, dated May 28, 2013 to provide additional information in response to Dufferin County Council's direction about the former Stanton Hotel.

***Recommendation:***

***THAT the report of the Director/Curator dated May 28, 2013 re: Historic Stanton Hotel be received;***

***THAT the County of Dufferin initiate a campaign seeking volunteers to assist with various aspects of the project including project management, site preparation, materials and labour, and overall construction;***

***THAT staff prepare a detailed work plan as identified and described in the Director/Curator's report of May 28, 2013;***

***AND THAT the Community Association to Save the Stanton Hotel's financial contribution to the project and commitment to fundraising be confirmed, and a Memorandum of Understanding between the County of Dufferin and CASSH be prepared on this basis, and signed by both parties.***

2. MUSEUM BOARD – May 28, 2013 – ITEM #2  
Museum Fundraising Committee Minutes – May 6, 2013

Minutes of the Museum Trust Fund from the meeting on May 6, 2013.

***Recommendation:***

***THAT the minutes of the Museum Fundraising Committee of May 6, 2013 be received and that the recommendations contained therein be approved.***

*DCMA Fundraising Committee – May 6, 2013*  
*Confirmation of the Name of the Committee*

*THAT the official name of the DCMA’s fundraising committee be confirmed as the “Friends of the DCMA”*

*DCMA Fundraising Committee – May 6, 2013*  
*Election of Chair*

*THAT Jeff Sedgwick be confirmed as Chair of the Friends of the DCMA Fundraising Committee.*

**Next Meeting:**      Call of the Chair



## REPORT TO MUSEUM BOARD

**To:** Chair and Members of the Board  
**From:** Wayne Townsend, Director/Curator  
**Meeting Date:** May 28, 2013  
**Subject:** **Historic Stanton Hotel**

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### **Purpose**

The purpose of this report is to provide additional information in response to Dufferin County Council's direction about the Stanton Hotel, as documented in the Council Resolution reproduced in the following section.

### **Background and Discussion**

At its May 2013 convocation, County Council passed the following resolution:

***"THAT the County of Dufferin share the cost with the Community Association to Save the Stanton Hotel (CASSH) to relocate the former Stanton Hotel to the Museum property and let the community start the restoration process."***

As a result of this resolution, DCMA staff provide below a preliminary list of considerations relating to moving forward with the Stanton Hotel project. In addition to these items, it will be necessary to determine the intended use for the building as this will impact the scope of several of the tasks.

### **Preliminary List of Considerations**

In proceeding with the Stanton Hotel project, staff suggests THAT:

- The County of Dufferin seek and appoint a *project manager* to oversee this undertaking.
- The DCMA Director/Curator and General Manager support and participate in this undertaking under the direction of the County's project manager.

- A detailed work plan, budget and timeline be developed by the County of Dufferin, including a clear delineation of tasks and assignment of responsibilities. The work plan would also address use of volunteers, donated materials and labour, other gifts-in-kind, and accompanying factors of liability and insurance. Establishing the timeline for moving of the structure will be done in consultation with the County's Director of Public Works to ensure the intersection construction schedule is not negatively impacted.
- A plan be developed for moving/relocating of the structure that addresses scheduling and staging, contractor procurement, site and foundation work on the DCMA grounds necessary to receive the structure, the temporary moving of hydro lines (if necessary), DCMA front gates and other obstructions, communications with police and the public. Relocation would take place upon achieving necessary planning and building approvals and permits, and once required site preparations at the Museum location are completed.
- The County of Dufferin prepare or procure appropriate construction drawings and site plan that include and address details of building location, structural components and materials, site grading and elevations, location and possible relocation of underground services, foundation, electrical and lighting, HVAC/RH, security and fire safety, IT and communication system and linkage to the main Museum facility, interior and exterior finishes, landscaping and pedestrian pathway, and accessibility, among others.
- The County of Dufferin confirm details of planning and building approvals, and permits required, and seek same.
- The County of Dufferin adhere to the Ontario Government's *Standards for Community Museums* be incorporated into the design, construction and completion of this project, and that the DCMA's Provincial Museum Advisor be consulted for her review and approval of project components impacted by the Provincial Standards.

### **Local Municipal Impact**

None at this time.

### **Financial, Staffing, Legal or IT Considerations**

It is suggested that a plan and arrangement for project financing, including:

- the sharing of costs between the County of Dufferin and the Community Association to Save the Stanton Hotel (CASSH)
- the making of payments and contributions, and,

- responsibilities and commitments for fundraising be developed and form the basis of a Memorandum of Understanding between the County and CASSH, to be signed by both parties. DCMA staff would seek grants available to the County of Dufferin for offsetting the costs of the project, and in particular, the County of Dufferin's share of total project costs.

### **Recommendation**

**THAT the report of the Director/Curator dated May 28, 2013 re: Historic Stanton Hotel be received;**

**THAT the County of Dufferin initiate a campaign seeking volunteers to assist with various aspects of the project including project management, site preparation, materials and labour, and overall construction;**

**THAT staff prepare a detailed work plan as identified and described in the Director/Curator's report of May 28, 2013;**

**AND THAT the Community Association to Save the Stanton Hotel's financial contribution to the project and commitment to fundraising be confirmed and a Memorandum of Understanding between the County of Dufferin and CASSH be prepared on this basis and signed by both parties.**

Respectfully submitted,

Wayne Townsend  
Director/Curator

**DUFFERIN COUNTY MUSEUM & ARCHIVES (DCMA)  
FUNDRAISING COMMITTEE – NOTES OF MEETING**



**Monday, May 6, 2013**

The Fundraising Committee met at 7 p.m. at the DCMA.

**Members Present:** Councillor John Oosterhof, Morley Brown,  
Catherine Ollerhead De Santis, Renato Iozzo, Jeff Sedgwick

**Staff Present:** Wayne Townsend, Director/Curator, DCMA  
Darrell Keenie, General Manager, DCMA

Councillor John Oosterhof assumed the role of Chair for the inaugural meeting of the Committee, and called the meeting to order at 7:00 pm.

**1. DCMA Fundraising Committee – May 6, 2013**  
**Discussion of Role and Purpose of Fundraising Committee plus 2013 events**

The Chair reviewed the agenda and led a brief discussion of the role and purpose of the Fundraising Committee.

DCMA staff reviewed a list of the Museum's 2013 fundraising and donations targets (attached to these minutes), as well as a list of fundraising events and direct campaigns planned for 2013. The members discussed each of their interests and possible ways in which the Museum's events could be assisted, both in terms of fundraising and promotion.

The idea of inserting a self-addressed donation envelope and fundraising information into future editions of the DCMA's Events & Activities Guide was discussed and it was agreed that it is an idea worth pursuing.

**ACTION:** In a discussion of next steps, it was agreed that all members will forward to DCMA staff as soon as possible each of their preferences for engaging in the Museum's fundraising events and efforts planned for 2013.

**2. DCMA Fundraising Committee – May 6, 2013**  
**Confirmation of the name of the Committee**

The Chair led a discussion of the name of the Committee.

Moved by Jeff Sedgwick, seconded by Catherine Ollerhead De Santis,  
*THAT the official name of the DCMA's fundraising committee be confirmed as the "Friends of the DCMA"* –Carried unanimously-

**3. DCMA Fundraising Committee – May 6, 2013**  
**Election of Chair**

Moved by Renato Iozzo, seconded by Catherine Ollerhead De Santis,  
*THAT Jeff Sedgwick be confirmed as Chair of the Friends of the DCMA fundraising committee.* –Carried unanimously-

**DCMA Fundraising Committee – May 6, 2013**  
**Adjournment**

The meeting adjourned at 8:40 p.m.

2013 DCMA Budget - Fundraising Target: \$11,500

2013 DCMA Budget - Donations Target: \$15,000

**1. Scheduled Fundraising Events and Expected Revenues:**

June 15	Hugh Brewster War Talk	\$ 500
July 7	DuffStuff Launch	\$ 500
Aug 10	Golf Tournament	\$ 2500
Aug 11	White Elephant Sale and Auto Memorabilia Sale at Car Show	\$ 500
Sept 8	Auction Sale	\$ 2000
Sept 14	Barn Dance	\$ 1000
Sept 21	Dan Needles Presentation	\$ 1000
Oct 4-5-6	In the Hills, Theatre Orangeville, DCMA 20 <sup>th</sup> Anniversary Weekend	\$ 500
Nov 16, 17	Silver Anniversary Event with Antique Sale and Silver Drive	\$ 1500
(Ongoing)	Used Book Sales	\$ 500
(Offsite)	Private dinner parties X 2	\$ 1000
	<b>TOTAL:</b>	<b>\$ 11,500</b>

It is hoped through the efforts of the “Friends of the Museum” and of Staff that these expectations can be met and surpassed through “add-ons” such as a silent auction and donations at a scheduled event. These events are for the most part already planned and will be promoted and advertised through staff efforts.

**2. Potential Fundraising Projects – 2013:**

Two additional sections of dry-stone “memorial” fence at front entrance (plus an additional \$1500 from sponsorships)	\$ 5000
Sponsorship of a Veteran to attend on 2013 Battlefields Tour	\$ 5000
Fundraising to support artifact acquisition	\$ 1500
<b>TOTAL:</b>	<b>\$ 11,500</b>

### **3. Direct Campaigns - 2013**

Quilt Book (This money will generate income through sales over and above the initial costs, which will go into annual operations)	\$ 10,000
Duff Stuff enhancements	\$ 10,000
TOTAL:	\$ 20,000

### **4. Assistance Required from Volunteers/Supporters:**

- promote and sell tickets to events
- source gifts in kind which reduce costs
- find things to sell – auction, car stuff, white elephant, silver, antiques (raid the homes of friends and relatives!)
- help at events and help to collect items for sales
- source occasional silent auction items for events (one to two per event only)
- be an advocate for long-term giving such as wills, bequests
- help identify potential community partners or community events where we can participate for our mutual benefit
- find contacts within community service groups and other organizations for staff to contact ie. Service clubs, Legions, University Women’s Club, retired teachers, schools, etc
- source people who will prepare light foods for events (emphasis on homemade)
- identify other fundraising opportunities and long term benefactors
- encourage friends and relatives to choose the DCMA as their memorial and work with funeral homes to keep cards in stock
- be a host for an offsite dinner (we are looking for two volunteer homes; Wayne will be one)

### **5. Annual Donations**

The annual budget target for donations is \$15,000. This amount is raised through extra donations from members above, family members (supporters and patrons), memorial and planned giving/gifts. This amount is usually achieved through the daily contacts and efforts of onsite staff and volunteers.