

REPORT NO. 311 of the
**SOCIAL DEVELOPMENT,
HEALTH & CULTURE STANDING COMMITTEE**
of its meeting held July 8, 2015

Present:

Councillor Ed Sleiman, Chair
Councillor Paul Borrelli
Councillor Rino Bortolin
Councillor John Elliott
Councillor Jo-Anne Gignac

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:


Moved by Councillor Gignac, seconded by Councillor Bortolin,
THAT a change in name from "Windsor's Community Museum" to "Museum Windsor" **BE APPROVED** and;

THAT the Museum Executive Committee **BE DIRECTED** to develop a logo representative of the new museum structure and further;

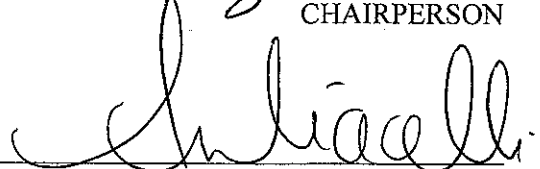
THAT the draft logo **BE PRESENTED** to City Council for review and approval.
Carried.

Liveline #17798 SR2015

Clerk's Note: The administrative report authored by the Manager of Cultural Affairs dated June 11, 2015 entitled "New Museum Name Change and New Logo" is attached as background information.

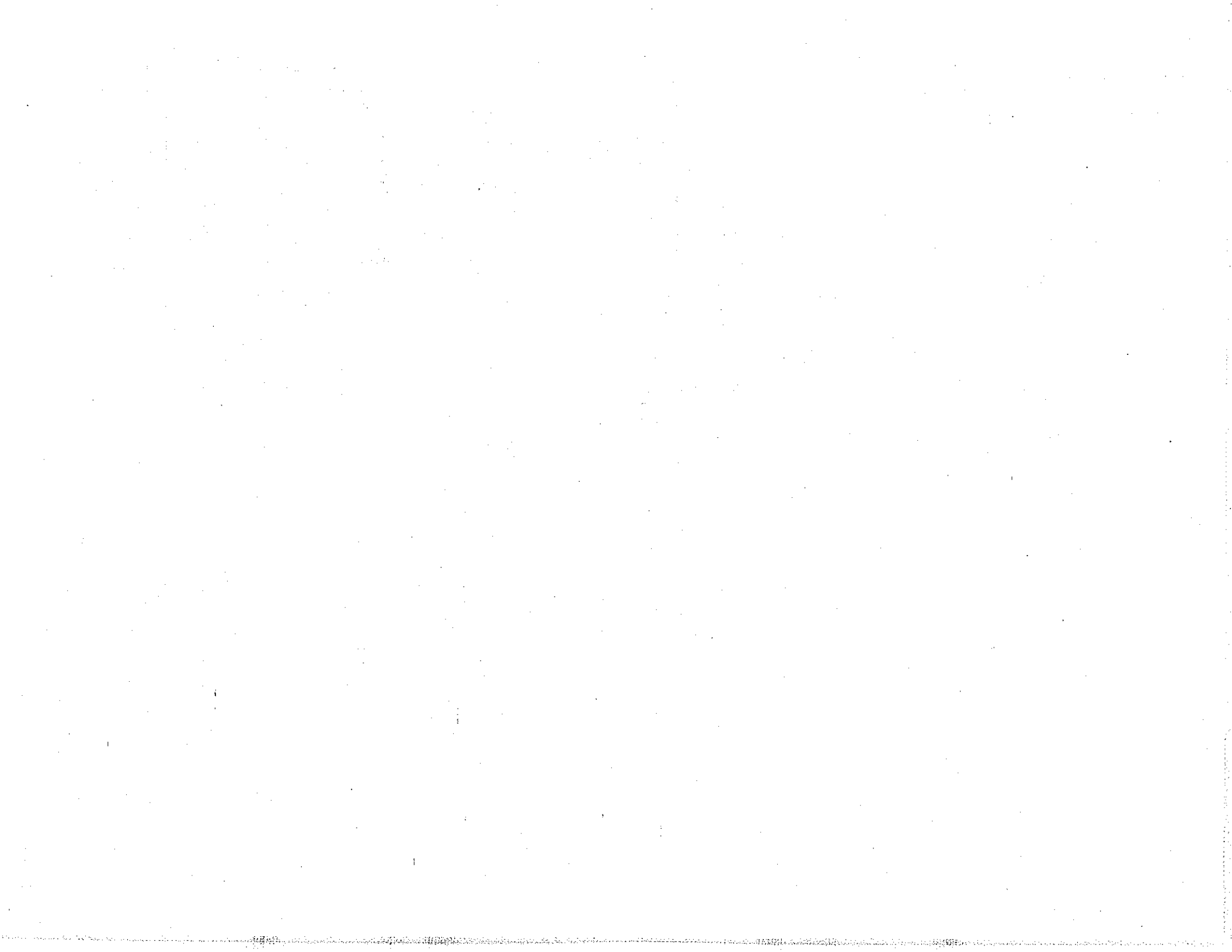


CHAIRPERSON



SUPERVISOR OF COUNCIL SERVICES

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX



THE CORPORATION OF THE CITY OF WINDSOR
Social Development, Health and Culture Standing Committee-
Administrative Report



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 #: 17798 SR2015	Report Date: June 11, 2015
Author's Name: Cathy Masterson	Date to Standing Committee: July 8, 2015
Author's Phone: 519 253-2300 ext. 2724	Classification #:
Author's E-mail: cmasterson@citywindsor.ca	

To: Social Development, Health and Culture Standing Committee

Subject: New Museum Name Change and New Logo

1. **RECOMMENDATION:** City Wide: 3 Ward(s): _____

THAT a change in name from "Windsor's Community Museum" to "Museum Windsor" **BE APPROVED** and further;

THAT the Museum Executive Committee **BE DIRECTED** to develop a logo representative of the new museum structure.

EXECUTIVE SUMMARY:

N/A

2. **BACKGROUND:**

As referenced in the report by Lord Cultural Resources, the new museum development needs to define its brand imaging. As part of the museum expansion, a museum name change and logo refresh are recommended. Appendix A is the current logo for the museum, which depicts the François Baby House. The current logo was developed approximately twenty years ago and has become dated. The new expansion into the ground floor of the 401 Riverside Drive West building has created a situation where the current logo no longer is representative of the museum in its entirety.



3. DISCUSSION:

The settlement of the Chimczuk Bequest obligates the City of Windsor to name the first floor of 401 Riverside Drive West as the "Chimczuk Museum". The City does have the latitude to denote the whole museum operation under another umbrella name. Actions in this regard will be taken in compliance with the Minutes of Settlement issued by the courts. With the opening of the Chimczuk Museum, there will be three satellite properties under the auspices of the museum; the Francois Baby House located at 254 Pitt Street, the Duff-Baby Interpretive Centre located at 221 Mill Street, and the Chimczuk Museum located at 401 Riverside Drive. Administration is recommending one name and one umbrella logo be adopted to refer to all three properties. A large scale example of another such entity would be the Smithsonian Institute, which is not one building, but a collection of museums and research centres operating under an umbrella name.

The Lord report refers to "Windsor Museum" but the Executive Committee recommends "Museum Windsor", as museum will be highlighted in alphabetical listings, rather than the facility being one of a number of entities that start with the word "Windsor". This name translates well into French - Musée de Windsor - which must be considered given new French language requirements. The name has the same initials in French and English or can be abbreviated to MW representing both languages.

The Cultural Affairs department solicited quotes for logo development from three local companies. A proponent was chosen and the designers have been tasked with developing a logo that can be used horizontally in advertising, has a clean, concise and contemporary feel and is easy to read. Work on this aspect of the museum project is continuing in order to meet the timelines of the Canada Cultural Spaces grant as signage is a grant eligible component.

4. RISK ANALYSIS:

Timing Risks: As construction of the new museum space is nearing completion, signage is required. Any delay in the naming of the properties will directly impact the signage required.

Resource Risks: Signage for the facility is a grant-eligible component and so must be completed by the end of August. Any significant delay may impact the amount of grant funding received from the Canada Cultural Spaces Fund.

5. FINANCIAL MATTERS:

The logo design will be paid through the existing operating budget of Windsor's Community Museum. No additional funds are required. The Purchasing By-law was followed in the purchase of this design service at a cost of less than \$2,000. The signage required for the facilities has already been priced as part of the overall museum expansion project.

6. CONSULTATIONS:

N/A

7. CONCLUSION:

The Cultural Affairs team is working to promote an approach to community building and economic development that will attract residents, visitors and investment by assisting our community to create a positive image and identity. Museum Windsor will become an integral part of how the City re-invents itself making Windsor an affordable and attractive place to live.

Madelyn Della Valle
 Madelyn DellaValle,
 Curator, Cultural Affairs

Cathy Masterson
 Cathy Masterson
 Manager of Cultural Affairs

Jan Wilson
 Jan Wilson
 Executive Director, Recreation and Culture

Jelena Payne
 Jelena Payne
 Community Development and Health
 Commissioner and Corporate Leader Social
 Development, Health, Recreation and Culture

Onorio Colucci
 for Onorio Colucci
 Chief Financial Officer/City Treasurer
 and Corporate Leader Finance and Technology

Helga Reidel
 Helga Reidel
 Chief Administrative Officer

cfm

APPENDICES:
 Appendix A—current logo of Windsor’s Community Museum

DEPARTMENTS/OTHERS CONSULTED:
 Name:
 Phone #: 519 ext.

NOTIFICATION :				
Name	Address	Email Address	Telephone	FAX



