
DATE: September 20, 2012

REPORT TITLE: **PEEL ART GALLERY, MUSEUM AND ARCHIVES (PAMA) ADVISORY BOARD**

FROM: R. Kent Gillespie, Commissioner of Employee and Business Services

RECOMMENDATION

That Corporate Policy G30-01 created January 23, 1997 be revised as outlined in Appendix I to the Report of the Commissioner of Employee and Business Services, dated September 20, 2012, titled "Peel Art Gallery, Museum and Archives (PAMA) Advisory Board".

REPORT HIGHLIGHTS

- There has been a long history of volunteer community engagement and support for the heritage, arts and culture programs offered by the Region of Peel.
- Most recently, the main organization through which volunteers have been engaged is the Peel Heritage Complex Advisory Board (PHCAB).
- The PHCAB was formally constituted under Regional Policy GO30-01 in January 1997.
- The PHCAB has undertaken a major review of its structure and role and is now requesting an amendment to Policy GO30-01 to reflect the outcomes of that review.

DISCUSSION

1. Background

The use of the historic Peel County buildings comprising the Courthouse, original Land Registry Office, Peel County Jail and the Peel County Office Building for heritage and cultural purposes dates back to 1965. The Peel County Historical Society, a successor to the Pioneer Association of Peel created in 1887, was granted permission to use the original Land Registry Office as a museum. In 1968, the facility also housed the Art Gallery of Peel, supported by the Peel Art Gallery Association. These were the beginnings of the engagement of the Peel community in guiding and supporting the heritage and cultural uses at this site.

By 1984 the Region of Peel was operating the Peel Art Gallery, Museum and Archives at this site with the active participation and engagement of three groups of volunteers, each supporting the three functions of art gallery, museum and archives. In 1986, following the first major renovation of the old Jail and original Land Registry Office, the site became known as the Peel Heritage Complex.

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In 1996, a major consultation and strategic planning exercise was undertaken among the volunteer members of the three groups to look at new structures for the continuation of citizen involvement with the Peel Heritage Complex. This consultation resulted in a consensus among the volunteers to consolidate all of the three groups into one overarching volunteer board to be called the Peel Heritage Complex Advisory Board (PHCAB). To give the PHCAB recognition and legitimacy with the Region of Peel, a report to Regional Council was presented recommending the approval of Policy GO30-01 which was approved by Regional Council on January 23, 1997.

Policy GO30-01 is in effect the constitution of the PHCAB. It sets out its structure and officers, their roles and responsibilities, its committees and subcommittees. The Policy also calls for a member of Regional Council to be part of the Board and Councillor John Sanderson has been actively participating on the PHCAB since December 16, 2010.

The members of the PHCAB have played a key role in the operations of the Peel Heritage Complex. They have provided advice on program matters, the collections, fundraising and they have given up many volunteer hours personally helping with exhibits, shows and events, moving and storage of collections and much more. The role of volunteers to provide a connection to the Peel community has been critical to the success of the program and has resulted in major donations in kind and in money over the years.

The current members of the PHCAB are:

Chuck Scott, Chair	Councillor John Sanderson
Fausta Facciopointe	Geoffrey Spinney
George Waters	Alex Dobo
Greg Purmal	Kevin Hickey
Dr. Kathleen Armitage	Rachel Klukach
Sherry Khorasani	Konrad Skorupa
Gina Sideroff	Zandra Crawford

The PHCAB members are not the only volunteers involved with the program. Other members of the community also volunteer their time and energies to be on subcommittees and to provide help with visitor services.

2. Proposed Direction

The ISF renovation project will result in a major new heritage, arts and culture institution in the Region of Peel. To be successful and realize on the investment that has been made in the facility, a major program transformation and re-branding will occur. That work was undertaken in 2011 and 2012 while construction was underway and the program was mostly in suspension. It involved many stakeholders including the PHCAB. One result was that the Peel Heritage Complex has become The Peel Art Gallery, Museum and Archives (PAMA).

At the same time as the program transformation and re-branding exercise was underway, the PHCAB undertook an extensive review of its structure and its role in the future through a facilitated strategic planning exercise.

The PHCAB has approved a new governing constitution to reflect the outcomes of their exercise and would like to have it reflected in the official Regional policy through amendments to policy GO30-01. The amended policy is attached as Appendix I to this report. The Amendments touch on the following matters:

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- a) Official name change
- b) Re-defined Board Composition
- c) Re-defined Roles and Responsibilities
- d) Working relationship with the Region of Peel

Staff are supportive of the amendments.

CONCLUSION

There has been a long history of volunteer community engagement and support for the heritage, arts and culture programs offered by the Region of Peel. Most recently, the main organization through which volunteers have been engaged is the Peel Heritage Complex Advisory Board (PHCAB). The PHCAB was formally constituted under Regional Policy GO30-01 in January 1997. The PHCAB has undertaken a major review of its structure and role and is now requesting an amendment to policy GO30-01 to reflect the outcomes of that review.

R. Kent Gillespie
Commissioner of Employee
and Business Services

Approved for Submission:

D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Claire Loughheed, Peel Art Gallery + Archives Manager at extension 3637 or via email at claire.loughheed@peelregion.ca

- c. Legislative Services

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APPENDIX I

**Corporate
Policy**

**Policy Number:
Page:**

**G30-01
1 of 5**



CATEGORY: GOVERNMENT SERVICES
SUBCATEGORY: CULTURAL SERVICES
SUBJECT: PEEL ART GALLERY MUSEUM AND ARCHIVES

A. PURPOSE

The purpose of this document is to provide information on the Peel Art Gallery, Museum and Archives (PAMA) Advisory Board.

B. SCOPE

This policy applies to the composition, role and responsibilities of PAMA's Advisory Board, PAMA's committees and their relationship with the Region of Peel.

C. POLICY

The Peel Art Gallery, Museum and Archives Advisory Board (PAMAAB) shall include balanced representation from citizens living or working in the Region of Peel.

The PAMAAB shall provide public input, advice, and support for the activities and programs offered by PAMA, as well as PAMA's operation as a whole as per responsibilities detailed in this policy.

The PAMAAB shall be comprised of up to 12 members elected by The Friends of PAMA; and one representative of Regional Council (which shall also name an alternate).

All Advisory Board members are required to be Members in good standing with PAMA.

The PAMAAB shall elect an Executive Committee, comprised of the PAMAAB Chair, Vice-Chair, Past-Chair, Treasurer, the Executive Secretary, and Members having responsibilities as detailed in this policy.

The Events Committee, the Executive Committee, the Fundraising Committee, and the Marketing and Communications Committee established at PAMA shall report to the PAMAAB.

D. ROLES AND RESPONSIBILITIES

Roles and responsibilities are defined for PAMAAB and committees at PAMA:

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1. BOARD COMPOSITION, ROLES AND RESPONSIBILITIES

Role	Responsibilities
Role of Board	<ul style="list-style-type: none"> • Function as an Advisory Board • Advise management staff on policy and its implementation • Implement PAMA's and PAMAAB's Vision Statement • Provide leadership and guidance to all PAMA activities, including the review of proposed exhibitions, accessions and de-accessions • Be accountable to membership and Regional Council • Oversee planning, implementation, and evaluation • Reflect the diverse community (e.g. cultural/geographical/demographic) • Reflect diversity of skills necessary to operate the PAMAAB • Recognize and respect partnerships of the three disciplines at PAMA (art, museum, and archives)
Chair (Member of Executive Committee)	<ul style="list-style-type: none"> • Presides over meetings • Sets agenda • Represents PAMAAB publicly • Arranges and conducts the Annual General Meeting • Exercises signing authority • Receives and responds to correspondence • Chairs Executive Committee meetings • Guides overall direction of the Advisory Boards activities • Coordinates activities with staff • Oversees committee activities • Ex officio member of committees
Vice-Chair (Member of Executive Committee)	<ul style="list-style-type: none"> • Assumes Chair's functions in absence • Succeeds to position of Chair upon completion of Vice-Chair term
Past-Chair (Member of Executive Committee)	<ul style="list-style-type: none"> • Serves as Chair of the Nominating Committee • Provides advice and guidance to PAMAAB • Ensures continuity of information, etc. • Participates in PAMAAB's meetings
Treasurer (Member of Executive Committee)	<ul style="list-style-type: none"> • Prepares and presents budget • Maintains financial records, including special projects • Prepares and presents the annual financial report • Prepares financial reports for the Advisory

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	<ul style="list-style-type: none"> Board meetings as required by PAMAAB Pays bills/deposits cheques Ensures preparation of audited statement for the Annual General Meeting
Executive Secretary (Member of Executive Committee)	<ul style="list-style-type: none"> Maintains Advisory Board records for PAMAAB Signing authority for documents Functions as the Recorder in absence of the Recording Secretary
Recording Secretary – (Staff)	<ul style="list-style-type: none"> Records, prepares, and distributes minutes prior to PAMAAB meetings Prepares, distributes agenda prior to PAMAAB meetings Coordinates board meetings and Annual General Meetings Monitors Membership status and attendance of all Advisory Board members
Members-at-Large	<ul style="list-style-type: none"> Regularly attend PAMAAB meetings Actively participate on committees Maintain own Membership in good standing Attend the Annual General Meeting Actively support all events and activities Act as goodwill ambassadors by advocating and promoting events, activities, and the organization on behalf of PAMA

2. COMMITTEE COMPOSITION, ROLES AND RESPONSIBILITIES

The following are committees at PAMA:

- Event Committee
- Executive Committee
- Fundraising Committee
- Marketing and Communications Committee

1. Event Committee

Roles & Responsibilities	Composition
<ul style="list-style-type: none"> Develop objectives and a strategy for events for PAMAAB's approval Organize and run special events that have a fundraising component Convene on an ad hoc basis 	<ul style="list-style-type: none"> Board member must be Chair Committee members should have expertise in fundraising and/or management skills Committee members must be a PAMA Member in good standing External members - maximum of 5 (particular expertise) PAMA Development Supervisor or delegate

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2. Executive Committee

Roles & Responsibilities	Composition
<ul style="list-style-type: none"> • Exercise decision-making authority (limited) • Convene ad hoc meetings • Serve as a filter for issues and facilitate Advisory Board decisions • Act as unifying force for PAMA committees • Function for PAMAAB between meetings • Make short-term financial decisions within approved budget 	<ul style="list-style-type: none"> • Chair • Vice-Chair • Past-Chair • Treasurer • Executive Secretary • Recording Secretary

3. Fundraising Committee

Roles & Responsibilities	Composition
<ul style="list-style-type: none"> • Seek private, corporate and foundation support • Seek private support for PAMA's planned giving programs • Organize special events with fundraising component • Develop objectives and a strategy for PAMAAB's approval 	<ul style="list-style-type: none"> • Board member must be Chair • Committee members should have expertise in fundraising and/or management skills • Committee members must be a PAMA Member in good standing • External members - maximum of 5 (particular expertise) • PAMA Development Supervisor or delegate

4. Marketing and Communications Committee

Roles & Responsibilities	Composition
<ul style="list-style-type: none"> • Act as advocate and proponent to support initiatives at PAMA • Develop objectives and a strategy for PAMAAB's approval regarding independent PAMAAB initiatives • Build ongoing community support • Advise on decisions regarding advertising, promotions, special events • Work to enhance audience development • Advise regarding press releases, publicity and publications • Advise regarding social media development, newsletter development and distribution 	<ul style="list-style-type: none"> • Board member must be Chair • Committee members should have expertise in fundraising and/or management skills • Committee members must be a PAMA Member in good standing • External members - maximum of 5 (particular expertise) • PAMA Development Supervisor or delegate

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E. GUIDELINES - BOARD, COMMITTEE AND STAFF RELATIONSHIPS

Board, Committee & Staff	Relationship
Relationship between PAMAAB and Committees	<ul style="list-style-type: none"> • Committee Chairs should report to the Executive Committee as necessary • Committees should report to the next Advisory Board meeting after the committee meeting (this should be reflected in the committee schedule) • Board Chair may report at committee meetings on activities as necessary • Board Chair is ex-officio member of all committees
Committee reporting to the PAMAAB	<ul style="list-style-type: none"> • Minutes should be distributed with PAMAAB's agenda to allow time for review • Minutes of committee meetings should highlight issues requiring PAMAAB's consideration
Relationship between PAMAAB and Membership	<ul style="list-style-type: none"> • PAMAAB is drawn from PAMA Membership • The Advisory Board represents Membership and is accountable to the Membership • Advisory Board shall report annually (at Annual General Meeting) • PAMAAB shall communicate with Members through the newsletter
Relationship between PAMAAB and Management Staff	<ul style="list-style-type: none"> • The role of PAMAAB shall be advisory and shall include consultation with management staff • Consensus-driven • Ensure open communication

APPROVAL SOURCE:	Provided by issuer &/or Clerk's, Regulatory Compliance
ORIGINAL DATE:	Jan 23, 1997
LAST REVIEW DATE:	August 24, 2012
LAST UPDATE:	
EFFECTIVE DATE:	
RESPONSIBILITY:	PAMA, Communications, Service Delivery & PAMA, EBS