



North Vancouver's stories live here



STRATEGIC PLAN 2020-2023

monova.ca



Museum of North Vancouver

115 West Esplanade
Shipyards District
City of North Vancouver

Archives of North Vancouver

3203 Institute Road
Lynn Valley
District of North Vancouver

PHOTO CREDITS

Archives of North Vancouver Collection
Renderings: Urban Arts and Kei Stage Design
Alison Boulter
John Porter, Triangle Video Productions



GOING FORWARD: MESSAGE FROM THE MAYORS

People in the City of North Vancouver have long needed a place where they could come together to celebrate our diversity, learn about our rich community history, and share their stories. The new Museum of North Vancouver, located in the historic Shipyards District, will serve as another cultural catalyst for this revitalized area.

LINDA BUCHANAN, MAYOR,
CITY OF NORTH VANCOUVER

Heritage is critical to our community identity and I'm thrilled to support MONOVA at this exciting time. This year, the Archives of North Vancouver celebrate the 100th anniversary of their historic home in Lynn Valley, while the new Museum of North Vancouver in the Shipyards is bringing new opportunities for engaging our community, from students to seniors, in the retention and celebration of our stories.

MIKE LITTLE, MAYOR,
DISTRICT OF NORTH VANCOUVER

MESSAGE FROM MONOVA LEADERSHIP

After many years of planning, the new Museum of North Vancouver has moved from dream to reality - an extraordinary community amenity located on the shores of Burrard Inlet, nestled in the natural beauty of North Vancouver, and shadowed by the North Shore mountains.

The new Museum represents a dynamic period of change and growth for our organization, which is reflected in this Strategic Plan. For many years, our community has known us as the NVMA (North Vancouver Museum & Archives). In the fall of 2020, we were delighted to launch our new visual identity and name: MONOVA. 'NVMA' remains our legal name, but we hope you will think of us going forward as MONOVA: the Museum of North Vancouver and the Archives of North Vancouver.

We're honoured to operate a treasured new community and tourist destination in the dynamic Shipyards District at the foot of Lonsdale, while continuing to provide excellent services at the Archives of North Vancouver. The Museum and Archives continue, as always, to operate as one organization with two locations, together strengthening our community - for today and for future generations.

It is a privilege to leverage the enthusiasm of our staff team, volunteers, Commissioners, Friends Society members, suppliers and other supporters. We are committed to maintain and strengthen the work we do in collaboration with our much appreciated government partners, the City of North Vancouver, the District of North Vancouver, along with the Squamish and Tsleil-Waututh Nations. Working with these and other important community partners, the 2020-2023 MONOVA Strategic Plan outlines our key goals and objectives.



WESLEY A. WENHARDT, DIRECTOR

VICTOR ELDERTON, COMMISSION CHAIR

JOHN GILMOUR, PRESIDENT, FRIENDS SOCIETY

A NEW LOCATION - A NEW LOOK

In the Fall of 2020, we revealed our new visual identity and name — MONOVA: the Museum and Archives of North Vancouver. Throughout this Strategic Plan, you will see iterations of our new brand, which takes inspiration from the urban and natural landscapes of North Vancouver, human-made structures and art, as well as the effect of the seasons. Blues and greens dominate, with a neutral cream and a “pop” of warm red and yellow. The MONOVA word mark is influenced by North Vancouver’s tall trees and high mountain peaks to its rivers, creeks and valleys. It rises above, then dips below, an imagined horizon line – providing a graphic representation of this dynamic landscape.



OUR MANDATE

Serves as the municipal custodian of the City and District cultural, archival and museum collections. We are mandated to develop and maintain an appropriate level of museum and archives services, in accordance with commonly accepted standards, to meet the needs and interests of public bodies, corporations and organizations doing business in North Vancouver, and private citizens living in our communities.

EXCERPT FROM AGREEMENT WITH THE CITY AND DISTRICT OF NORTH VANCOUVER: 1995



BUILDING A MUSEUM AS EXTRAORDINARY AS THE COMMUNITY IT SERVES

OUR VISION

To be an inspirational and transformative community hub where the stories of North Vancouver’s people, places and past come to life

OUR MISSION

To engage, strengthen and inspire our community and its visitors by creating experiences that explore the past, present and future of North Vancouver and its people

OUR VALUES

Our vision is rooted in four core values:

- 1. Inclusiveness:** To welcome and reflect the diverse range of North Vancouver communities, resident groups, neighbourhoods, and stories through our activities
- 2. Relevance:** To resonate with all age groups, and reflect the critical issues that impact our changing community
- 3. Creativity, Excellence and Integrity:** To deliver exemplary exhibits, archives, museum spaces, educational programs and online experiences—founded on innovation and a commitment to industry standards
- 4. Community Building and Engagement:** To serve our entire community, and build well-defined and mutually beneficial partnerships with all relevant organizations and groups



OUR GUIDING PRINCIPLES

The MONOVA team is fully dedicated to:

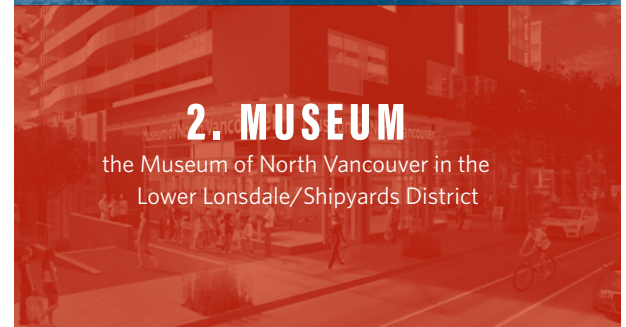
1. **Understanding that the issues and challenges of both the past and present** is necessary to create a viable and sustainable future for North Vancouver
2. **Acting as responsible stewards of the museum collections and archival information** entrusted to our care
3. **Providing excellent levels of guest experience** in all we do
4. **Maintaining strong links with local First Nations,** and responding to the “calls to action” made by the Truth and Reconciliation Commission
5. **Recognizing that our natural environment has profoundly influenced, and continues to shape our community,** and that traditional ecological and cultural knowledge is also essential for understanding today
6. **Delivering educational experiences** that ignite the curiosity of our residents and visitors
7. **Cultivating a healthy, positive and collaborative working environment,** within the MONOVA team and all community partners

5 WAYS TO EXPERIENCE MONOVA STORIES



1. ARCHIVES

the Archives of North Vancouver
in historic Lynn Valley



2. MUSEUM

the Museum of North Vancouver in the
Lower Lonsdale/Shipyards District



3. EDUCATIONAL PROGRAMS

for K-12 students, and public programs
for general audiences — on and off site



4. ONLINE EXPERIENCES

website features, social media, virtual exhibits,
our archival photo collection and more —
monova.ca

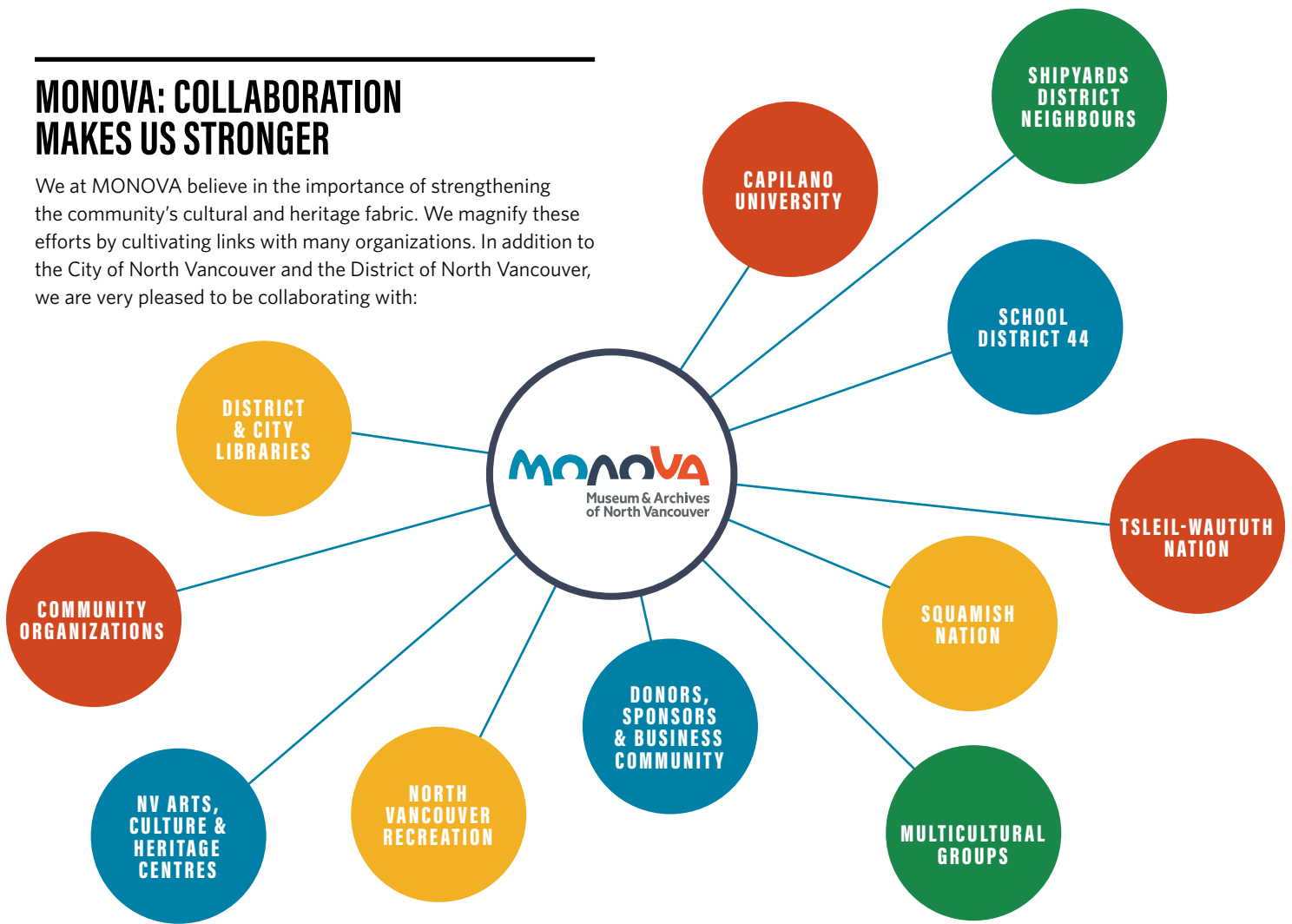


5. OUTREACH PROGRAMS

mobile exhibits located throughout
the community in libraries, recreation centres etc.;;
traveling exhibits, programs and workshops

MONOVA: COLLABORATION MAKES US STRONGER

We at MONOVA believe in the importance of strengthening the community's cultural and heritage fabric. We magnify these efforts by cultivating links with many organizations. In addition to the City of North Vancouver and the District of North Vancouver, we are very pleased to be collaborating with:



THE FRIENDS SOCIETY: KEY TO MONOVA'S SUCCESS

We couldn't do our community-building work without the essential support of the Friends Society. This organization is an integral partner that:

1. **Develops and sustains community awareness and support** of North Vancouver's museum and archives activities
2. **Identifies volunteers** to support MONOVA programs and special events
3. **Develops fundraising efforts** to support enhanced MONOVA programs and services



OUR KEY GOALS AND OBJECTIVES

COMMUNITY ENGAGEMENT & VISITOR EXPERIENCE

KEY OBJECTIVES

- 1 **Share the powerful stories** of North Vancouver through high quality exhibitions in our permanent and feature galleries, archives, mobile exhibits, education programs, using authentic resources and experiences
- 2 **Extend our reach and increase awareness** of museum and archives services
- 3 **Increase accessibility** to exhibits, programs and services for all
- 4 **Involve community groups** in the development of relevant programs and the evaluation of experiences
- 5 **Exceed visitor expectations**, across all five MONOVA platforms, including enhanced digital experiences

The Museum of North Vancouver is ideally positioned to tell our community stories in an accessible and authentic way. This is why CN is very pleased to support the Connections themed exhibit within the permanent gallery of the new museum.

JAMES THOMPSON, VP, CN WESTERN REGION, NETWORK OPERATIONS

THE NORTH SHORE NEEDS FAMILY-ORIENTED, EDUCATIONAL VENUES LIKE THIS, BRINGING OUR HISTORY TO LIFE AND OFFERING DYNAMIC AND INTERACTIVE PROGRAMMING FOR CHILDREN AND YOUTH.

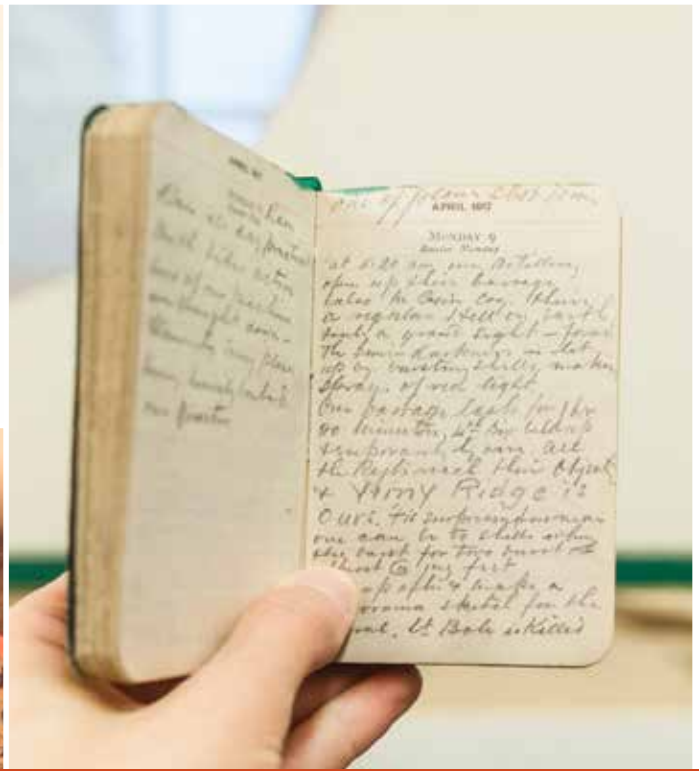
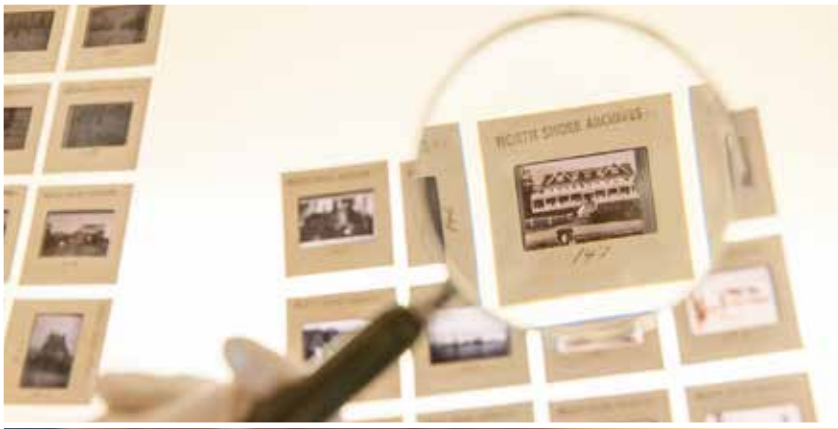
SHARON FORTNEY,
CURATOR OF INDIGENOUS
COLLECTIONS AND ENGAGEMENT,
MUSEUM OF VANCOUVER

The information you shared with me added such helpful texture to the observations recorded for my assignment.

NORTH VANCOUVER SECONDARY SCHOOL
STUDENT AND RECENT ARCHIVES VISITOR

Create and deliver engaging, relevant, and inclusive visitor experiences that connect people to North Vancouver and its communities





Serve as professional stewards for the cultural, archival and museum collections of the City and District of North Vancouver and their communities

COLLECTIONS & STEWARDSHIP

KEY OBJECTIVES

- 1 **Acquire historically significant artifacts, records and stories** that reflect the full depth and diversity of North Vancouver
- 2 **Enhance long-term preservation of the community's archival and museum collections** through conservation, environmental controls and state-of-the-art facilities
- 3 **Manage archival and museum collections responsibly while incorporating experiential learning opportunities** for students and young professionals
- 4 **Improve equitable access to physical and digital collections** via online portals, mobile exhibits and onsite experiences
- 5 **Recognize and advance museum and archives related recommendations of the Truth & Reconciliation Commission**, through engagement with the Squamish, Tsleil-Waututh and other First Nations

MONOVA HAS A WONDERFUL COLLECTION, BUT IT'S SO MUCH MORE THAN A REPOSITORY FOR LOCAL HISTORY. THE ARCHIVES OFFER AN EXCELLENT NEWSLETTER, OCCASIONAL TOURS, AND THOUGHTFUL EXHIBITS, PARTS OF WHICH HAVE APPEARED IN MY OWN WORK. BUT BEST OF ALL ARE THE STAFF—KNOWLEDGEABLE, HELPFUL AND PROACTIVE.

EVE LAZARUS, NORTH VANCOUVER-BASED AUTHOR, BLOGGER AND SPEAKER

The MONOVA Teachers' Pack provided primary source information that engaged student thinking about community concepts that some would find otherwise dry.

TEACHER, NORTH VANCOUVER ELEMENTARY SCHOOL

Thanks to MONOVA for the remarkable program on Chief Dan George and Coast Salish Ways; I could never have achieved this experience in the classroom. Some of the students are related to the George family and beamed with pride as they viewed the displays and interacted with the docents.

DAN STEELE, NORTH VANCOUVER ELEMENTARY SCHOOL TEACHER

COMMUNITY PARTNERSHIPS & COLLABORATION

KEY OBJECTIVES

- 1 Develop a broad circle of community supporters,** with top of mind awareness of MONOVA
- 2 Become a central resource and hub for events and programs** where community comes together in an environment of engagement and deep meaning through impactful relationships
- 3 Share resources and collaborate** with community cultural and education partners to fulfil the strategy of enhanced community engagement
- 4 Assist in the development and animation of key cultural precincts** in North Vancouver, including the Shipyards District
- 5 Encourage community involvement** by creating MONOVA programs and exhibits with partners in a way that foster connections and inspire learning

We are very pleased to work with our colleagues at MONOVA, to ensure that the stories of the Skwxwú7mesh and səlilwətaʔ Nations to be shared at the new Museum of North Vancouver will be told with authentic voices.

We value this partnership because it provides an opportunity to raise awareness and understanding of Skwxwú7mesh Úxwumixw language, culture and heritage in a respectful and meaningful way.

SAMAYA JARDEY, SKWXWÚ7MESH NATION, MONOVA INDIGENOUS VOICES ADVISORY COMMITTEE

WE VALUE THIS PARTNERSHIP BECAUSE OF THE OPPORTUNITIES TO BUILD RELATIONSHIPS WITH AND BETWEEN ALL COMMUNITIES; AND TO SHARE OUR STORY – PAST, PRESENT, AND FUTURE - THROUGH THE VOICES OF TSLEIL-WAUTUTH.

CARLEEN THOMAS, TSLEIL-WAUTUTH NATION, MONOVA INDIGENOUS VOICES ADVISORY COMMITTEE

Build strong links with North Vancouver organizations to enhance and promote the cultural heritage of our community, and to help make this a part of everyday lives





Develop and strengthen a sustainable financial foundation that is scalable, flexible and efficient, and is able to respond to organizational and community priorities

ORGANIZATIONAL SUSTAINABILITY

KEY OBJECTIVES

- 1 Work with governments and other partners, sponsors and funders** to maintain stable core operational support, by demonstrating effective management
- 2 Develop efficient operational practices that include diverse revenue-generating activities**, identified by responding to user and community feedback
- 3 Attract, through targeted marketing strategies**, a steadily increasing number of local and tourist visitors
- 4 Build additional contributed revenue sources** through support from the community and foundations
- 5 Be flexible in ways to effectively serve the public** in the community's changed post-pandemic environment

The Vancouver Fraser Port Authority is proud to support MONOVA's Working Waterfront Exhibit. North Vancouver has a long history as a working harbour, something we're very proud of at the port authority. We're grateful for the opportunity to celebrate this community and the significant contributions it has made to the important work of Canada's largest port.

DUNCAN WILSON, VICE PRESIDENT, ENVIRONMENT, COMMUNITY AND GOVERNMENT AFFAIRS, VANCOUVER FRASER PORT AUTHORITY

I'm excited to be an active volunteer assisting to bring MONOVA's new vision to life.

TERRY HOOD, DIRECTOR, FRIENDS SOCIETY

MUSEUMS AND ARCHIVES ARE THE CORNERSTONES OF A STRONG COMMUNITY. AS AN ACTIVE VOLUNTEER FOR MONOVA, I FEEL I'M MAKING A DIFFERENCE AND HELPING TO LEAVE A POSITIVE LEGACY FOR NORTH VANCOUVER'S FUTURE.

JOHN GILMOUR, PRESIDENT, FRIENDS SOCIETY



Provide a positive work environment, attract strong staff and volunteers, and ensure leadership to demonstrate solid governance, accountability and transparency

EFFECTIVE GOVERNANCE & TEAM DEVELOPMENT

KEY OBJECTIVES

- 1 Ensure optimal working relationships** are nurtured between MONOVA and the City and District of North Vancouver, and also the three integral groups of the MONOVA Family: the staff, Commission and Friends Board
- 2 Ensure all groups of the MONOVA Family are involved and aligned** with the Strategic Plan
- 3 Develop a large circle of active volunteers and Commissioners and Friends Board**
- 4 Plan effectively for succession needs**
- 5 Create and maintain a coordinated volunteer program,** including high-quality training that provides a wide range of desirable opportunities and that will impact the community
- 6 Hire and develop staff** to utilize good professional practice, industry standards, existing municipal reporting framework and organizational growth plans
- 7 Continue to develop an operating and administrative approach** that is strategic and entrepreneurial, with clear policies, agreements, reporting and key performance indicators

OUR NEW MUSEUM AT THE SHIPYARDS IS A SIGNIFICANT PROJECT WITH A FAR-REACHING IMPACT IN PRESERVING OUR NORTH SHORE HERITAGE. IT WILL STRENGTHEN OUR UNIQUE SENSE OF PLACE, AND AS THOUSANDS VISIT AND INTERACT WITH THIS ATTRACTION, I HOPE THEY LEARN FROM WHAT HAS HAPPENED IN OUR COMMUNITY TO DATE AND CONTRIBUTE MEANINGFULLY TO NORTH VANCOUVER'S FUTURE.

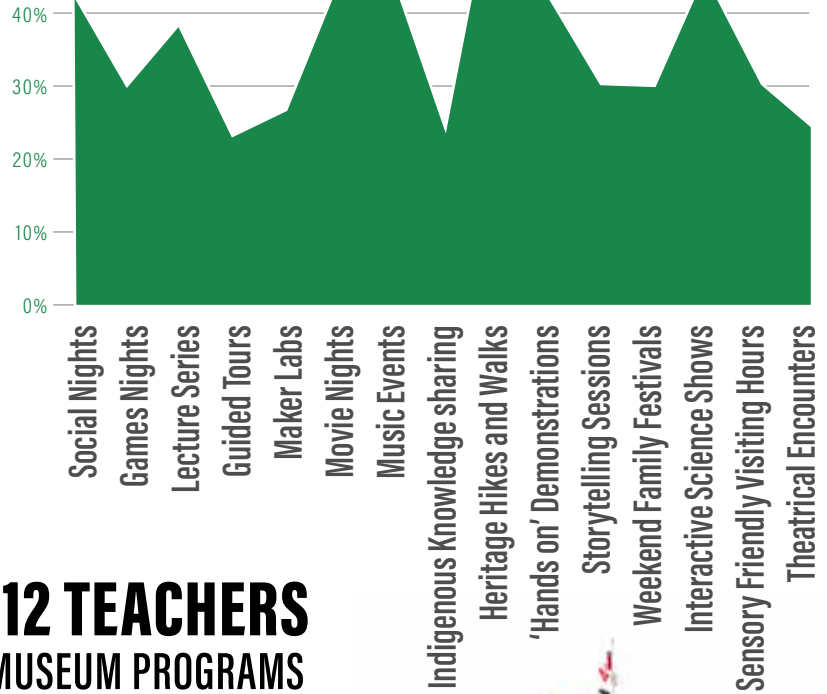
DON BELL,
CITY OF NORTH VANCOUVER
COUNCILLOR, COMMISSIONER



HOW WE TELL OUR STORIES

NORTH VANCOUVER'S STORIES LIVE HERE

235 POST-SECONDARY STUDENTS
VISITED THE ARCHIVES IN A RECENT YEAR



86 NORTH VANCOUVER K-12 TEACHERS
CONSULTED IN DEVELOPING NEW MUSEUM PROGRAMS



45 VOLUNTEERS
CONTRIBUTING +2,000 HOURS PER YEAR



NORTH VANCOUVER'S STORIES
HAVE BEEN COLLECTED AND SHARED BY MONOVA FOR

48 YEARS



43,000+ ITEMS
IN THE ARCHIVES DATABASE

20,000
ONLINE VISITORS
IN MOST RECENT YEAR



7500
FOLLOWERS
ON   
(AND GROWING)

9,000+ ARTIFACTS
HOUSED IN THE MUSEUM'S COLLECTION

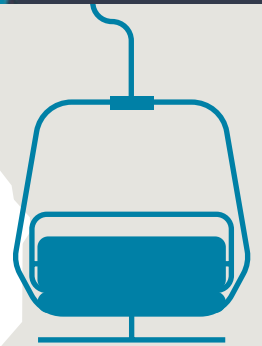


THE COMMUNITY WE SERVE

NORTH VANCOUVER'S STORIES LIVE HERE



28% OF NORTH VANCOUVERITES' MOTHER TONGUE IS NOT ENGLISH; PERSIAN (FARSI) IS THE MOST COMMON



12 SKI LIFTS AT OUR 3 SKI RESORTS



33% NEWCOMERS TO CANADA



DISTRICT OF NORTH VANCOUVER

CITY OF NORTH VANCOUVER



21 WATERSHEDS IDENTIFIED BY PACIFIC STREAMKEEPERS FEDERATION

138,000 (2016 CENSUS)

THE COMBINED POPULATION OF CITY AND DISTRICT OF NORTH VANCOUVER



45 NUMBER OF SCHOOLS

440 HOMES ON THE HERITAGE REGISTRIES

3,800 (2016 CENSUS)
INDIGENOUS PEOPLE

4 LOCAL GOVERNMENTS
(CITY, DISTRICT, SQUAMISH AND TSLEIL-WAUTUTH)

