



Mill of Kintail Museum Public Engagement Session

April 29, 2021

Note: This meeting is being recorded and will be posted on our website for those unable to join us this evening.

Throughout the presentation please feel free to use the Zoom chat or direct message feature to share comments and questions.

Agenda

1. Introduction *(15 minutes)*

- Shannon Gutoskie, Community Relations Coordinator
- Sally McIntyre, General Manager
- Stephanie Kolsters, Museum Curator/Site Supervisor
- Ross Fergusson, Operations Supervisor
- Christa Lowry, Special Advisory Committee Co-Chair
- Bill 108 & Mill of Kintail Museum

2. Review of Special Advisory Committee Recommendations *(10 minutes)*

- Three options

3. Next Steps *(5 minutes)*

- Q & A

MVCA Facts

- established 1968
- 4,455 sq.km
- 11 municipalities
- 17 members
- 27 staff



The Mill, the Museum & the Collections

- **Mill of Kintail Conservation Area**

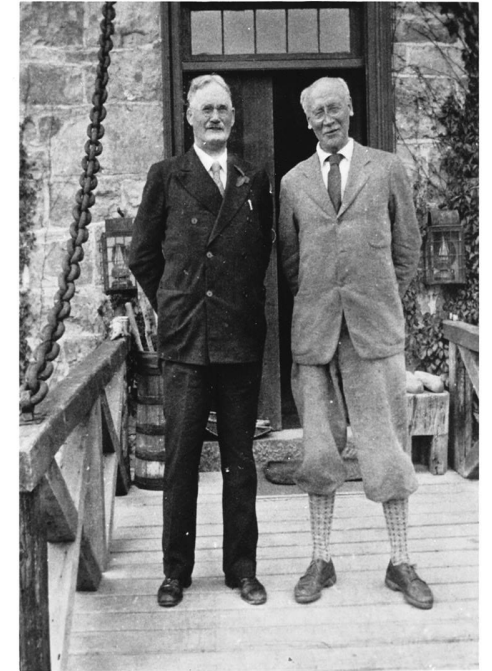
- 154-acre property
- Wheelchair accessible half basketball court
- Playground
- Facility rentals
- Hiking/snowshoe trails

- **Museum**

- Three-storey building

- **Collections**

- McKenzie (memorabilia/sculptures)
- Naismith (memorabilia)
- Programming



- ❖ In June 2019 Bill 108 forced all 36 conservation authorities in Ontario to examine current activities and to wind down programs not deemed mandatory under new regulations.
- ❖ Starting in 2022, only core programs can be funded with monies collected from member municipalities through the municipal levy.
- ❖ Upon investigation, it was determined that operating the building as a museum with the Dr. R. Tait McKenzie collection and the Dr. James Naismith collection no longer qualify as core programs.
- ❖ 60% (>\$100k/year) of Museum revenues currently from Municipal Levy.
- ❖ Provincial funding to the Mississippi Valley Conservation Authority has also been reduced, representing just 2% of revenues for operations.

Issue

Current State



Mississippi Valley C.A.

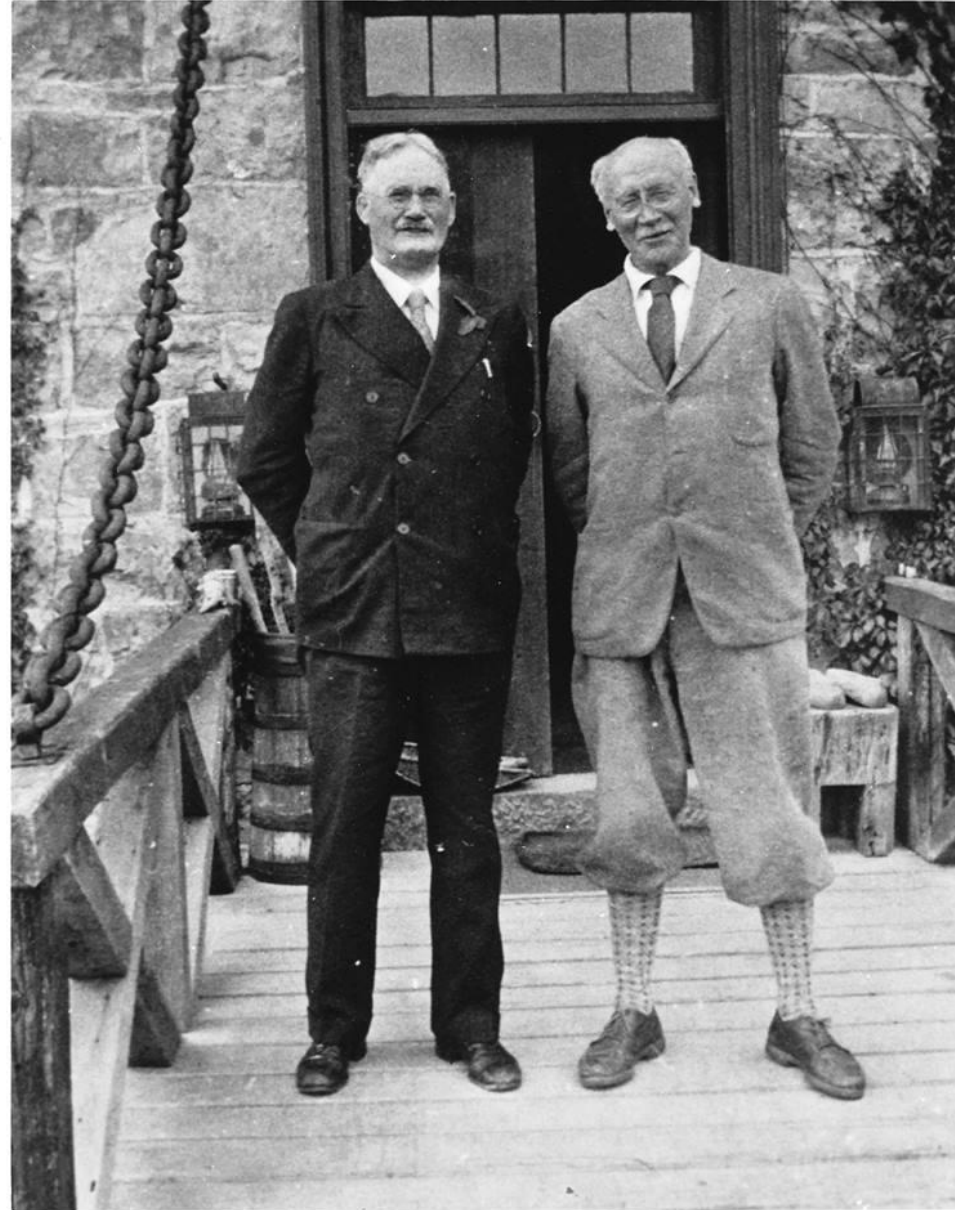
Photo: Ontario Highlands



Key facts

- Owned and operated by MVCA since 1972, the Museum is a community asset and a designated heritage property
- The Museum and the collections it houses represent an integral part of the Mill of Kintail Conservation Area; they are also of national and historical significance, and treasured pieces of local history and culture.
- Average attendance is 8,000 per season (pre-Covid)
- The Museum is open 4 days/week (Friday to Monday) due to Covid-19 during the operating season (May to October)
- Site fee: \$6/vehicle; annual pass: \$47/vehicle
- The Museum incurs four types of costs for a total of approximately \$134,000 per year (compensation and non compensation operating, major and minor capital)
- The Museum has four primary sources of revenues, of which approximately \$28,000 in annual grants.
- The collections are currently insured at a value of \$5,290,000, making them a significant asset of the MVCA and the local community

Timeline



Mississippi Valley C.A.

Fall 2019

Committee Members

- Board of Directors approved 5 year Museum Strategic Plan
- Special Advisory Committee was struck

Representing

MVCA – Board (Co-chairs)	<ul style="list-style-type: none">• Christa Lowry <i>(Mayor, Municipality of Mississippi Mills)</i>• Jeff Atkinson <i>(Councillor, Town of Carleton Place)</i>
MVCA – Staff	<ul style="list-style-type: none">• Ross Fergusson, Shannon Gutoskie
Stakeholders / Experts	<ul style="list-style-type: none">• David Morrison <i>(Museum Sector)</i>• Jill Moxley <i>(Community Engagement Sector)</i>• Carolyn Piche <i>(Fundraising Sector)</i>• Al Roberts <i>(Fundraising/Foundation Sector)</i>• Paul Robertson <i>(Museum Sector)</i>
Previous Members	<ul style="list-style-type: none">• Duncan Abbott <i>(Community Engagement Sector)</i>



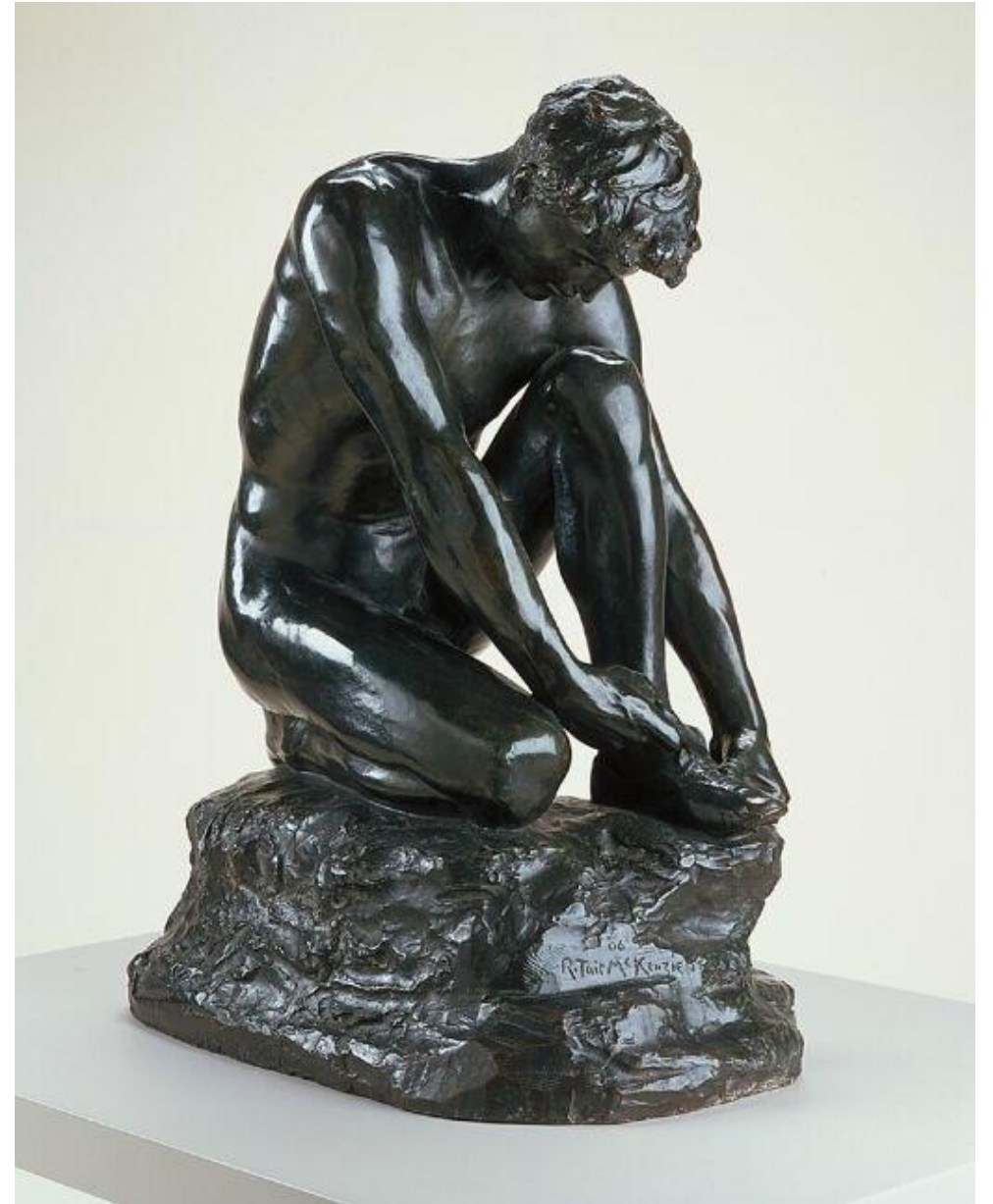
Special Advisory Committee

Purpose:

- To pursue and secure alternative sustainable funding and assess alternative service delivery models for the Mill of Kintail Museum and collections.
- To meet as a committee and provide advice to MVCA
- To facilitate implementation of the Museum's new direction as approved by the MVCA Board of Directors

Committee Goal

- To maintain the Dr. R. Tait McKenzie and Dr. James Naismith collections at their current site at the Mill of Kintail Conservation Area.



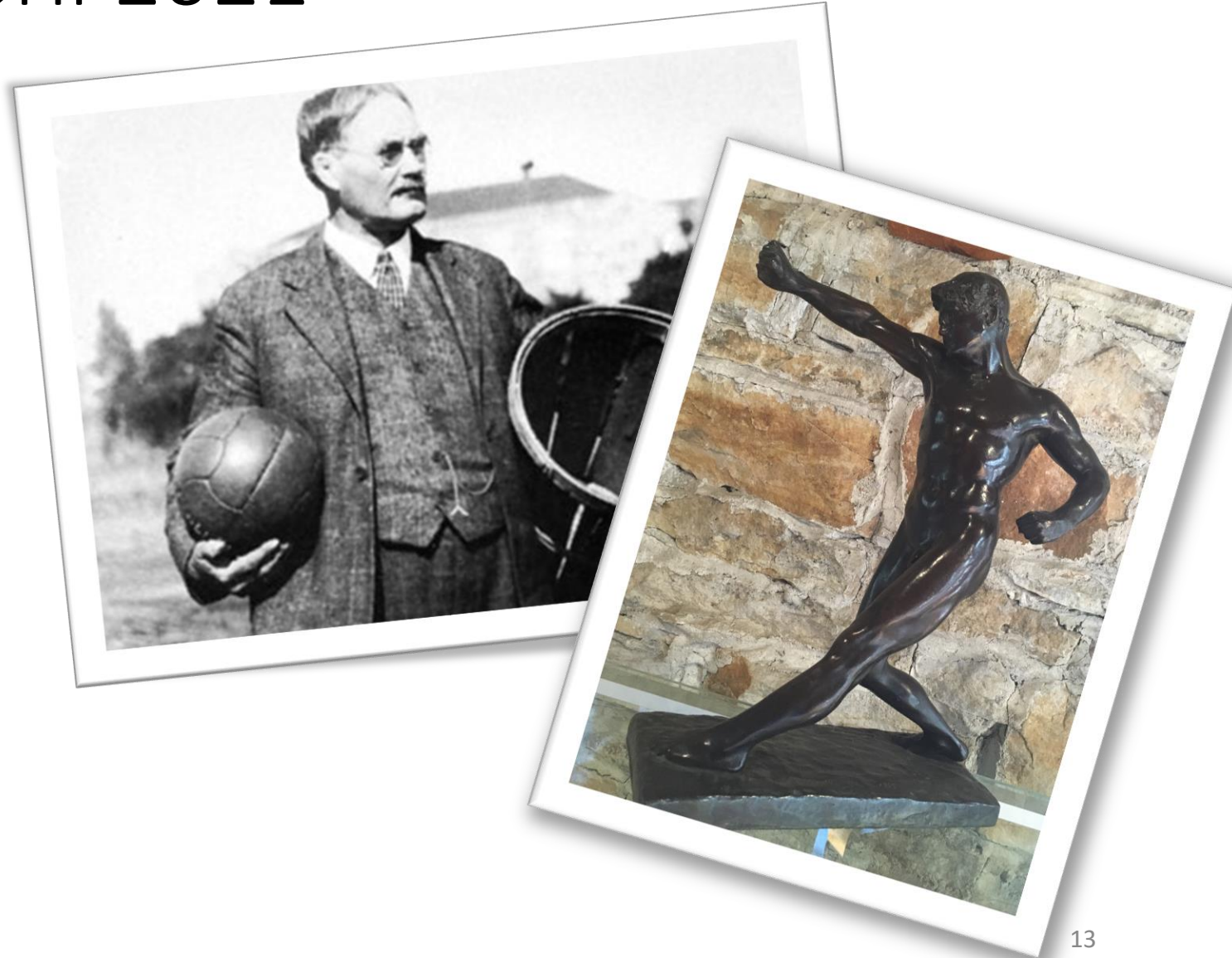
November 2019 – December 2020

- Committee held four meetings
- Difficulty to progress as efforts with key funders and regulators stalled due to COVID-19
- MVCA received a court order confirming that the McKenzie collection (art/artifacts) was owned outright by MVCA with no trust associated with the property



January 2021 – April 2021

- With a 2022 implementation date looming, the committee reconvened
- Committee confirmed its three recommendations to bring forward to the MVCA Board of Directors
- Board approval of special committee recommendations
- Staff directed to carry out public consultation and further investigate viability of options



Recommendations of Special Advisory Committee

Option A: Ownership transferred to Other Existing Organization

MVCA seeks a suitable, existing organization to assume ownership and management of the Dr. R. Tait McKenzie and Dr. James Naismith collections, with transitional funding provided by MVCA.



Recommendations of Special Advisory Committee

Option B: MVCA Retains Ownership

MVCA maintains ownership of the Dr. R. Tait McKenzie and Dr. James Naismith collections and obtains operating and maintenance funding via:

- Memoranda of Understanding with member municipalities; and
- Leverage the Mississippi Valley Conservation Foundation (MVCF) for fundraising efforts



Recommendations of Special Advisory Committee

Option C: New Museum Corporation Created

Ownership and future management of the Dr. R. Tait McKenzie and Dr. James Naismith collections would be assumed by a new Museum not-for-profit or other legal entity.

MVCA would request a 5-year regulatory exemption from the provincial government on the grounds that the collections are of national significance; and in order to secure transitional funding, allow for formation of a new Museum Board, and for the new organization to evolve into an independently funded entity.



Next Steps

April 2021: Public review
and comment from April
23 to May 7



Spring/Summer 2021:
MVCA staff to further
investigate the viability of
the recommended
options and report back
to the Policy & Priorities
Committee and Board
with findings and
recommendations



Summer – December
2021: Implement next
steps as approved by the
Board of Directors



Questions?

Send comments by
May 7 to:
sgutoskie@mvc.on.ca