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ASSOCIATION OF  
**MANITOBA  
MUSEUMS**

# AMM Messenger

*Keeping you in touch with the museum community in Manitoba*  
May 20, 2020



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## Share!

Share with the AMM what your museum is doing about remaining closed to the public, opening to allow in-person visits, new partnerships, or about your virtual tours or programs. We'd even like to know about your plans when you decide to allow in-person visits again. (Will hours be reduced? How are you going to control the number of visitors? How will you be sanitizing areas of the museum, etc.)

If you share your activities, plans and news with us we will share it on Facebook, we'll Tweet about it, and we'll add it to the appropriate page on our website where the public can find it. Email us at [newsletter@museumsmanitoba.com](mailto:newsletter@museumsmanitoba.com)

You can also share your information by adding it to your page on our [website](#). Just sign in with your AMM Member Number, if you don't remember yours contact us and we'll walk you through it. We receive an email whenever a member updates their page so we can copy/paste whatever you add to use in our social media. You can also post pictures on your page.

[Contact us](#) if you have any questions or difficulties.

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## We're Making History!

It's true. This pandemic is part of our collective history and its story is our story, is your story.

How hard hit was your museum? Your community? Your schools and businesses? How did you recover? These questions and more are going to be asked, have you got the answers?

Here's an article on that very subject: [Foraging for the future: How museum curators will collect, and record, the history of COVID-19](#)

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## Words of Advice

An Institutional member asked about keeping things clean and disinfected when they open to in-person visits. Jane Dalley, who runs our Cultural Stewardship Program, gave some words of advice that we thought we'd share with everyone;

For modern exhibit materials, there are commercial disinfecting solutions, but I suggest that you avoid wipes that contain isopropanol on varnished or painted wood finishes, as they may cause the finish to bubble. An in-house (home-made) bleach cleaning solution is another option, made up according to the instructions found on the [Health Canada](#) website or CCI's [Caring for Heritage Collections during the COVID-19 Pandemic](#). (From Health Canada: *Although they do not claim to kill viruses such as COVID-19, cleaners can help limit the transfer of microorganisms. For high-touch hard surfaces such as door handles and phones, we recommend cleaning these often with either regular household cleaners or diluted bleach according to the label directions.*)

Keep in mind that a hot soapy water solution will also kill the virus. That is why we are encouraged to wash our hands so often! You could wipe down surfaces between tours using a rag dipped in hot soapy water and use the bleach solution at the beginning and end of the day.

If we are talking about artifacts, perhaps you could issue white cotton gloves to visitors so you wouldn't have to worry about them touching anything, washing the gloves at the end of the day in hot soapy water. Avoidance is the best approach, but I understand that it is not always possible.

(There is a [Scenario Simulation Chart](#)... created by Dexibit, a visitor behaviour/prediction company. It does not relate directly to your question but I thought you might be interested in the Decision column as several points relate to museums. Also, Dexibit has have a COVID-19 section on their website at <https://dexibit.com/covid19/> that lists an upcoming webinar, Visitor Experience Innovation For Reopening on **May 28/20** that includes discussions with the Smithsonian's National Museum of African American History and Culture, NASA's Space Center Houston and Monterey Bay Aquarium. There may be some information that you could use.

In addition to Jane's words of advice we'd also like to share our [Recommendations for Re-opening Your Museum](#) and to recommend visiting our [Resources](#) page.

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## Provincial Grant Applications

**Due June 1st, 2020**

Grant applications for both Community Museums Grant and the Heritage Grant Program should be either mailed in, or emailed using their email address. It's been mentioned that any museum filing applications at this time should provide as much information about their activities going forward (during COVID protocols), with an emphasis on those things that have to happen, whether or not they are open to the public - i.e. fixed costs, paid staff working from home or volunteer work while social distancing, on-line presence (website, Facebook, Twitter, Instagram, etc.), or any other activities to show how they are continuing to function.

Department of Heritage, Sport, Culture & Heritage [WEBSITE](#)

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## Museums & Libraries Contribute Billions

### Museums and libraries contribute billions to Canadian economy and societal well-being: Study

Canada gains nearly \$8.6 billion a year in economic benefits, in addition to a myriad of social advantages, from the existence of non-profit galleries, libraries, archives and museums (GLAMs), according to a [new study](#) commissioned by the Ottawa Declaration Working Group; a consortium of stakeholders co-led by the Canadian Museums Association (CMA) and Library and Archives Canada (LAC). The findings were made public today on the CMA's website, during International Museum Week, which runs from May 11 to 17, 2020.

"For every dollar invested in these non-profit institutions, society gets nearly four dollars in benefits — a return that is on par with government investments in transportation infrastructure projects," notes Prof. Jack Lohman, CBE, President of the Canadian Museums Association. "Now, more than ever, is a critical time to ensure that museums have adequate funding. We must fully recognize that the GLAM sector feeds the economy and innovation, and forms an integral part of the fabric of our nation, benefiting Canadians of all ages, backgrounds and regions."

A key finding of this study is that users of these institutions would be willing to spend \$4 billion more per year to access them if required — a testament to just how much they value GLAMs. In fact, 96% of respondents surveyed for the study said that museums contribute to our quality of life. Even non-users recognize their intrinsic importance to society at large and to future generations. Non-users said they would be prepared to contribute \$22 per year for museums, \$17 for galleries and libraries and \$14 for archives as a donation towards the maintenance of these institutions. This amounts to an additional \$2.2 billion per year.

Another way for users to interact directly with GLAMs is through their official websites, online catalogues and social media pages. The study pegged the value of these online visits at \$1.6 billion per year, and this was before the pandemic, during which time more museums than ever before have been offering virtual options for the public to engage with their collections.

It also noted GLAMs generate significant educational benefits for Canada, including through school visits which provide children across the country with important learning opportunities. The value of these visits is estimated at \$3.1 billion. It was further found that academic libraries contribute an additional \$3.4 billion and are associated with higher student wages and income over the working lifetime of students.

GLAM visits are associated with a number of other important societal benefits including greater literacy, curiosity, innovation, knowledge and creativity, increased rates of volunteerism and a better sense of community. The study concluded visiting GLAMs is also associated with improved individual health and wellbeing. The impact of visiting these institutions has the same impact on a person as receiving a monetary bonus of \$1,440 a year.

This was the first time that a study of this scope — covering the entire GLAM sector—has been conducted in Canada. The full study is available [HERE](#).

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## Clean it Right

### Free online course with MTEC

In response to the circumstances surrounding COVID-19, the Manitoba Tourism Education Council (MTEC) will launch a new program called, Clean it Right, Training for the Tourism, Hospitality and Retail Industry, on June 1, 2020.

Clean it Right, is an online training program designed to provide awareness and education on cleaning your facility. There are three custom modules:

1. Hotels, Motels and Bed & Breakfasts
2. Restaurants and Food Services
3. Retail Businesses

This training will raise awareness and educate participants on:

- the necessity to have all staff aware and involved in cleaning
- types of cleaning solutions
- the difference between cleaning, sanitizing and disinfecting
- what happens when things are not cleaned properly
- all the areas that should be cleaned and disinfected
- the frequency in which they need to be cleaned
- and much more.

For more information: <https://www.mtec.mb.ca/clean-it-right.asp>

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## Deadline Extended for Heritage Trust

On International Museum day, May 18, the province announced that they'll be extending the fundraising deadline for the Heritage Trust Program (HTP).

A number of Manitoba museums have participated in Manitoba's Heritage Trust Program, an innovative program that makes \$5 million available to museums and heritage organizations available through a matching donation formula.

In light of the COVID-19 pandemic, the provincial government recognizes that many museums and other heritage and cultural organizations are facing unprecedented financial challenges. In an effort to ease some of these pressures, the province is extending the three-year fundraising deadline that was originally established for the Manitoba Heritage Trust Program.

"Many museums and other groups in our province are facing financial challenges as a result of the pandemic, but by extending the fundraising deadline, we hope to help provide heritage organizations with additional flexibility," said Cox. "We want to work in partnership with organizations as we all join together to help rebuild our economy."

Click [HERE](#) to read the complete News Release.

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## Regarding AGMs

### Emergency Order Temporarily Suspending Corporate Meeting Provision in Manitoba

On May 14, 2020 the Government of Manitoba enacted an Order that temporarily suspends the requirements for certain meetings of condominium corporations under The Condominium Act, cooperatives under The Cooperatives Act, corporations under The Corporations Act; and credit unions/caisses populaires under The Credit Unions and Caisses Populaires Act.

The order also permits electronic service, voting and meetings even where otherwise not permitted by the bylaws of the corporation. This Order provides relief for 2020. Bylaws changes will still need to be made in 2020 to move forward into 2021. This Order took effect on March 31, 2020, and ends on September 30, 2020

unless sooner revoked.

Click [HERE](#) to read the full News Release.

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## Post pandemic the arts will need our support

By Patricia Bovey | Opinion | May 13th 2020



Senator Patricia Bovey is committed to ensuring the arts' platform in Canada is solid post pandemic.

Our lives have changed in so many ways during the extraordinary times of the COVID-19 pandemic. We all applaud the bravery and dedication of essential workers in our health system, food chain, deliveries, safety, and more. Meanwhile, we have stayed at home and not seen extended family members and friends.

How have we managed the physical isolation and social distancing? Have you been watching movies, reading books, listening to or making music, or learning how to draw and paint? Artists have generously given their creative gifts through many digital platforms. Thanks to today's technologies, we are the beneficiaries.

I laud artists and arts organizations of all disciplines for sustaining us in these hard times. They have enriched our souls and provided for our mental health. They supported us with a vigil for Nova Scotia's tragedy. They rallied the nation with Stronger Together in aid of Canada's food banks. Music is a powerful conduit for all our emotions, and I thank all who have shared, and are sharing, their talents.

Canada's artists and arts organizations are key to the fabric of society, in good times and hard times, especially for our mental and physical health. Throughout history, creators have given hope, dreams, insights, and portrayed their times and places. Arts and cultural industries are Canada's third-largest employer, but the situation for artists is precarious. They are the largest proportion of Canada's working poor living below the poverty line.

During the pandemic's early stages, artists and arts organizations honestly shared their concerns, issues and creative initiatives with me and with a working group of senators. Their candour helped define the emergency assistance programs for the sector, a necessary, basic sustenance.

Provinces and territories are now outlining their plans to reopen following agreed guidelines.

Early in May, Manitoba's art galleries and museums were given the OK to open, while respecting the rules of social distancing, frequent hand washing, wearing of masks in certain circumstances, and constant cleaning of surfaces and public washrooms.

Some people are eagerly awaiting the opportunity to re-engage socially, at work and in leisure. Others are concerned about our readiness, a second wave of the virus, or even another shutdown.

As we build new post-isolation normalcy, artists and our cultural sector will assuredly continue their significant contributions to our well-being. We must ensure that they can again take their rightful place in real time. The cancellations of theatre, dance and music seasons, summer festivals and the shuttering of galleries and museums have had disastrous financial implications.

Other serious challenges include the safety of audiences as we restart. How do audiences and presenters rise above the fear of entering public spaces? We must assess the specific challenges to ensure audiences have the confidence to partake in creative events. We must also ensure that artists can reclaim their careers and reschedule their cancelled performances and exhibitions at home and internationally.

Having worked in the arts for 50 years this month, I remain committed to doing all I can to ensure the arts' platform is sound and solid so life can reach a positive "new normalcy."

As I have from the outset, I continue to seek ideas, defined needs, and potential opportunities, so going forward we can assure that this essential element of contemporary society is healthy.

My late husband's mantra was, "We are all better off when we are all better off." Let's ensure our provincial and Canada's creative sectors are better off so every aspect of our communities will also be better off. Television, movies, advertising, innovation, mental health, business, education, and tourism are all dependent on the creative sector.

Having worked in the arts for 50 years this month, I remain committed to doing all I can to ensure the arts' platform is sound and solid so life can reach a positive "new normalcy."

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# Manitoba Arts Council Survey

**Survey: Impact of COVID-19 on the Arts and Cultural Sectors in Manitoba**

**Deadline May 24, 2020**

The Manitoba Arts Council is conducting a survey on the impact of COVID-19 on the arts and cultural sector in Manitoba. The goal of the survey is to understand the scale and scope of the pandemic's impact to inform critical dialogue about the future.

Your responses will remain confidential and will only be shared in aggregate form. The survey has a response deadline of May 24th, 2020. To help ensure that the results are representative, please do not share the link via social media.

Take the [SURVEY](#).

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## Connecting Businesses with PPEs

**Media Release**

May 13, 2020

### Province Helps Connect Manitoba Businesses With Personal Protective Equipment

*B2B Manitoba Will Assist Businesses with Reopening and Economic Recovery: Pallister*

The Manitoba government has partnered with the Canadian Manufacturers and Exporters, the Manitoba and Winnipeg Chambers of Commerce, and North Forge Technology Exchange to support the development and launch of an online marketplace to connect Manitoba businesses with non-medical grade personal protective equipment (PPE) and other materials needed for businesses to operate, Premier Brian Pallister announced today (May 13, 2020).

"Our government has heard from the business community that they need help to access supplies needed to enable them to open and operate safely during the pandemic," said Pallister. "We are proud to join forces with our trusted partners in the business and technology community to launch [B2B Manitoba](#), a tool that will connect businesses with suppliers."

The province has provided a grant of \$422,000 to the Canadian Manufacturers and Exporters, which have commissioned North Forge Technology Exchange to develop and launch the online marketplace [www.B2BManitoba.ca](http://www.B2BManitoba.ca). This tool is a made-in-Manitoba solution that addresses a need identified by Manitoba businesses as they transition to economic recovery phases of COVID-19.

"The manufacturing sector, key to Manitoba's economy, has stepped up in a significant way to make needed protective supplies," said Ron Koslowsky, divisional vice-president of Canadian Manufacturers and Exporters (CME). "As the association representing manufacturers, CME is pleased to support this valuable initiative which will help businesses, their staff and customers operate safely as we help get Manitobans back to work."

"The Manitoba Chambers of Commerce is excited about the opportunity this new tool will create for suppliers in Manitoba and, more importantly, for small business owners that are experiencing significant challenges in reopening their businesses in a manner that will be safe for both employees and consumers," said Chuck Davidson, president and CEO of the Manitoba Chambers of Commerce.

"Ensuring the well-being of employees and customers is the business community's top priority," said Loren Remillard, president and CEO, the Winnipeg Chamber of Commerce. "Having the right equipment and procedures in place enables healthy workplaces and the public confidence needed for all phases of Manitoba's reopening plan. We're proud to be a partner in this innovative approach to match local need with local supply for the benefit of all Manitobans."

In addition, this online marketplace will support those critical businesses that never closed with restocking needed supplies and will help manufacturers who have retooled their current operations to produce PPE and are looking for ways to access a new customer base.

The online marketplace will be monitored by the Manitoba and Winnipeg Chambers of Commerce and the Canadian Manufacturers and Exporters to protect against spam and abuse. They will also ensure that any listings for medical grade PPE are redirected to the provincial government's PPE portal.

Developed by Winnipeg-based firm Permission Click, [www.B2BManitoba.ca](http://www.B2BManitoba.ca) will be secured with the same level of encryption used by leading financial institutions and government agencies so businesses and suppliers can be assured their data is fully protected when using the site.

"As a key innovation partner for the province of Manitoba, we are proud to deliver another made-in-Manitoba tech solution," said Joelle Foster, CEO of North Forge Technology Exchange. "This solution is innovative and innovation is what North Forge does best."

"In times of need, Manitobans always face the storm together," said Pallister. "I want to thank our partners, our business community and all Manitobans for everything they are doing and continue to do as we fight COVID-19 and work to restore safe services. Because of our collective efforts, we will emerge from this pandemic strong and united."

For more information about COVID-19 in Manitoba, visit [www.manitoba.ca/covid19](http://www.manitoba.ca/covid19) and a comprehensive list of Manitoba government COVID-19 measures can be found at: <https://manitoba.ca/bg/2020/04/covid19.html>

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## Virtual Museum of Canada Proposals

The next Virtual Museum of Canada (VMC) call for proposals will be launched on **June 17, 2020**.

These are difficult times for museums and heritage organizations of all sizes, as they work to reconfigure their offerings in the face of extended closures of public facilities. However, these times also provide a good opportunity to create new online content.

The VMC is here to support the Canadian museum and heritage community as it develops its digital capacity through online projects for audiences. The VMC continues to offer funding for virtual exhibits or tours, web-based games or apps, educational resources, and any other project that provides a complete online experience, without the need for specialized equipment or a specific location.

Please note that starting this year, there will be a single call for proposals that will cover all three investment streams. As of June, organizations will be able to submit a proposal for a Small investment (Community Stories) of \$15,000, a Medium investment of \$50,000 to \$150,000, or a Large investment of \$150,000 to \$250,000.

Note also that for projects in the Medium and Large investment streams, organizations can get early feedback on their ideas by filling out a brief questionnaire called the “quick pitch.”

Full details for all investment streams will be available at [virtualmuseum.ca](http://virtualmuseum.ca) on June 17.

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## Beetles Gotta Eat!

Closing up a museum to in-person visits isn't just a matter of turning off the lights and locking the doors. It's also making sure artifacts are properly stored for the duration. It's periodic checking of water pipes, HVAC and alarm systems, and even feeding some bugs.

Curious? Read more [HERE](#).

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## Request for surplus bricks

Do you have old, surplus bricks at your museum? Around your farm or home?

Settlers, Rails & Trails Inc., in Argyle, is looking to expand their Manitoba Brick & Block Collection to include samples from all across the province.

The museum is looking for two (2) of every kind of brick manufactured in Manitoba, and two (2) bricks from important buildings/structures as well. Along with tools, brick molds, photographs and history, these bricks will become part of the museum's upcoming permanent exhibit that will pay tribute to our province's masonry and architectural heritage. Items will be displayed in a dedicated structure within the museum's 12-acre property, and surrounding the building will be larger stone, block examples and artistic brick follies.

The history of Manitoba's brick making was an important turning point in our province's architectural past. Bricks offered builders a longer-lasting, fire-proof alternative to the early wooden structures. The province's access to shale and clay deposits, along with the spread of railways to bring heavy bricks to market, created a golden era of brick making beginning in the early 1900s.

For more information, please contact:

Shayne Campbell

President & Executive Director

Settlers, Rails & Trails Inc.

Argyle, MB

[argylemuseum@gmail.com](mailto:argylemuseum@gmail.com)

204-290-0013

[www.settlersrailsandtrails.com](http://www.settlersrailsandtrails.com)

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## COVID-19 Info Links

**AMM**

[Cultural Stewardship Program](#)

[Museums Online](#)

[Museums Re-opening](#)

[Recommendations for Re-Opening Your Museum](#)

[Resources Page](#)

**Province of Manitoba**

[B2B Manitoba](#)

[General Information](#)

[Manitoba Gap Protection Program](#)

[Manitoba Economic Support Centre](#)

[Manitoba Summer Student Recovery Jobs Program](#)

[Restoring Safe Services](#)

**Canadian Conservation Institute**

[Caring for Heritage Collections during the COVID-19 Pandemic](#)

**Government of Canada**

[Covid -19 Response Centre](#)

[Disinfectants and Hand sanitizers](#)

[Economic Response Plan](#)

[General Information](#)

[Regional Relief and Recovery Fund](#)

**Shared Health Manitoba**

[COVID-19 Assessment tool](#)

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*The Association of Manitoba Museums acknowledges that we are on Treaty 1 territory and the land on which we gather is the traditional territory of Anishinaabe, Cree, Oji-Cree, Dakota, and Dene Peoples, and the homeland of the Métis Nation.*

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