

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 17, 2015

Item 17, Report No. 7, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on February 17, 2015, as follows:

By approving the Terms of Reference for the Pierre Berton Discovery Centre Advisory Task Force, as set out in Communication C12 from the City Clerk, dated February 12, 2015, subject to the following:

1. ***That the name of the Task Force be changed to the Pierre Berton Tribute Task Force; and***
2. ***That the first paragraph of the Mandate / Objectives be amended to read as:***
 1. ***Recommend an exhibit program at the United Church site, in Kleinburg, which may consist of donated artifacts, public art and historical information on the life and contributions of Pierre Berton to Canada and Vaughan.***

17

PIERRE BERTON DISCOVERY CENTRE

The Committee of the Whole recommends:

- 1) **That the following be approved:**
 1. **That Council re-establish a future Advisory Task Force this term of Council to look at ways and means to honour Pierre Berton within the existing church property; and**
 2. **That the current members of the 2010-2014 Task Force be invited to apply for this 2014-2018 term of the Task Force in addition to other members of the community to be invited to apply to the Pierre Berton Advisory Task Force, in order to continue its' work;**
- 2) **That the following resolution submitted by Regional Councillor Di Biase, dated February 3, 2015, be received; and**
- 3) **That the deputation of Mr. Scott Somerville, Donhill Crescent, Kleinburg, be received.**

Member's Resolution

Submitted by Regional Councillor Michael Di Biase

WHEREAS, "Preserving and honouring the creative and artistic contributions that have enriched our City's social and cultural landscape is an integral part of city building;

WHEREAS, Pierre Berton was a national icon and an active member of the Kleinburg community for 55 years and his life's work continues to provide all Canadians with a greater appreciation of the spirit of our great country;

WHEREAS The Pierre Berton Discovery Centre would bring Canadian history and culture to life as it would house both temporary and permanent interactive exhibits of artifacts and memorabilia relating to Pierre Berton's writings and television shows while highlighting his passion for the richness of Canada's past;

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 17, 2015

Item 17, CW Report No. 7 – Page 2

WHEREAS the centre will be a tourist attraction and will further establish the Kleinburg community as a tourist destination, and create a place where school children and visitors can become acquainted with the contributions of one of Vaughan's most prominent citizens;

WHEREAS, Item 3, PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE FINDINGS REPORT on Report No. 30, of the Committee of the Whole, was adopted without amendment by the Council of the City of Vaughan on June 24, 2014;

IT IS THEREFORE RECOMMENDED:

1. That Council re-establishing a future Fundraising Task Force this term of Council to continue the work that the last term Task Force had started in order to maintain the momentum and interest in the project; and,
2. That the current members of the 2010-2014 Task Force be invited to apply for this 2014-2018 term of the Task Force in addition to other members of the community to be invited to apply to the Pierre Berton Discovery Centre Taskforce, in order to continue its' work; and,
3. That City staff continue to identify funding sources/opportunities for the project; and,
4. That the Task Force establish a phased-in approach for the use of the church site as the Phase 1 Discovery Centre and ensure that Phase 1 renovations to the building will accommodate public/community uses to be determined and, will allow for future expansion of the building in a second phase; and,
5. That Council direct staff to add funding to the 2015 Budget for a study and proposed architectural drawings for the renovations and upgrades to the current church building to allow for Phase 1 of the Discovery Centre to proceed and,
6. That the Task Force establish a smaller program at the site utilizing the same vision and mandate of the Discovery Centre, in addition to other public uses for the building; and,
7. That the goal of this smaller program at the site be to advance the interest and support for the centre, until such time that significant funding is available to fully develop the Discovery Centre in Kleinburg; and,
8. That the reserve monies for this project, estimated to be approximately \$654,000, be used to develop the smaller "Discovery Centre" program for the building

Attachments

Item 3, PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE FINDINGS REPORT on Report No. 30, of the Committee of the Whole, was adopted without amendment by the Council of the City of Vaughan on June 24, 2014;

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)



memorandum

DATE: February 12, 2015
TO: Mayor & Members of Council
FROM: Jeffrey A. Abrams
City Clerk
RE: Council Meeting – February 17, 2015
PIERRE BERTON DISCOVERY CENTRE
Item 17, Report No. 7 of the
Committee of the Whole Meeting - February 3, 2015

C	12
Item #	17
Report No.	7 (cw)
Council - February 17/15	

Recommendation

The City Clerk recommends:

1. That the attached Terms of Reference for the Pierre Berton Discovery Centre Advisory Task Force, be approved.

Background

At the Committee of the Whole meeting of February 3, 2015, the committee recommended that the Pierre Berton Discovery Centre Advisory Task Force be re-established and that interested members of the community be invited to apply.

Adoption of the attached Terms of Reference will commence the process of recruiting for membership on the Task Force.

Respectfully submitted,


Jeffrey A. Abrams
City Clerk

Attachment:

- 1) Terms of Reference PBDCTF

/rm



TERMS OF REFERENCE PIERRE BERTON DISCOVERY CENTRE ADVISORY TASK FORCE

Mandate / Objectives

The mandate/objectives of the Pierre Berton Discovery Centre Advisory Task Force are as follows:

1. Recommend an exhibit program at the United Church site, in Kleinburg, consisting of donated artifacts and historical information on the life and contributions of Pierre Berton to Canada and Vaughan; and
2. To report back to Council by within a 12 month period.

Term

The Pierre Berton Discovery Centre Advisory Task Force shall submit a report of its findings and recommendations within 12 months of its appointment.

Membership

The membership shall be composed of members of the Berton family, the community, and Members of Council who are interested in participating on this Task Force.

Furthermore, applications will be solicited through the City Clerk's Department to members of the community interested in sitting on the Pierre Berton Discovery Centre Advisory Task Force.

Members are to be appointed by Council. Any changes to the membership will require Council approval.

Meeting Procedures

The proceedings of the Pierre Berton Discovery Centre Advisory Task Force are to be governed by the City's Procedural By-law.

Agendas and Reporting

Agendas shall be prepared by the City Clerk's Office in consultation with the Committee Chair. Agendas shall be posted on the City's web site one week prior to the scheduled date of meeting, or as soon as practicable.

After each meeting of the Committee, the City Clerk shall submit a report in the City's committee report format to the Committee of the Whole.

Meetings

Meeting dates will be determined at the first meeting of the committee. The committee may meet on the schedule determined, or at the call of the Chair.

Meetings are to be open to the public in accordance with the Municipal Act, 2001.

Notice of Meetings

Meetings will be noted on the Schedule of Meetings calendar posted on the City's website.

Quorum

The majority of members, including the Chair, shall constitute quorum.

Staff Resources

The role of Staff is to act as a resource to the Pierre Berton Discovery Centre Advisory Task Force, but not to be members of the Pierre Berton Discovery Centre Advisory Task Force, or to deliberate or draft the findings of the Pierre Berton Discovery Centre Advisory Task Force. The following Staff will provide advisory and technical support specific to the mandate and objectives of the Pierre Berton Discovery Centre Advisory Task Force:

- Director of Recreation and Culture
- Manager of Cultural Services, Recreation and Culture
- Archives and Records Management Services Representative

The City Clerk's Office will be responsible for agenda production and distribution, the giving of procedural advice, and the recording of the proceedings of the Pierre Berton Discovery Centre Advisory Task Force.

Authority

The Pierre Berton Discovery Centre Advisory Task Force may not exercise decision-making powers, or commit expenditures save for those specifically delegated by Council. The Pierre Berton Discovery Centre Advisory Task Force may not direct staff to undertake activities without authority from Council.

Amendment / Expansion of Terms of Reference

Only Council can initiate any amendment and/or expansion of the Terms of Reference.



MEMBER'S RESOLUTION

Meeting/Date: COMMITTEE OF THE WHOLE - FEBRUARY 3, 2015

Title: PIERRE BERTON DISCOVERY CENTRE

Submitted by: REGIONAL COUNCILLOR MICHAEL DI BIASE

WHEREAS, "Preserving and honouring the creative and artistic contributions that have enriched our City's social and cultural landscape is an integral part of city building;

WHEREAS, Pierre Berton was a national icon and an active member of the Kleinburg community for 55 years and his life's work continues to provide all Canadians with a greater appreciation of the spirit of our great country;

WHEREAS The Pierre Berton Discovery Centre would bring Canadian history and culture to life as it would house both temporary and permanent interactive exhibits of artifacts and memorabilia relating to Pierre Berton's writings and television shows while highlighting his passion for the richness of Canada's past;

WHEREAS The centre will be a tourist attraction and will further establish the Kleinburg community as a tourist destination, and create a place where school children and visitors can become acquainted with the contributions of one of Vaughan's most prominent citizens;

WHEREAS, Item 3, PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE FINDINGS REPORT on Report No. 30, of the Committee of the Whole, was adopted without amendment by the Council of the City of Vaughan on June 24, 2014;

IT IS THEREFORE RECOMMENDED:

- 1. That Council re-establishing a future Fundraising Task Force this term of Council to continue the work that the last term Task Force had started in order to maintain the momentum and interest in the project; and,***
- 2. That the current members of the 2010-2014 Task Force be invited to apply for this 2014-2018 term of the Task Force in addition to other members of the community to be invited to apply to the Pierre Berton Discovery Centre Taskforce, in order to continue its' work; and,***
- 3. That City staff continue to identify funding sources/opportunities for the project; and,***
- 4. That the Task Force establish a phased-in approach for the use of the church site as the***

Phase 1 Discovery Centre and ensure that Phase 1 renovations to the building will accommodate public/community uses to be determined and, will allow for future expansion of the building in a second phase; and,

5. That Council direct staff to add funding to the 2015 Budget for a study and proposed architectural drawings for the renovations and upgrades to the current church building to allow for Phase 1 of the Discovery Centre to proceed and,

6. That the Task Force establish a smaller program at the site utilizing the same vision and mandate of the Discovery Centre, in addition to other public uses for the building; and,

7. That the goal of this smaller program at the site be to advance the interest and support for the centre, until such time that significant funding is available to fully develop the Discovery Centre in Kleinburg; and,

8. That the reserve monies for this project, estimated to be approximately \$654,000, be used to develop the smaller "Discovery Centre" program for the building

Respectfully submitted,

Regional Councillor Michael Di Biase

Attachments

Item 3, PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE FINDINGS REPORT on Report No. 30, of the Committee of the Whole, was adopted without amendment by the Council of the City of Vaughan on June 24, 2014;

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2014

Item 3, Report No. 30, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 24, 2014.

**3 PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE
FINDINGS REPORT**

The Committee of the Whole recommends:

- 1) That the recommendation contained in the following report of the City Clerk, dated June 17, 2014, be approved subject to replacing the words "look for" in recommendation 4. with "identify".

Recommendation

The City Clerk, on behalf of the Pierre Berton Discovery Centre Fundraising Task Force, forwards the following recommendation from its meeting of May 23, 2014 (report No. 3, Item 1) for consideration:

1. That the Findings Report set out in Attachment 1, be received;
2. That Council consider re-establishing a future Fundraising Task Force in the next term of Council to continue the work that the current Task Force has started in order to maintain the momentum and interest in the project;
3. That the current members of the Task Force be invited to apply for the next term of the Task Force in addition to other members of the community, to continue the work of the Task Force;
4. That City staff continue to look for funding sources/opportunities for the project;
5. That Council look at establishing a phased-in approach for the use of church site as the Phase 1 Discovery Centre and ensure that Phase 1 renovations to the building can easily accommodate a larger footprint for future expansion of the building in a second phase;
6. That Council consider adding to the 2015 Budget funding for a study and proposed architectural drawings on the renovations and upgrades to the current church building to allow for both Phase 1 of the Discovery Centre and some public/community uses to be determined for the site;
7. That Council consider establishing a smaller program at the site utilizing the same vision and mandate of the Discovery Centre, in addition to other public uses for the building;
8. That the goal of this smaller program at the site be to assist in advancing the interest and support for the centre, until such time as significant funding is available to fully develop the Discovery Centre in Kleinburg; and
9. That the reserve monies for this project, estimated to be approximately \$654,000, be used to develop the smaller "Discovery Centre" program for the building.

Contribution to Sustainability

The Pierre Berton Discovery Centre Fundraising Task Force was formed to review and report back to Council on fundraising opportunities for the Pierre Berton Discovery Centre.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2014

Item 3, CW Report No. 30 – Page 2

Economic Impact

N/A

Communications Plan

The meeting agendas and minutes of the Task Force are posted on the City's website.

Purpose

The purpose of this report is to forward for Council's consideration the Pierre Berton Discovery Centre Fundraising Task Force Findings Report.

Background - Analysis and Options

Council, at its meeting of November 20, 2012, approved the establishment of the Pierre Berton Discovery Centre Fundraising Task Force. The mandate of the Task Force is as follows:

1. To determine the fundraising potential for the proposed Pierre Berton Discovery Centre within not only the Vaughan community, but also extending across Canada.
2. To collect pledges (pledges only -no cash) for a 12 month period towards a future capital and operating fundraising campaign for the centre and report back to Council on the overall potential contribution.
3. To develop a fundraising strategy for the centre that looks at not only a proposed capital campaign, but also yearly fundraising initiatives to help sustain the centre.
4. To assess and benchmark other cultural centres in their fundraising efforts to determine not only best practice models, but also funding sources and initiatives that may be available to help fund a capital or yearly operating fundraising initiatives.
5. To report back to Council within a 12 month period with a Findings Report on the above.

The Task Force, at its meeting on March 28, 2014, adopted a recommendation requesting a further extension to June 2014 to complete and submit its findings report. The Task Force is presenting their Findings Report to Council at this time.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the strategic priorities set out in Vaughan Vision 2020, in particular:

Service Excellence: Preserve our Heritage and support Diversity and Culture.

Organizational Excellence: Ensure Financial Sustainability

Regional Implications

None

Conclusion

This Pierre Berton Discovery Centre Fundraising Task Force findings report, attached as Attachment 1, is presented to Council for consideration.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2014

Item 3, CW Report No. 30 – Page 3

Attachments

Attachment 1 - Findings Report

Report prepared by:

Adelina Bellisario
Assistant City Clerk

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

**PIERRE BERTON DISCOVERY CENTRE FUNDRAISING TASK FORCE
FINDINGS REPORT**

Recommendation

The City Clerk, on behalf of the Pierre Berton Discovery Centre Fundraising Task Force, forwards the following recommendation from its meeting of May 23, 2014 (report No. 3, Item 1) for consideration:

1. That the Findings Report set out in Attachment 1, be received;
2. That Council consider re-establishing a future Fundraising Task Force in the next term of Council to continue the work that the current Task Force has started in order to maintain the momentum and interest in the project;
3. That the current members of the Task Force be invited to apply for the next term of the Task Force in addition to other members of the community, to continue the work of the Task Force;
4. That City staff continue to look for funding sources/opportunities for the project;
5. That Council look at establishing a phased-in approach for the use of church site as the Phase 1 Discovery Centre and ensure that Phase 1 renovations to the building can easily accommodate a larger footprint for future expansion of the building in a second phase;
6. That Council consider adding to the 2015 Budget funding for a study and proposed architectural drawings on the renovations and upgrades to the current church building to allow for both Phase 1 of the Discovery Centre and some public/community uses to be determined for the site;
7. That Council consider establishing a smaller program at the site utilizing the same vision and mandate of the Discovery Centre, in addition to other public uses for the building;
8. That the goal of this smaller program at the site be to assist in advancing the interest and support for the centre, until such time as significant funding is available to fully develop the Discovery Centre in Kleinburg; and
9. That the reserve monies for this project, estimated to be approximately \$654,000, be used to develop the smaller "Discovery Centre" program for the building.

Contribution to Sustainability

The Pierre Berton Discovery Centre Fundraising Task Force was formed to review and report back to Council on fundraising opportunities for the Pierre Berton Discovery Centre.

Economic Impact

N/A

Communications Plan

The meeting agendas and minutes of the Task Force are posted on the City's website.

Purpose

The purpose of this report is to forward for Council's consideration the Pierre Berton Discovery Centre Fundraising Task Force Findings Report.

Background - Analysis and Options

Council, at its meeting of November 20, 2012, approved the establishment of the Pierre Berton Discovery Centre Fundraising Task Force. The mandate of the Task Force is as follows:

1. To determine the fundraising potential for the proposed Pierre Berton Discovery Centre within not only the Vaughan community, but also extending across Canada.
2. To collect pledges (pledges only -no cash) for a 12 month period towards a future capital and operating fundraising campaign for the centre and report back to Council on the overall potential contribution.
3. To develop a fundraising strategy for the centre that looks at not only a proposed capital campaign, but also yearly fundraising initiatives to help sustain the centre.
4. To assess and benchmark other cultural centres in their fundraising efforts to determine not only best practice models, but also funding sources and initiatives that may be available to help fund a capital or yearly operating fundraising initiatives.
5. To report back to Council within a 12 month period with a Findings Report on the above.

The Task Force, at its meeting on March 28, 2014, adopted a recommendation requesting a further extension to June 2014 to complete and submit its findings report. The Task Force is presenting their Findings Report to Council at this time.

Relationship to Vaughan Vision 2020/Strategic Plan

This report is consistent with the strategic priorities set out in Vaughan Vision 2020, in particular:

Service Excellence: Preserve our Heritage and support Diversity and Culture.

Organizational Excellence: Ensure Financial Sustainability

Regional Implications

None

Conclusion

This Pierre Berton Discovery Centre Fundraising Task Force findings report, attached as Attachment 1, is presented to Council for consideration.

Attachments

Attachment 1 - Findings Report

Report prepared by:

Adelina Bellisario
Assistant City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

FINDINGS REPORT**THE PIERRE BERTON DISCOVERY CENTRE FUNDRAISING
TASK FORCE (2013-2014)****Introduction**

In March 2013, Council appointed the Pierre Berton Discovery Centre Fundraising Task Force with a mandate to look at the following:

1. To determine the fundraising potential for the proposed Pierre Berton Discovery Centre within not only the Vaughan community, but also extending across Canada.
2. To collect pledges (pledges only – no cash) for a 12-month period towards a future capital and operating fundraising campaign for the centre and report back to Council on the overall potential contribution.
3. To develop a fundraising strategy for the centre that looks at not only a proposed capital campaign, but also yearly fundraising initiatives to help sustain the centre.
4. To assess and benchmark other cultural centres in their fundraising efforts to determine not only best practice models, but also funding sources and initiatives that may be available to help fund capital or yearly operating fundraising initiatives.
5. To report back to Council within a 12-month period with a Findings Report on the above.

The information in this report represents the findings by the subject Task Force as it relates to the above mandate.

Members of Task Force

Members appointed to the Pierre Berton Discovery Centre Fundraising Task Force were the following:

Regional Councillor Michael Di Biase, Task Force Chair
Regional Councillor Gino Rosati
Councillor Marilyn Iafrate, Ward 1
Patsy Berton
Peter Berton
Anna Bortolus
Anthony Niro
David Rutherford, Vice Chair
Scott Somerville
Berton Woodward
Peter DeClercq (resigned January 2014)

Background of Project

In June 2006, Council approved securing \$1.5 million towards the capital construction of a centre that would be dedicated to housing artifacts donated to the City belonging to the late Pierre Berton, long-time resident of Kleinburg and Canadian cultural icon. As discussions continued, the vision of the centre expanded to include, not only a showcase of personal artifacts, but a centre that would celebrate Canadian history and culture.

The Pierre Berton Discovery Centre project was approved in principle by Council in November 2012. At that time, Council directed staff to apply for a federal Cultural Spaces Canada grant for the project, and established a Fundraising Task Force to explore the fundraising potential of the Discovery Centre.

The Cultural Spaces grant application was submitted to the Department of Canadian Heritage in July 2013. In reviewing the application, the department advised staff that a detailed business plan would be required for the project and recommended that further funding be confirmed for the project to demonstrate the long-term sustainability of the centre.

Vision of Discovery Centre

- The vision of the Pierre Berton Discovery Centre, as determined by a previous Task Force on this project, is to develop a centre where people can learn about Canadian history and culture through engaging multimedia applications and hands-on exhibits. Driven and inspired by the work of one of Canada's pre-eminent authors and media pioneers, the Centre would educate visitors about the people and themes in Canadian history/culture in the same spirit of storytelling as Pierre Berton did.

- Pierre Berton's enthusiasm for the richness of Canada's legacy, seen in his 50 books, would be continued at the centre in its interpretation of Canadian history and in showcasing both past and contemporary Canadian culture. Among the themes to be interpreted for visitors would be, for example, the contribution of immigration and diversity to the development of Canada, the opening of the West, the Klondike Gold Rush, the building of the national railway, the role of First Nations and Métis communities, and the extraordinary changes that have happened in modern times.
- A section of the Centre would celebrate the life of Pierre Berton (1920-2004) himself – as writer, nationalist, broadcaster, filmmaker, storyteller and historian, as well as a Kleinburg resident for more than 50 years. A children's area that recreates the imaginary world of Pierre Berton's children's book, "The Secret World of Og", would be a family friendly attraction at the centre.

Kleinburg Location for Proposed Centre

- The site in Kleinburg's historic main street, bought by the City to house the centre, is the former Kleinburg United Church at 10480 Islington Avenue. The former church would be renovated and a two-storey addition at the rear of the building would be added. The site would house a total 14,600 sf facility as well as parking for the Centre.

Cost to Construct and Operate Centre

- A Feasibility Study, prepared by the Ventin Group in 2012, identified a total cost of \$7.5 million (2015 dollars) for capital construction to renovate the church and add a two-storey rear addition. An estimated yearly operating budget of \$1.11 million with a shortfall of \$545,000 in operating costs was also identified in the Feasibility Study.

Fundraising Task Force Work

- The Task Force developed a Fundraising Strategy that included target organizations, agencies, corporations, companies and individuals, as well as recognition initiatives, including establishment of a 'Founder's Circle' leadership group and a 'Friends of Pierre' designation for smaller donors.
- Donor packages were developed by Task Force members and compiled by staff. Council approved \$7,500 in 2013 to pay for the cost of these pledge packages.
- The Task Force developed an initial list of people and foundations to approach for possible anchor pledges to support the Centre. To date it has received a financial commitment of \$10,000 from private donors.

- A webpage for the project was established on the City's website by the City's Corporate Communications staff.
- Recruitment for a chair and members of the Founders Circle to lead the fundraising initiative resulted in a number of prominent individuals, both from the community and nationally known, expressing interest in becoming part of the Founders' Circle.
- Task Force members met several times with both the local MP and the local MPP, as well as the provincial Minister of Tourism's office.
- Minister and local MP Julian Fantino also facilitated a meeting with Canadian Heritage and Official Languages Minister Shelley Glover to discuss federal funding for the centre, specifically the Cultural Spaces grant application submitted for the Centre in 2013 and a proposal for funding related to the 150th anniversary of Canada in 2017.
- Minister Glover advised that her government was seeking only to encourage celebrations of the 150th anniversary, not to fund legacy buildings in the style of the 1967 Centennial year. She also advised that the expectation from the Cultural Spaces grant would be no more than \$300,000 if the program continued beyond 2015.
- Meetings with both the Provincial and Federal representatives advised the Task Force that at this time there are no other senior government resources available to fund the Discovery Centre project.
- Corporate 'Presenting Partners' and Corporate Naming strategies began in November 2013 for both capital and operating funds. However, it was determined that these initiatives, as well as approaches to major financial institutions, should be held off until government funding was in place.
- An official launch of the Pierre Berton Discovery Centre Capital and Operating Campaign was planned but ultimately not activated. Task Force members cited longstanding advice from fundraising experts that about 50% of a fundraising target should be in place before a public campaign begins.
- Similarly, launch of 'Friends of Pierre' – a community fundraising initiative - was discussed; however, this was deferred until larger funding sources could be secured.
- Task Force members met with officials of the McMichael Canadian Art Collection in April 2014 to explore options for locating some form of the Discovery Centre at McMichael. The gallery offered a library reading room space, but it was determined that this space was not suitable for the project.
- In the course of the fundraising process, certain potential donors and fundraising leaders were identified by the Task Force. While these relationships were still at an

initial stage, the possibility remained that they could result in significant donations in future.

- In the wake of the initial results of their work, Task Force members explored the idea of a phased-in approach to the development of the Discovery Centre at the church site. Phase 1 would involve use of the church building alone, once it is renovated; Phase 2 would be based on the original plan for an addition on the property once funding is available.

Findings of Task Force

- The Task Force advises that there is not sufficient support or funding available from the Federal and Provincial granting agencies for this project at this time. This lack of funding is a major issue in moving the project forward and in facilitating any real corporate or major donor support for the centre.
- The Task Force advises that there is still scope for important community, foundational and corporate funding on a smaller scale. While it would not be sufficient to pay for the capital construction of the centre addition, it could be very helpful in supporting a phased-in approach.

Recommendations of Task Force

- That Council consider re-establishing a future Fundraising Task Force in the next term of Council to continue the work that the current Task Force has started in order to maintain the momentum and interest in the project; and,
- That the current members of the Task Force be invited to apply for the next term of the Task Force in addition to other members of the community, to continue the work of the Task Force; and,
- That City staff continue to look for funding sources/opportunities for the project; and,
- That Council look at establishing a phased-in approach for the use of church site as the Phase 1 Discovery Centre and ensure that Phase 1 renovations to the building can easily accommodate a larger footprint for future expansion of the building in a second phase; and,
- That Council consider adding to the 2015 Budget funding for a study and proposed architectural drawings on the renovations and upgrades to the current church building to allow for both Phase 1 of the Discovery Centre and some public/community uses to be determined for the site; and,

- That Council consider establishing a smaller program at the site utilizing the same vision and mandate of the Discovery Centre, in addition to other public uses for the building; and,
- That the goal of this smaller program at the site be to assist in advancing the interest and support for the centre, until such time as significant funding is available to fully develop the Discovery Centre in Kleinburg; and,
- That the reserve monies for this project, estimated to be approximately \$654,000, be used to develop the smaller “Discovery Centre” program for the building.