

**62th Report of the  
ELDON HOUSE BOARD OF DIRECTORS**

Meeting held February 9, 2017, commencing at 4:30 p.m. in the Eldon House Interpretive Centre, at 481 Ridout Street North.

Present: J. O'Neil, B. Kent, M. Spencer Golovchenko, J. Jolliffe, M. Tovey, T. Regnier, R. Koudys, Alison Martin, Marvin Recker, T. Wittmann, B. Elliot, B. Keim

**DISCLOSURE OF PECUNIARY INTEREST**

None

**COMMUNICATIONS & DISCUSSIONS**

**1. J. Jolliffe – Chair's Report (attached)**

**SPENCER GOLOVCHENKO AND KOUDYS**

That the verbal report of the Chair as outlined below **BE ACCEPTED**:

Thank you to M. Tovey for filling in as Acting Chair while J. Jolliffe was away on vacation to review agenda and minutes to prepare for board meeting this week. The Chair presented Marvin Recker as new member of the Eldon House board, who then introduced himself and gave brief background.

**CARRIED**

**2. 61st Report of the Eldon House Board of Directors**

**KOUDYS AND KENT**

That the 61st Report of the Eldon House Board **BE ACCEPTED** with the following revisions:

#5 GIC (Koudys) - asked about GIC and its designated use

Investment Account not GIC

#7- 2nd<sup>st</sup> bullet – has been developed

3<sup>rd</sup> bullet – and staff, Wittmann

#9 B Kent Eldon House proceeds

#8 B. Elliot - Palace Theatre

The Executive Director expressed concern regarding the potential for an Eldon House reputation and brand management issue related to its partnership with the Palace Theatre, and our upcoming joint production of *The Triumph of Teresa Harris*. As a theatre staff member was recently involved in media coverage, through misguided remarks on social media about a legislative initiative, the Executive Director suggested the museum could face negative publicity through its association with the theatre.

Following discussion of the longstanding relationship between Eldon House and the Palace Theatre, and confirmation the theatre is addressing this HR matter with all appropriate measures, the board unanimously moved to proceed with the co-production, as planned.

### **SPENCER GOLOVCHENKO AND KOUDYS**

That the following actions be taken regarding the Palace Theatre:

1. That the partnership between Eldon House and Palace Theatre **BE REAFFIRMED**.
2. That the production of *The Triumph of Teresa Harris* on stage at the Palace Theatre Procurier Hall from March 22-25 **BE SUPPORTED**.

### **CARRIED**

### **3. T. Wittmann – Curatorial Report (attached)**

#### **O'NEIL AND SPENCER GOLOVCHENKO**

That the following actions be taken regarding the Curator's Report:

- a. That the Curator's Report **BE ACCEPTED**.
- b. That the following information **BE RECEIVED**:
  - Question about Conservation and Cleaning section of Curator's Report (Jolliffe) – Who does the cleaning? The Curator and an intern do cleaning of textiles and chandeliers; they have never been cleaned in 14 years since T. Wittmann on staff at Eldon House
  - 110th anniversary of London Skating Club (Spencer Golovchenko) – Curator updated on early discussions for new collaboration with Skating Club. This is a great fit with 3 generations of Harris Family (mainly Milly) being active within the club.

### **CARRIED**

### **4. T. Wittmann – Review of Collections Policy (attached)**

#### **O'NEIL AND TOVEY**

That the review of draft Collection Management Policy be deferred to future board meeting **BE APPROVED**.

### **CARRIED**

### **5. B. Keim - Financial Report**

#### **MARTIN AND O'NEIL**

That the verbal Financial Report as outlined below **BE ACCEPTED**:

The Financial Manager reported that EH experienced a net loss in 2016 of approximately \$10,000. The loss is primarily due to expenses incurred to develop the EH website in 2016. He also stated that here is a possibility under Canadian accounting standards that the auditor will ask us to reallocate this expense and record it as an intangible asset thus reducing the loss in 2016 by approximately \$10,000 with a resulting net income at or near zero.

## **CARRIED**

### **6. B. Elliot – Programming Report**

#### **MARTIN AND SPENCER GOLOVCHENKO**

That the following actions be taken regarding the Programming Report:

- a. That the Programming Report **BE ACCEPTED**.
- b. That the following answers to questions **BE RECEIVED**:
  - Summer Tea hiring - 4 students & 1 intern will be acting as tea servers and historical reenactor
  - Women's Suffrage event (Spencer Golovchenko)- The first meeting of Steering Committee is being held February 23<sup>rd</sup>. An invitation was extended to local first Nations chiefs to participate as well. The event includes movies at London Public Library and the pivotal walk starting and finishing at Eldon House. There is an opportunity for Eldon House representatives to be involved on the steering committee if interested.
  - Wedding bookings (Koudys) – There are 4 weddings booked until end of October. Eldon House is working with Museum London to be recommended as site for small weddings and photographs.
  - Programming promotion (Tovey) – Eldon House has an increased presence through new *Yes London* brochure & Tourism London website.
- c. That information **BE RECEIVED** from board members:
  - O'Neil – He mentioned that other sites rent outside space for book launches, parties and other outdoor events
  - Recker – There is Detroit program where he heard they are very successful having events at their historic sites though may be much larger venues but could still learn from them

## **CARRIED**

### **7. B. Elliot – Executive Director**

#### **KENT AND TOVEY**

That the following actions be taken regarding the Executive Director's Report:

- a. That the Executive Director's Report **BE ACCEPTED**.
- b. That the following answers to questions **BE RECEIVED**:
  - Bell phone lines (O'Neil) – Bell has reviewed lines status and needs so situation is now clarified. The savings from change in phone system will be allocated to historical interpreters. A business plan will be brought to the board next month.

- c. That additional information **BE RECEIVED**:
- Programming - 5 tour bookings now for February
  - Facebook - Information is being added to indicate 'official' page. B. Kent and B. Elliot to review Facebook page and register Eldon House branding. Still trying to work with creator of other Facebook page as removal is still the best option.
  - Investigating better pricing options for other utilities such as London Hydro, Union Gas, etc.
  - Lighting audit is being reviewed with a staged implementation planned
  - New date of April 23 for "pop up" workshop
  - Sunfest- we are confirmed to participate; just waiting to see which other museums may want to share our table space.
  - Museum of Ontario Archaeology has prepared a virtual reality experience grant. The Executive Director is being mentored on grant process as less applications received for this specific grant.
  - Strategic Planning – Great feedback received at session held for staff and volunteers

**CARRIED**

**8. R. Koudys - Ridout St. properties - Farhi proposal**

**KENT AND MARTIN**

That the following actions be taken in regards to this item:

- a. That the board **RECEIVE** information on a confidential proposal for a high-rise development next door, south of Eldon House.
- b. That the Executive Director **BE ACTIONED** to research the ongoing budget for maintenance from City beyond the expiry of 50-year agreement with Harris Family. There is a need to document and formalize the ongoing agreement for City support and maintenance.

**CARRIED**

**9. R. Koudys – Triumph of Teresa Harris, Palace Theatre**

**KOUDYS AND SPENCER GOLOVCHENKO**

That the following actions be taken in regards to this item:

- a. That Board express our appreciation to M. Spencer Golovchenko for all her work on this event.
- b. That Eldon House Board of Directors support ***The Triumph of Teresa Harris*** production by buying out all tickets for Thursday March 23<sup>rd</sup>, with commitment to purchase tickets from Board members (approx. 6 tickets each) and also available to staff and volunteers

**CARRIED**

## 10. Committee Chairs – Verbal Committee Reports

### **SPENCER GOLOVCHENKO AND RECTOR**

That the verbal Committee reports as outlined below **BE ACCEPTED**:

#### **Collections Committee** (M. Tovey)

At recent meeting the draft Collections Management Policy was reviewed with many changes made to document; it will be brought to a board meeting soon so our Curator can move forward on collections issues that have been on hiatus waiting for policy approval. The NHS application is being drafted as this is important tool to increase visitors and visibility as 20% more people to NH sites. T. Wittmann prepared draft statement of significance for initial review. Janet Hunten, a committee member mentioned that Eldon House was the first heritage property designated in London.

#### **Gardens Committee** (R. Koudys)

The next meeting is planned for February 23 where R. Koudys will bring the Farhi proposal for discussion. Other item to review is possible shade study to be completed this summer

#### **Marketing Committee** (B. Kent)

B. Kent is going to design larger poster for distribution to Attic Books to build on exciting initiative led by committee volunteer with other partnerships in future. At January 25 meeting the branding guidelines were reviewed and approved; in year ahead the game plan includes signage and event promotion.

#### **Special Events Committee** (M. Spencer Golovchenko)

The posters for The Triumph of Teresa Harris play at The Palace were distributed to board members.

**CARRIED**

### **OTHER BUSINESS**

11. Spencer Golovchenko - **Information Item** - London Heritage Council and London Arts Council are separating staff and physical space at Innovation Works

### **NEXT MEETING**

Board Meeting – Thursday March 9, 2017

### **ADJOURNMENT**

**KENT**

Motion to adjourn.

**CARRIED**

The meeting adjourned at 6:55 PM.