



Volunteer Association Textile Museum of Canada

Volunteer Committee Meeting March 6, 2013

Present: Pam Craig, Lynne Lee, Helen Kirkby, Julia Bryant, Sheila Thompson, Susan Singh, Andrea Diplock, Isabel Ward, Arlette Shulman, Vickie Grant, Angela Kryhul, Laura Brocklebank

Regrets: Susan Helwig, Maurie Todd, Christina Kim, Temma Gentles

Chair Report (Pam Craig)

Report from the Museum's Board of Directors:

- Marimekko exhibition has been very successful – 300 people attended the opening, tours have been highly subscribed and the media response has been positive.
- Shine is the next exhibit to open and will coincide with the Toronto International Jewellery Festival. Carol Tanenbaum is supporting the exhibition.
- The Guatemala exhibition received MAP funding and will continue as a travelling exhibition until 2015.
- Renovations are being completed on the Museum's lighting and conservation and other systems.

Volunteers Connect

Laura Brocklebank and Susan Singh will attend the next meeting on April 16.

Gardiner Museum

- Through a reciprocal agreement, free admission to the Gardiner will be available to TMC members June 1 and 2.

Volunteer Benefits

- As announced at the Volunteer Appreciation Event, TMC Volunteers will now receive 20% off all their purchases in the Museum Shop, and they can bring one guest with them (for free) each time they visit the Museum.
- Discussion occurred regarding the definition of a TMC Volunteer and the issue will be referred to the Orientation Committee.

Orientation Committee

- Will meet before the next board meeting to discuss attraction and retain volunteers; members include Laura Brocklebank, Pam Craig, Susan Singh, Julia Bryant, Andrea Diplock, Susan Helwig.

Treasurer's Report (Pam Craig on behalf of Temma Gentles)

The Volunteer Association's account balance on February 28 reflected the addition of proceeds from the Bargain Bolts sale; the Volunteer Association made a donation to the Museum.

New Business

Volunteer Association Annual General Meeting

- A planning group was established that includes Pam Craig, Susan Singh and Lynne Lee.
- Shauna McCabe to be invited to speak at the AGM on May 1, 2013

Communication (Andrea Diplock/Pam Craig)

- A lengthy discussion occurred regarding the need to clarify the definition of a volunteer within the organization and to improve communications with volunteers.
- Communication is seen to have three components:
 - a) From the Museum to volunteers
 - b) Amongst volunteers
 - c) To the broader community to attract volunteers, increase sales and build recognition of the Museum

A decision was made to provide Monthly Updates in Strand News based upon the Representative and Committee Reports contained in the Volunteer Association's approved monthly minutes. The matter was referred to the Orientation Committee for further discussion with a report back to the broader committee for resolution.

Representative and Committee Reports

Strand News (Angela Kryhul)

- Strand News continues to welcome pictures, stories or information regarding events.
- To keep members and volunteers informed about activities of the Volunteer Association Board, the approved Representative and Committee Reports included in the Minutes will be published in Strand News

Docents (Isabel Ward)

- This has been a busy time with the opening of the Marimekko exhibition, with six tours booked in February and five for March. The media coverage of the Marimekko exhibit has been extensive.
- Given the number of docents, filling all tour requests is problematic. Additional docents are required which then will require a focus on training of new docents.

Educators (Julia Bryant)

- Educators continue to meet monthly. In February, strategies to support tours and school programs for the Marimekko exhibition were discussed. The next priority is to

complete some of the activity boxes in Fibrespace to encourage interactive exploration of different fibres.

- [Elementary and high school] visits are down given the current climate in the schools. [i.e. moratorium on extra-curricular activities) Outreach is underway.

Human Resources (Laura Brocklebank)

- Outreach to prospective volunteers continues.
- Volunteers continue to be needed for the docents, in the shop and at the front desk.

Library (Vickie Grant)

- 38 contacts were made in February.
- Activities are in progress related to delisting policies, listing and selling of rare books, ensuring that the catalogue is current, pricing of Yardage Sale books, reducing duplication and creating space.
- Activities reflect and will be consistent with the Museum's practices
- A moratorium is being considered regarding the acceptance of new books due to space limitations.

Shop (Helen Kirkby)

- The shop currently has a sale on knitting and quilting books.
- The shop continues to require new volunteers.

Fourth Floor (Arlette Schulman)

- Progress continues with organizing the Canada cupboards, which is a time consuming process.
- Artifacts that reflect the upcoming Shine exhibit are being pulled for the permanent gallery.

Yardage Sale (Andrea Diplock)

- Preparations for the Yardage Sale are well underway. Donations are being sorted and contracting for tents and vehicles is in process. Publicity has begun.
- A meeting will occur on April 10 with all the people who head the sale's various activities.
- This year, books, beads, magazines and buttons will be sold in Fibrespace.

Other Sales (Susan Singh)

- The March Pop-up sales were very successful and raised awareness of the Museum.
- The Bags of Free Fabric sale was well attended and provided excess fabric to a variety of individuals and groups including schools, daycare centres, dance groups and women's shelters.

Next Meeting of the Volunteer Committee: April 3, 2013, 4:30 pm