

AGENDA
***SPECIAL MEETING* of the**
MUSEUM DEVELOPMENT PROJECT STEERING COMMITTEE
Monday, September 14, 2015
8:30 o'clock a.m.
Room 406, 400 City Hall Square East

1. **CALL TO ORDER**

2. **DECLARATIONS OF CONFLICT**

3. **ADOPTION OF THE MINUTES**

Adoption of the minutes of the meeting held August 21, 2015 - *attached*.

4. **BUSINESS ITEMS**

4.1 **Exterior Signage**

The report of the Project Manager and the Executive Initiatives Coordinator Community Development & Health Services dated August 27, 2015 entitled "Museum Windsor - 401 Riverside Drive West - Exterior Signage" - *attached*.

4.2 **Ceiling Repainting in the Galleries**

Verbal update.

5. **NEW BUSINESS**

6. **DATE OF NEXT MEETING**

To be determined.

7. **ADJOURNMENT**

KK/
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 Chimczuk Museum, naming rights opportunities exist for four galleries:
 - o Gallery 1 - new permanent exhibition
 - o Gallery 2 - new Children's Gallery
 - o Gallery 3 - multipurpose temporary exhibition and programming space
 - o 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 \$10,000 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 "0" 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 Mnseum 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

M e m o

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."

Mfah
Manager of Cultural Affairs

Jason Re
Senior Manager of Communications and
Customer Service

~~S. J. Payne~~
~~Community Development and Health
Commissioner and Corporate Leader
Social Development, Health, Recreation
and Culture~~

U
Jeffrey Askin Hager
City Solicitor and Corporate Leader
Economic Development and Public Safety

~~_____~~
Chief Financial Officer/City Treasurer
and Corporate Leader Finance & Technology

r / 4 , H

Museum Windsor Logo - Option 2

MUSEUM
WINDSOR

MUSÉE DE
WINDSOR



**THE CORPORATION OF THE CITY OF WINDSOR
Office of the City Engineer - Engineering**

MISSION STATEMENT:

"Our City is built on relationships - between citizens and their government, businesses and public institutions, city and region- all interconnected, mutually supportive, and focused on the brightest future we can create together."

LiveLink REPORT #: 17940	Report Date: August 27, 2015
Author's Name: Colleen Middaugh/Sandra Bradt	Date to Committee: September 15, 2015
Author's Phone: 519 255-6100 ext. 6603/ 519-255-5200 ext. 5354	Classification #:
Author's E-mail: <u>cmiddaugh@citywindsor.ca/</u> sbradt indsor.ca	

To: Museum Steering Committee

Subject: Museum Windsor - 401 Riverside Drive West- Exterior Signage

1. RECOMMENDATION: City Wide: _____ Ward(s): J

THAT the Museum Steering Committee **ArPROVE** the Exterior Sign package for Museum Windsor presented as the Recommended Option to an upset limit of \$45,000;

Or, should the Museum Steering Committee wish to approve additional exterior signage,

THAT, the Project Manager **BE AUTHORIZED** to secure any such signage pursuant to the Purchasing By-Law subject to funds remaining in the Project budget following exhibit installation and further; should that desired signage package exceed \$45,000 and any further project surplus funding that is confirmed following the noted exhibit installation;

THAT the Museum Steering Committee **RESCIND** the motion of June 2, 2015 to reduce the City's capital contribution to the museum budget by utilizing the additional interest from the Chimczuk Bequest, and **AUTHORIZE** the use of the noted additional interest to fund the costs of the desired signage;

THAT the CAO and the City Clerk **BE AUTHORIZED** to award and execute an Agreement with the successful proponent subject to technical content satisfactory to the Executive Director of Recreation and Culture and the Senior Manager of Facilities, in form to the City Solicitor, and in financial content to the City Treasurer and further;

THAT the Community Development and Health Commissioner or her designate **BE AUTHORIZED** to take any such actions required to implement, operationalize and manage the exterior sign component of the Museum Development Project.

EXECUTIVE SUMMARY:

N/A

2. BACKGROUND:

In 2010 City Council approved the Municipal Cultural Master Plan (CR163/2010). Recommendation #5 noted to undertake a feasibility study regarding a new museum. Pursuant to BI 1/2011, the City retained Lord Cultural Resources consultants to do the work.

Concurrent to the study by the Lord team, the City was negotiating with the Art Gallery of Windsor (AGW) to purchase 401 Riverside Drive West and lease back to them a portion of the facility. Report #16252 - Acquisition of 401 Riverside Drive West, was presented to City Council on December 3, 2012 and approved by CR282/2012. At that time the continued viability of the Art Gallery of Windsor was in question. The sale of the property allowed the AGW to pay its debt, reduce and/or eliminate operating costs, pave the way for capital improvements and allow for the Gallery to focus on its core business. The report outlined the implications of acquiring 401 Riverside Drive West, the obligations of the Art Gallery of Windsor and the Corporation of the City of Windsor, and a list of immediate and future expected capital costs. The sale was completed in early 2013.

After exploring several options for new museum development, Lord Cultural Resources recommended an expansion of Windsor's Community Museum into the first floor of 401 Riverside Drive West. Pursuant to M150-2013 Administration was *"directed to report back with a detailed report on the recommendations with a capital and operating budget plan and next steps, including funding specifics and a business case.* That detailed report was presented to City Council on November 18, 2013 and the New Museum Development Project was subsequently approved by CR234/2013 (attached as Appendix 'A').

Two significant funding sources for the museum project are the Chimczuk Bequest and the Canada Cultural Spaces Fund (CCSF). This Fund, a program of Canadian Heritage, provides for up to 50% of a project's eligible expenses. With an approved project budget of \$6,180,642, Administration requested \$2,400,321, which was 50% of the costs for all of the eligible items. Awards in excess of \$1 million are rare and the amount allocated to the City of Windsor in the 2014/2015 funding cycle was nearly 1/3 of all funding available. Canadian Heritage granted \$1,998,000, which although a significant award, was \$402,321 less than the original request.

Other identified funding sources for the project included \$405,000 from Capital Project 007-7119006, previously approved by Council (CR282/2012) as a result of the City's purchase of 401 Riverside Drive West and \$102,456 precommitted to the 2015 capital budget.

A total cash allowance of \$65,000 for the wayfinding and permanent signage, which are Canada Cultural Spaces Fund grant-eligible components, was included in the fixed price tender by Oscar Construction Company Limited (RFP 108-14) for the building renovation work.

To date, the Executive Committee has approved the use of an up-set limit of \$20,000 from the cash allowance for interior signage and way-finding at both the 401 Riverside Drive West site and at the Francois Baby House site. The remaining \$45,000 has been reserved for exterior signage.

The exterior signage component of the project was delayed pending resolution of the legal issue surrounding the Chimczuk Bequest. As this file has been resolved and the City's obligations to the Art Gallery of Windsor are captured within a signed lease agreement, the Project Manager is moving to address exterior signage.

3. DISCUSSION:

As authorized by City Council, the planning, design and building renovation work on the Museum Expansion project was undertaken and is nearing completion. The exhibit development and fabrication work is currently underway with an anticipated completion/installation date of late 2015.

Signage on 401 Riverside Drive West will play a key role in identifying the significant cultural establishments contained within and drawing traffic to the developing cultural hub. Any signage proposals must consider the obligations created by the Chimczuk Minutes of Settlement and the lease agreement with the Art Gallery of Windsor.

In November 2013 the Chimczuk issue was before the courts and the exact amount of funding, and if it would be available for the Museum Development Project, was unknown. However, in early 2015 a settlement was reached and the funds made available to the project. As detailed by the City Solicitor in Report #17755 to City Council at the June 1, 2015 meeting, the Minutes of Settlement specify that:

2. *".....such first floor to be named the "Chimczuk Museum"*
3. *"The City of Windsor shall place the name "Chimczuk Museum" on the exterior of the building along with the name "Art Gallery of Windsor" and any other community user group that may in the future use permanent space in the building. The "Chimczuk Museum" name shall come first (before any other user group name including the "Art Gallery of Windsor") and be in locations and use a font/lettering as prominent as or more prominent than any other name. "*
4. *"At its discretion, the City of Windsor may give the Building an umbrella name. In doing so, it will not sell naming rights to the Building or identify the Building by a proper corporate or individual name....It will confine the designated name to something that contains the word "Windsor" "*

In addition to the legal obligations outlined in the Minutes of Settlement, consideration was also given to the Art Gallery of Windsor as a tenant of 401 Riverside and the obligations to the AGW contained within their lease agreement with the City.

In a report to Council received in December 2012, (Livelink Report #16252 - Acquisition of the Art Gallery of Windsor), immediate one-time capital expenditures including IT fibre connectivity, security upgrades, construction of movable walls and production of new signage were identified. The agreement specifies: "that City will design and install interior and exterior signage to identify the AGW as occupants of the building and to provide direction to visitors".

The report noted that the Art Gallery of Windsor had requested the installation of moveable walls on the 2^o and 3rd floors, at the City's expense, which would transfigure the gallery spaces and create additional wall and named space which was critical to their programming. The cost was estimated at \$125,000. A further \$1 million was noted as perhaps being necessary to address the shortcomings of the elevation system.

As some of the capital improvements met the eligibility requirements and program objectives of the Canada Cultural Spaces Fund, works as required under the lease agreement with the Art Gallery and those that protected and preserved the Museum's collection were consolidated.

On August 12, 2015 the Museum Development Project Managers and Project Sponsor, Jelena Payne, met with representatives of the Art Gallery of Windsor to discuss signage. AGW representatives shared the challenges they have been experiencing with patrons attempting to enter the building at the north and west doors. They share Administration's concerns that signage needs to captivate attention from each direction and identify the main building entrance. As has been considered by the Executive, the AGW suggested replacing the transformer casing signage and also suggested adding directional signage on the loading area's garage door.

When the idea of possibly mirroring the signage at the Aquatic Centre was raised, the AGW commented on some potential ongoing maintenance concerns. However, the biggest concern raised by the AGW was how "prominence" of the Chimczuk Museum sign was to be addressed and what options would be available for AGW signage. They were concerned about "stacking" the names of Chimczuk Museum and AGW on any proposed signage. The Minutes of Settlement were shared with the group.

The choices for exterior building signs are extensive. An exploratory conversation was held early on with the architects, who offered suggestions for signage that blended the existing banner concepts with more permanent signage. Such a significant cultural asset should have appropriately impressive signage. The working group agreed that a mix of wall banners and vinyl graphics provided maximum exposure while considering the budget. As a starting point to determine costs for more permanent signage, the Project Manager sought an informal quote for signage consistent with the adjacent Windsor International Aquatic and Training Centre ("WIATC"). Similar LED channel letters on 401 Riverside Drive West could contribute to the development of the "hub" concept.

Considering the Steering Committee's discussion at the last meeting, traffic patterns around 401 Riverside West and the necessity that signage locations afford the most prominent view to the Chimczuk Museum, the Executive proposes the following (Appendix 'B') to ensure appropriate signage for the immediate needs of the facility and compliance with legal obligations, and a longer term plan for permanent signs on a significant cultural asset.

Replacement of the sign at the Francois Baby House, signage for both the Chimeczuk Museum and the AGW on the transformer casing wall, directional graphics on the south loading dock door, and vinyl graphics on the north and south glass doors are included. The graphics on the glass doors will provide information on the hours of operation for both the Chimeczuk Museum and the Art Gallery of Windsor. Subject to available funds, additional visitor experience graphics to promote the Museum experience could be installed on the East and West walls of 401, permanent signage could be added, as could a landmark digital sign. The Committee seeks Steering Committee direction on these items.

An estimate of costs received thus far is offered in an "a-la-carte" format attached as Appendix 'C'. The quote for the LED channel letters considered both the Chimeczuk Museum and Art Gallery of Windsor. Formal quotes have not yet been obtained for any of this work. The prices identified in this report are estimates only and were developed based on information available from previous City projects, including the WIATC. As this is a retrofit to an existing building, unknown obstacles may be encountered in the field potentially resulting in increased installation costs.

The challenge to securing quotes was the limited budget available, the number of locations where signage could be placed on the building and the fact that companies need very specific direction in order to quote. To issue an RFP for signage without any specifications would make comparisons between proposals difficult and could result in proposals that far exceeded the available budget. To issue an RFP within the available budget could result in a quote for one sign that wouldn't give visibility to the Museum from all angles.

As requested by the Steering Committee, Administration has begun to price a landmark digital sign that could be installed on the grounds of 401 Riverside Drive West and would include a marquis denoting Museum Windsor and the opportunity to digitally program messages highlighting the Museum collection, special exhibitions and events, and other city events.

A similar sign advertising the WFCU Centre, although larger than what may fit at 401 Riverside, was recently installed at a cost of \$307,000. An RFP is currently open calling for proposals from third parties to manage the content of the sign and sell advertising space. In this instance the project will generate revenue for the corporation. A similar venture could be considered should the Committee pursue this sign. The Steering Committee for the Windsor International Aquatic and Training Centre recently considered a landmark digital sign for that facility but decided to not proceed. The cost of that particular sign was approximately \$210,000. There is a possibility to consider signage to the benefit of both facilities.

The existing \$45,000 signage budget precludes anything beyond the mix of banners and graphics that is being suggested.

As the project draws nearer to close, any monies remaining after the exhibit installation could be allocated to permanent signage which would clearly identify the Chimeczuk Museum and Art Gallery of Windsor on Riverside Drive, a very well-travelled city street, and to those on and across the Detroit River. It also provides for high-profile signage on the south side, which will be visible to guests at both the WIATC and Adventure Bay.

The main entrance to the building, designed to require the least amount of staffing, is on the south side and established traffic patterns are directing patrons to enter from the south. Should the Steering Committee direct the Executive to pursue additional signage, it is suggested that a request for proposals be issued to capitalize on the creativity that exists within the community and generate ideas for appropriate signage.

Schematic representations of the various al-la-carte options are attached as Appendix 'D'.

4. RISK ANALYSIS:

The Chimczuk Minutes of Settlement obligate the city to place the name "Chimczuk Museum" on the exterior of 401 Riverside Drive West. The agreement with the Art Gallery of Windsor also provides for identification of the AGW as tenants. There is a risk of non-compliance with these legal agreements if exterior signage is not addressed in a timely fashion.

There is a risk that that the City's tenant, the Art Gallery of Windsor, may take issue with any proposed signage but this risk will be tolerated.

If the exterior signage is delayed beyond the completion of the project, then appropriate resources may not be in place to revisit this component of the project, placing the Corporation at risk of non-compliance with the aforementioned agreements and at risk of criticism from the community.

5. FINANCIAL MATTERS:

The project budget approved by City Council in November 2013 totalled \$6,180,642 and identified the following funding sources for the project: \$2,400,321 from the Canada Cultural Spaces Fund; \$405,000 from 2013 pre-approved funding, \$3,272,856 from the Bequest of Joseph Chimczuk and the remaining \$102,465 as a precommitment to the 2015 capital budget.

On July 7, 2014 City Council provided for the award of the museum construction contract subject to the results falling within the revised budget, effectively reducing the overall budget to \$5.7 million. (CRI74/2014)

In May 2015 the City Solicitor reported to Council the successful resolution of the Chimczuk matter. The report noted the fund's growth to \$3,402,811 and indicated that once the legal fees were charged against the proceeds of the will, approximately \$3,377,206 (or approximately \$104,000 more than anticipated) would be available for use by the Museum project.

At their meeting of June 2, 2015, the Museum Steering Committee allocated all Chimczuk monies, less legal expenses, to the Museum project and reduced the capital dollars previously allocated to the project in an equivalent amount.

Should the Steering Committee wish to entertain additional signage for 40I Riverside Drive West, beyond the available \$45,000 and any unallocated project surplus, the Executive Committee asks that the Steering Committee reinstate the previously approved capital funds, in an amount equivalent to the increase in the Chimczuk interest and authorize the use of the interest to fund the desired additional signage.

The exterior signage works as proposed will be paid through the permanent signage and wayfinding cash allowance identified as part of the building renovation (RFT 108-14) component of the Museum Expansion Project. A portion of the funds from this cash allowance have been used towards interior signage and wayfinding. A breakdown of the distribution is outlined below:

Should the Steering Committee pursue the landmark sign, Administration will investigate opportunities for sponsorship and revenue generation.

6 . CONSULTATIONS:

New Museum Working Committee

7. CONCLUSION:

Appropriate signage at 401 Riverside Drive West will identify two significant cultural assets in the City of Windsor, contributing to their visibility, viability and role in the development of the cultural hub.

The residents of the City of Windsor have been anticipating the opening of a new museum for a very long time. Prominent signage on the facility will increase the visibility of both the Art Gallery of Windsor and the Chimczuk Museum, honouring the intent of Mr. Joseph Chimczuk's generous gift, made so many years ago.

Project Administrator

**Madelyn Della Valle
Curator, Museum Windsor**

< ; o a B ? : : : : : : : : : : , _ .. = : : : _____ - - ...S...
3 Executive Initiatives Coordinator

Community Development and Health
Commissioner/Corporate Leader Social
Development, Health, Recreation & Culture

Shilby Askin-Hager
City Solicitor

--- -/ inancial Officer and City Treasurer
orate Leader Finance & Technology

H
Chief Administrative Officer

NOTIFICATION:				
Name	Address	Email Address	Telenhone	FAX
Dr. Catharine Mastin		cmastin@alaew.ca		

CR234/2013

- **THAT** the report of the Manager of Cultural Affairs responding to MIS0-2013 regarding the recommendations of Lord Cultural Resources Museum Feasibility Development Study **BE RECEIVED AND**;
- **THAT** City Council **APPROVE** Proposal B (Table 4) with an upset capital funding limit for new museum development at 401 Riverside Drive West in the amount of \$6,180,642; to **BE FUNDED** as follows: \$2,400,321 to be requested from the Canada Cultural Spaces Fund; \$405,000 from 2013 pre-approved funding, \$3,272,856 from the Bequest of Joseph Chimczuk and the remaining \$102,465 as a precommitment to the 2015 capital budget **AND**;
- c. **THAT** City Council **CONFIRM** their direction to the Executive Director of Recreation and Culture to apply to the Canada Cultural Spaces Fund to request up to 50% of the museum development's eligible capital expenses **AND**, as required by the Grant guidelines;
- o. **THAT** City Council **COMMIT** to funding all capital costs associated with the museum development not funded through the Canada Cultural Spaces Fund **AND**;
- .. **THAT** Administration **BE AUTHORIZED** to take any other steps as may be required to bring effect to these resolutions, and that the CAO and City Clerk **BE AUTHORIZED** to execute any required documents for that purpose, subject to legal approval by the City Solicitor, financial approval by the City Treasurer, and technical approval by the Community Development and Health Commissioner; **AND**
- .. **THAT** any such steps taken **BE REPORTED** to City Council as soon as is practical following the action **AND**;
- c. **THAT** the Purchasing Manager **BE AUTHORIZED** to issue an RFP - Consulting Services for Architectural Services and Exhibition Planning Services pursuant to the Purchasing Bylaw to a combined upset limit of \$607,000 **AND**; subject to the results falling within those parameters;
- "• **THAT** the City Clerk and Chief Administrative Officer **BE AUTHORIZED** to award and execute an Agreement with the successful architectural services and exhibition planning services proponent(s) subject to technical content satisfactory to the Executive Director of Recreation and Culture and the Executive Director of Parks and Facilities, in form to the City Solicitor, and in financial content to the City Treasurer, with a Communication Report to Council to follow **AND**;
- 1. **THAT** Parks and Facilities **BE AUTHORIZED** to issue a tender for scope of work developed by the consultants and approved by the Executive Director of Recreation and Culture and the Executive Director of Parks and Facilities **AND**;
- .. **THAT** the results of the tender and a Project Charter **BE BROUGHT BACK** to City Council for approval **AND**;

- .. **THAT** City Council **APPROVE IN PRINCIPLE** a baseline net annual operating budget for Windsor's Community Museum in 2015 of \$774,941, (this includes the original \$352,417 for the current Francois Baby House and the incremental increase of \$422,524 for the new Museum site) based upon the City operating model, with an expected staff complement total of 10.5 FTE positions (reflecting an incremental increase of 4.5 FTE positions), and resultant projections by Administration, subject to annual inflationary and other business adjustments.

Recommendations for Consideration:

		Estimated Probable Cost
D Channel Lettered Sign	north side, riverside view (IE)	\$30,000 - \$40,000
D Channel Lettered Sign	south side, parking/street view (IF)	\$30,000 - \$40,000
visitor experience graphics	East and West Walls (I G, IH& II)	\$50,000 - \$70,000
landmark Digital Sign	Grounds of 401 Riverside West	\$200,000 - \$300,000
Total Estimate of Probable Cost=		\$310,000 - \$450,000

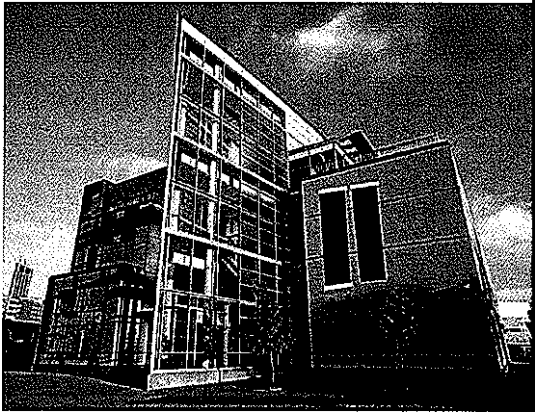
*Estimated pricing, true industry costs may be higher.

Estimation of Signage Cost (Supply and Installation)

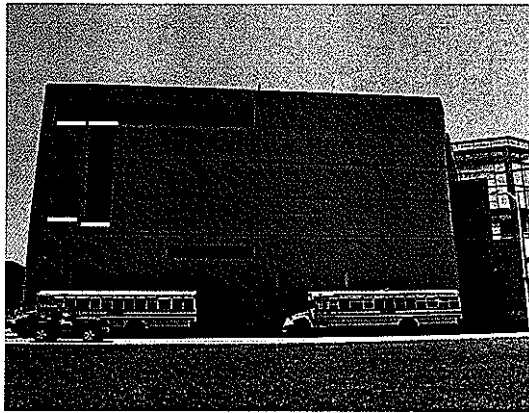
LED Channel Lettered Sign (similar to WIATC and include both Chimczuk Museum and Art Gallery of Windsor names)

CHIMCZUK MUSEUM Art Gallery of Windsor

IMMEDIATE NEEDS



1A. North Side. Riverside View. Wall Banners.
• New+ Existing Hardware & Lighting.



1B. East Side. Wall Banners.
- New+ Existing Hardware & Lighting.

1C. South Side. Entrance View. Wall Banners.
• New + Existing Hardware & Lighting.

1D. South Side. Transformer Casing.
- Existing Hardware & Space for logo.

NOT PICTURED:

- Vinyl Graphics on glass doors. North & South Entrance.
- Viny Directional Graphic on loading Dock Door. South Side.
- Replace Front lawn Sign al Francois Baby House.

VERTICAL BANNER EXAMPLES

- Chimczuk Museum Banner.
- Visitor Experience Wrap / Graphics Banner
- Ari Gallery of Windsor Banner.



CHIMCZUK MUSEUM Art Gallery of Windsor AT COUNCIL'S DIRECTION



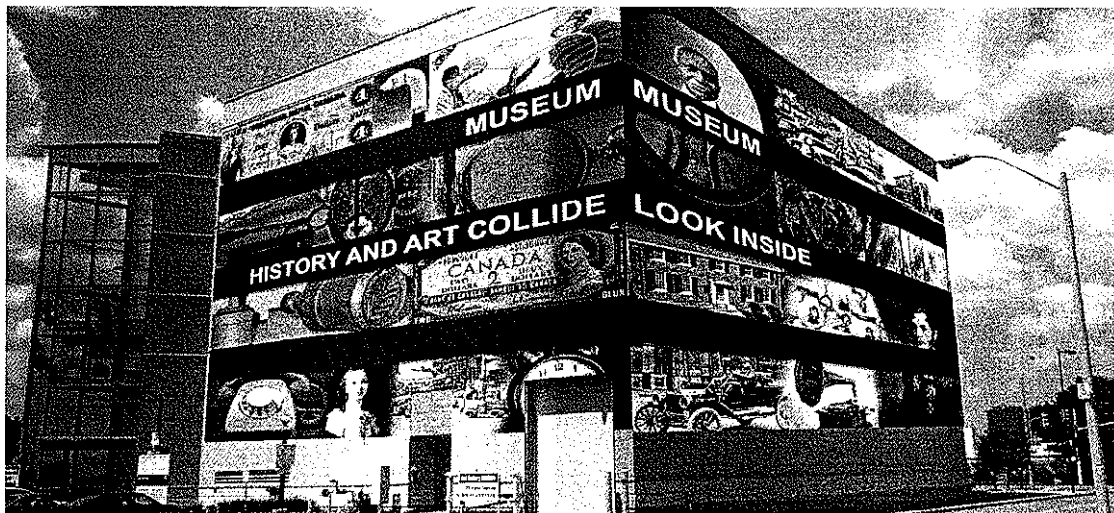
1E. North Side. Riverside View.
• LED Channel Lettered Sign.
- New Hardware & Lighting.



1F. South Side. Parking/ Street View.
• LED Channel Lettered Sign.
- New Hardware & Lighting.

1G. East Side. Visitor Experience Wrap / Graphics. • New Hardware & Lighting.

1H. West Side. Visitor Experience Wrap / Graphics. - New Hardware & Lighting.



1I. South/East Side(s). Visitor Experience Wrap/ Graphics. New Hardware & Lighting.

NOT PICTURED:

- Landmark Digital Sign. Grounds of 401 Riverside Drive. Cost Estimate: \$200,000 to \$300,000.