

THE MUSE BOARD MEETING MINUTES

November 27, 2025 – 4:30 pm – Lake of the Woods Museum Board Room

PRESENT: Lindsay Koch, Cheryl Mosindy, Robert Bulman, Lisa Lyle, Reid Thompson, Karen Ingebrigtsen, Kirsten Fair (exited at 17:15), Charito Gallivan, Braden Murray (ex officio)

REGRETS: Hannah Edie

- 1 CALL TO ORDER – at 16:32
 - Land Acknowledgement was read
- 2 APPROVAL OF AGENDA FOR MEETING
 - Moved by Lisa Lyle, seconded by Charito Gallivan that the agenda for the meeting of November 27, 2025 be approved as presented.*
 - Carried
- 3 DECLARATION OF PECUNIARY INTEREST
 - Nil
- 4 KNOWLEDGE OF FRAUD AND LEGAL MATTERS
 - Nil
 - Robert made note that he'd be speaking with the auditors at their request, and that if anyone had any concerns to speak with him.
- 5 APPROVAL OF PREVIOUS MEETING MINUTES
 - Moved by Reid Thompson, seconded by Lindsay Koch that the minutes of the October 30th, 2025 meeting be approved as presented.*
 - Carried
- 6 BUSINESS ARISING FROM THE MINUTES
 - Nil
- 7 FINANCIAL
 - 7.1 Operating Budget vs Actuals for Art Centre and Museum for October 2025
 - There was a discussion about rentals at the art centre

- It was noted that City Finance moved the expense for the fibre install has been from operational to capital, so it will no longer be reflected on the operational budget for either building.
- There was a conversation about how better to push memberships. A "You would have saved X if you were a member!" Type messaging on receipts. Staff will investigate.
- Overall the financial situation looks fairly similar to last year.
- There was a question about why the numbers for the Art Centre seemed so high, and it is because the Donations and Special Projects line both carry \$200,000 in potential spending, but the actuals only reflect the actual money in and out. This allows for us to purchase artwork with patron donations without a budget amendment from Council.

7.2 October 2025 expenses - Museum and Art Centre

Moved by Cheryl Mosindy, Seconded by Charito Gallivan that the October 2025 expenses for the Lake of the Woods Museum in the amount of \$13,080.67 be approved.

- *Question about the air movement charges under Art Centre expenses. This is jumping the gun a bit, but after the Art Centre HVAC work was completed, the building had to be rebalanced.*
- *There was a question about WONation Radio. That was advertising for the September 27 book launch event on the radio station that is operated by Wauzhushk Onigum Nation. They are slowly dipping their toes into advertising, and Jake (onthelake) is a friend of the Museum from his old 89.5 days. We purchased 10 spots over 3 days, as well as sponsored an interview with elder George Kakeway.*
- *Carried.*

Motion: That the ~~September~~ October 2025 expenses for the Douglas Family Art Centre in the amount of \$24,719.97 be approved.

- *carried*

8 RECOMMENDATIONS FROM ADVISORY COMMITTEES

- Nil

9 RECOMMENDATIONS TO COUNCIL

- Nil

10 DECISION ITEMS

- Nil

11 DISCUSSION ITEMS

11.1 Muse Visitor Survey Results

- There was a broad ranging discussion on the results of the user surveys collected at the Museum and Art Centre this summer. Overall there were 151 surveys representing 389 paid guests.
- The guests mostly were looking for something to do in town generally, or they were looking to come in for a particular exhibit.
- Most saw the signs outside and decided to come in, but a significant number found out online.
- No surprise that most out of town guests were here from Winnipeg.
- There was a discussion about the efficacy of advertising on Spotify. Some never heard the ads, while others heard them all the time. Staff will follow up with Communications staff on adjusting the specified audience.
- There was a discussion about how women were the drivers of a lot of tourism traffic, and how we can specifically appeal to them.
- It was mentioned how it was difficult to do exit interviews, and some solutions were mentioned.
- Overall this was a very useful exercise, and we will be done again next summer.

12 INFORMATION ITEMS

12.1 Directors Report

- There was a discussion on the Muse open house.
- We had 964 visitors at our buildings on the Friday, Nov 21 Open House. We got a lot of feedback that people really enjoyed the event(s) at the tree, in the buildings, and in the park. About 100 people/building from 5:00 – 5:45 and then the others afterward.
- We went through 300 cookies, 400 candy canes, and 7 gallons of cider.
- The feedback was very positive. The buildings being open prior to the event allowed for families with really little kids to come down and then leave as soon as the tree was lit. We had a large number of people who didn't even know what the art centre was who came in and enjoyed it.
- We sold several memberships
- The need for ice, more napkins, and more candy canes was noted.

12.2 Strategic Plan Report Card

- Museum staff members have heard from GCT#3, and they're interesting in meeting to talk about repatriation. It is now a matter of scheduling.

12.3 Mounds and Memory Conference Report

- The report on the Mounds and Memory Conference was discussed. There were lots of great connections made, as well as very interesting educational

plenary sessions. This was a continuation of the Mounds and Memory group that Museum staff attended in 2022.

- 12.4 Art Centre Advisory Committee Minutes
- circulated

13 CORRESPONDENCE

- 13.1 Galeries Ontario Galleries – Award Short List
- The Art Centre has been short listed for an award for their community partnership with Triple PLAY. The award ceremony is December 1 in Toronto.

- 14 IN CAMERA SESSION
-Nil

- 15 OTHER BUSINESS
-Nil

17:15 – Kirsten Fair exited to the meeting

- 16 NEXT BOARD MEETING
At 4:30 in the Museum Board Room on December 18 , 2025

17 ADJOURNMENT

Moved by Charito Gallivan, seconded by Reid Thompson to end the meeting at 17:22.
- Carried.