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ROYAL  
BRITISH COLUMBIA  
MUSEUM

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## Director's Report

Our 101st year was filled with different events that changed and improved our Museum. Although we continue to struggle with the challenge of restraints on budget, staffing and space, we nevertheless rose above those restrictions to initiate and complete many significant tasks. One of our outstanding achievements was the opening of the temporary exhibit "Rocks, Rigs and Roughnecks", which was funded in the most part by Canadian Petroleum Companies. As the Museum continues to expand and develop, we will look increasingly to the newly formed Fannin Foundation and corporate sponsorship to provide funding to assist us in meeting our objectives.

A new travelling exhibit, "Echoes From Our Past", joined our travelling exhibits "fleet" and, along with twelve other exhibits, reached 84 communities in British Columbia, Alberta, Saskatchewan, Quebec, Newfoundland, Prince Edward Island, and the Northwest Territories. Speakers Tours touched another 68 communities in British Columbia. Eleven incoming temporary exhibits were displayed in our Fannin and Friends Galleries, and a new temporary exhibit space in the Clifford Carl Hall (Museum Foyer) hosted another in-house six exhibits. School programmes and tours proved more popular than ever, with an increase of 67% in overall bookings. Among other publications, the books "The Birds of the Okanagan Valley" and "Buttercups, Waterlilies, and Their Relatives" were released.

Other highlights were the initiation of the international Jason Project, the progress made in the upgrading of storage for historical collections, and the temporary storage of the returned Kwa kwaka'wakw Potlatch Collection from the Royal Ontario Museum on its way home to Cape Mudge and Alert Bay.

The composition of the Museum Executive changed with the succondment of Frances Jones and the resignations of Bob Peart and Mary Virtue. After much thought, I restructured the Executive from five to four positions. Dr. Ted Miller was promoted to the Assistant Director of Research and Interpretation, Grant Hughes became Acting Assistant Director of Collections, and Frances Jones became Acting Assistant Director for the amalgamated Finance and Administration Program.

Information printed elsewhere in this report gives greater detail of our staff's accomplishments and successes, including lists of our wonderful volunteers and generous donors. I extend my thanks to them all.

William Barkley  
Director  
Royal British Columbia Museum

## Mission Statement

To acquire and preserve collections; to study and interpret collections and their context; and to pass on to others this knowledge about the human and natural history of British Columbia

## Provincial Museum Act

The Provincial Museum Act (1968) reads in part:

4. The objects of the Provincial Museum shall be
  - (a) to secure and preserve specimens and other objects which illustrate the natural history and the human history of the Province;
  - (b) to increase and diffuse knowledge in these fields by research, exhibits, publications, and other means.

## Museum Role

The Royal British Columbia Museum is the provincial museum, an institution established in 1886 with a unique role and responsibility both in British Columbia and throughout the world.

We recognize that our collections are held in trust for all British Columbians, and, therefore, we have a duty to provide knowledge and access to these collections as much as possible. Our activities are fundamentally based on collections, and we must acquire and preserve collections to expand and pass on knowledge gained from our research to this and future generations. Although our collections and research activities are focused on British Columbia, they are interpreted and set within a global context. We also share and exchange knowledge with other museums, universities and related institutions to increase knowledge and add to the development of museology worldwide.

Need Organizational Chart

Need info on FTE's, facilities operated, office locations, work contracted  
(privately or by other Gov. Branches and budget"

## The Collections Programme

The Collections Programme is responsible for managing the Museum's collections. This activity involves acquisitions, treatment, preparation, registration, inventory, and protection of objects. It also involves computerized management and retrieval of information and inventory control. The collection is the "heart" of the museum.

It has five sections:

- Anthropological Collections
- Biological Collections
- Conservation Services
- Historical Collections
- Library

## Anthropological Collections

### Highlights

A significant incoming loan was the temporary storage of the returned Kwa kwaka'wakw Potlatch Collection from the Royal Ontario Museum. It arrived in January, and finally returned to the Kwakiutl Museum at Cape Mudge and the U'Mista Cultural Centre in Alert Bay in November. Important audiovisual acquisitions include 294, 2 1/4 square colour slides of coastal and interior Indian villages donated by Mr. W.C. Holmburg; 30 views of Interior Salish people and places dating from 1895 to 1901, donated by Mrs. Shirley Green. Significant archaeological acquisitions include artifacts from DhRx16, Departure Bay, donated by Mr. John Sendey; the Esme Davis bequest of artifacts from the Gulf of Georgia area; the antler atlatl (spear thrower) from the Highland Valley, east of Ashcroft, donated by Mr. Pat Rozek. Important ethnographic acquisitions included the purchase at auction, with the assistance of the Friends of the Royal Museum and the Cultural Property Export and Import Act, of a Nuu-chah-nulth ceremonial curtain from the estate of the American pop artist Andy Warhol; the purchase of 11 Northwest Coast silver bracelets including 3 by the Nuu-chah-nulth artist Jimmy John, 1 by Haida artist Gerry Marks and 2 by Haida artist Robert Davidson; the important Mary McNeil Sieburth Collection of basketry and related weaving arts artifacts donated by Dr. John Sieburth and Mrs. Louise Anderson.

#### Personnel:

Bob Powell's secondment extended to May, at which time he successfully competed for a position with the Resource Management Branch. Bob Hogg, Bob Powell's replacement, resigned at the end of February, and was replaced by Shelly Reid at the beginning of October.

#### Accessions:

126 in total; 23 audiovisual, 93 archaeological.

#### Registration:

1,715 ethnology manual records for CHIN registration were produced; 9,012 new ethnology CHIN records were added to the data base, giving a total of 11,784 ethnology records on CHIN entered and edited under the current Ethnology RAP grant. A manual accession register all for accessions was established.

#### Loans:

22 loans were established in 1988; 14 were outgoing loans, including institutions in Oregon and California as well as British Columbia and Canada. A manual loan register, and a loan record on CHIN, was established this year as well.

#### Storage:

Improvements to storage included units for cedar bark mats and Hesquiat woven textiles; identification and separation of most nitrate and diacetate negatives; and negatives and slides storage upgraded to archival quality storage.

#### Public Access:

Approximately 1,500 ethnohistoric photographs were made available for public access.

## Historical Collections:

### Highlights

Important acquisitions include an eight piece parlour suite of James Douglas, Premier Bowser's field glasses, a Victoria Fire Department firefighter's uniform, photographic artifacts from 1915 - 1940, ornate turn of the Century steamship beds, and a 1923 Brownell steam engine.

Much effort was concentrated on improving historical collections storage, including specific upgrading of umbrella and fire arms storage, as well as more full space and flat storage units generally. The Ellery Street Warehouse project, targeted to improve collections storage and documentation, also began this year. Collections staff were involved in the preparation of the exhibits "Rocks, Rigs and Roughnecks", "Echoes From Our Past", as well as "Communications Day", "Insight Booth" and preparing showcases for the Legislature. Bob Turner lectured about Sternwheelers on a Speakers Tour and participated in the Newcombe Program on the Lady Rose in Barkley Sound, as well as serving on a peer review panel for the Museums Assistance Program.

### Personnel:

Terry Eade is now half time, and Liane Davison was hired half time. Richard Turner was hired full time (funded by Registration Assistance Program) and Bob Turner was on leave from October 1988 (until February 1989).

### Accessions:

182; and manual records now exist for all accessioned material.

### Registration:

The total for all Humanities on database is 50,001.

### Loans:

61 outgoing loans.

## Biological Collections

### Highlights

The goals this year were to improve storage and collections maintenance, while maintaining an active acquisition and preparation plan. Thirteen field trips for new acquisitions, improvements in the wet lab, freezer and skeletal storage, over 13,000 plants and animals prepared, some computerization of records, three research topics, and staff training and presentations helped meet this goal. Lectures were given in Pittsburgh, Ottawa, and Harrison Hot Springs.

### Personnel:

Kathy Cowen resigned on 22 December

### Accessions:

13,223 in total. An Atlantic Salmon from the Fraser River was one of many notable acquisitions.

### Registration:

Records on CHIN: 29,522

### Research:

John Cooper concluded his third and final field season investigating the breeding biology of Least Sandpiper as part of a Museum project.

Grant Hughes collected 100 specimens from near Masset for analysis as part of the first year of this multi-year project. Grant Hughes and Jim Cosgrove presented the results of an investigation into the stability of pH in formalin/borax solutions to the Society for the Preservation of Natural History Collections.

## Conservation

### Highlights

Conservation was involved in the upgrading of history collections, research on biological wet collections, effect of formaldehyde, alcohols and phenoxitol, deterioration of early plastics artifacts and methods of storage, technology of artificial leather, effects of vapona on wool and health, and parameters of conformal deposition of parylene and effects of process on artifact materials, as well as offering assistance to community museums throughout British Columbia. Many lectures were given, including David Hillman's lecture in Toronto for the I.I.O.C. annual meeting, as well as Mary-Lou Florian's lectures in Toronto, Los Angeles, Pittsburgh and Ottawa.

### Personnel:

Colleen Wilson was on maternity leave from June 28 to December 31 and was replaced by Sharon Hammick. George Fielding was hired on contract for 6 months starting in September, and Val Blondahl was hired as a Personal Placement auxiliary.

### Reports and Activities:

There were 365 new condition reports, as well as condition reports on all human history loans and exhibit objects, 100 treatment reports, and an integrated insect pest program. Other activities included cleaning insect remains for biological collections, researching environmental data acquisition methods, and assisting in the asbestos clean-up.

## Library

### Highlights

Several significant organizational and personnel changes occurred in the Library. The space allotted for the consolidation of the Natural History collection (with the exception of Botany) has been cleaned out and painted in readiness for the January 1989 move which will involve Entomology, Marine Invertebrates and Vertebrate Zoology. UTLAS has been chosen to derive machine readable catalogue records for the hitherto essentially uncatalogued monograph and journal collection. Equipment has been ordered to provide access to the Sydney Library System, a software package which provides automated cataloguing support, acquisitions and serial control.

### Personnel:

Diane Noga resigned in August and was replaced temporarily by Tina Strange until mid-October, when Carron Nixon began. Del Rosario resigned in September, and was replaced by Frederike Verspoor, formerly at the Legislative Library.

### Loans:

400 inter-library loan requests were processed.

## The Research and Interpretation Program

The Research and Interpretation Program is responsible for planning, organizing, coordinating and executing the Museum's acquisitions, research and public programs in both human and natural history. If the heart of the museum is its collection, then Research is the brain. Without research, the collection is a static group of objects, holding knowledge but releasing little. It is our research that unlocks the puzzle and shares discoveries, information and knowledge to all people. In short, Research makes the museum "tick".

This program has 6 sections:

- Biology
- Exhibits
- Human History
- Public Program Development
- Publishing & Visual Services
- Visitor Services

Human History

NO INFORMATION

## Biology

### Highlights

This year the Biology Section put special emphasis on the Interior of British Columbia, but research activities also continued on the coast. Twenty-nine research projects, listed below, covered a wide variety of topics. Numerous field trips carried curators to all parts of the province, from the open ocean to the Thompson Plateau. Thousands of species were collected and identified, and significant acquisitions were Hemiptera and Hymenoptera from the University of British Columbia, *Gottus confusus* from the Lower Columbia River, *couer d'Alene* salamanders, and *eragrostis paeoides*. Over sixty lectures were presented over and above the Speakers Tours, over forty tours of the Fannin Building were given, and thousands of public inquiries were answered. Our curators both organized conferences in Victoria, Vancouver and Naramata, and attended seven conferences from Prince George to San Francisco. Eighty-four manuscripts were reviewed and many were published. (See publications list.) Two curators were given honours by Scientific Research and Natural History Societies, and all curators interacted with other institutions, agencies and groups including Agriculture Canada, the Poison Centre, various municipalities, Universities, Societies, Associations, the RCMP, criminal trials and so on.

### Botany Research

- Systematics of quillworts
- Systematics of rushes
- Rare plant studies: sword ferns
- Paleoecology of Vancouver Island (particular reference to sea level changes)
- Paleoecology of B.C. Central Interior (mainly western Chilcotin)
- Chilcotin Ethnobotany (FORM funded project; work in conjunction with Research Associate Nancy Turner.
- Biology of woodrats and use of middens in studies of ancient environments (FORM funded project; work in conjunction with David Nagorsen)
- Studies on the pollen of the Rose Family
- Flora of the Central Coast of B.C. (Brooks Peninsula)

Flora of moist sites in the B.C. Interior (with Research Associate T.C. Brayshaw)

- Biogeography of Alpine Flora
- Flora of the grasslands of the B.C. Southern Interior (in conjunction with Anna Roberts, Ministry of Forests)
- Studies on the taxonomy of B.C. grasses (mainly Bromus) (work is partly a collaboration with other workers on a manual of North American grasses)
- Rare plant studies on Vancouver Island - Pleuropogon and Corydalis

#### Invertebrates Research

- Systematics of sea cucumbers; computer analysis of ossicle shapes
- Systematics of marine crustacea with special emphasis on squat lobsters (Munida)
- Robberflies: taxonomy, biogeography and ecology of B.C. species with special reference to species of the Interior grasslands
- Insect fauna of the Yukon: distribution and biogeographical trends with respect to glacial history; special reference to dragonflies and robber flies (collaboration with University of B.C.)
- Status of B.C. insects: new records and rare species
- Geographic and ecological distribution of carabid beetles in the southern Georgia Strait region

#### Vertebrates Research

- Birds of British Columbia - Volume I: analysis of data on distribution, natural history, and status in the province (joint project with Canadian Wildlife Service)
- Biology of the marten in B.C. (joint study with Ministry of Environment and B.C. Trappers Association)
- Taxonomy guide to B.C. mammals
- Townsends Vole: studies on geographic variation
- Vancouver Island Marmot: studies on prehistoric bones from limestone caves
- Systematics and distribution of freshwater sculpins and dace; includes status reports on species in B.C. Interior (partially supported by World Wildlife Fund)

- Illustrated Keys for the identification of the marine fishes of British Columbia
- Printed Turtle mark/recapture studies: life-history studies in the Okanagan and East Kootenays
- Studies on the distribution of amphibians and reptiles in B.C. documentation of specimens and habitats in various B.C. localities

## Exhibits

### Highlights

The Exhibits Section produced "Echoes From Our Past", Heritage Guide, changes to "Open Ocean" and the ticket room, Foyer/cashier renovations, redesigned and rebuilt Insight, installed gallery keyswitches, foyer exhibits of Echoes/train station, Skeletons, Dance Screen/Warhol, twelve Objects of the Month, brought in eleven temporary exhibits, circulated thirteen exhibits as well as ongoing activities and miscellaneous Trades tasks.

### Personnel:

Pauline MacDonald resigned in February and was replaced by Trish Vessey. Trish resigned in June and was replaced by Lorna Davey. Buddy Williams left on a 6-to-8 month leave of absence. John Smyly and Alec James retired.

### Travelling Exhibits:

Thirteen travelling exhibits (twelve produced by the Royal British Columbia Museum and one on loan from the CFB Esquimalt Museum) circulated throughout British Columbia (69 venues), Alberta (5 venues), the Northwest Territories (1 venue), Saskatchewan (3 venues), Quebec (2 venues), Newfoundland (3 venues) and Prince Edward Island (1 venue), for a total of 84 venues.

Attendance was estimated at 276,000.

### The travelling exhibits are:

Wild Harvest  
Dragonflies  
Seashore Plants  
Our Native Languages  
Lock It Up  
Petroglyphs and Pictographs  
Skulls I  
Skulls II  
David Douglas

Adventure and Service  
Language and the Great Game  
Echoes From Our Past  
Birds of Prey of Canada

#### Temporary Exhibits

##### Fannin Gallery

January 25 - February 23 - "Arctic Oasis"  
April 21 - June 12 - "Two Worlds"  
June 27 - September 26 - "Eskimo Dolls"  
October 7 - December 4 - "Survival" & "The Wonders of Waterfowl"  
December 17, 1988 - February 5, 1989 - "Wild Harvest"

##### Friends Gallery

January 17, 1988 - "Mountain Light"  
February 6 - March 27 - "Ontario at Home"  
April 15 - May 30 - "Echoes From Our Past"  
June 3 - July 8 - "Unlike the Lilies"  
July 26 - August 23 - "The Best of the Birds"  
November 26 - ? - "Rocks, Rigs and Roughnecks"

#### Object of the Month: (Lobby Showcase)

January - Ice Skates  
February - "Artistotle's Lantern"  
March - Pack Rat Middens  
April - B.C. Indian Police (badges, etc.)  
May - Miner's Cap  
June - Mortuary Sculpture  
July - Passenger Pidgeon  
August - "Sand Collar"  
September - Stellar's Jay  
October - ATLATL (throwing spear)  
November - "Mermaid's Purse" (Skate egg case)  
December - no Object of the Month - Warhol Exhibit

## Lobby Exhibits

January + February - Fossil Display

March + April - Gibson Twin Plane

May + June - Echoes Opening Exhibit

July + August - 1906 Oldsmobile

September & October - Skeletons

November - Rocks, Rigs and Roughnecks opening display. (Electric Car.)

December - "Warhol" Dance Screen

## Public Program Development

### Highlights

The section continued to experiment with program formats and ideas. Public programs covered the entire province and a wide spectrum of the British Columbia's population. Speakers tours reached 68 communities for public lectures and 90 schools for lectures and activities. Three special days were held, and assistance was given to "Folkfest" and "First Peoples Festival". Work began on the Jason Project, and Kevin Neary and Rick Kool both lectured extensively to a wide variety of groups.

### Personnel:

Marilyn Chechik took an eight month leave of absence.

### Speaker's Tours

There were 10 spring tours, reaching 40 community halls and 55 schools, as well as seven fall tours, reaching 28 community halls and 35 schools. The attendance was 11,100.

### Special Events:

Native Friends' Day - March 28 and 29  
Communications Day - June 17 and 18  
Folkfest - June 27 - July 2 )  
Adventures in Archaeology - October  
The attendance was estimated at 114,000.

### School Programs:

Special programs were developed and run in conjunction with the temporary exhibit "Rocks, Rigs and Roughnecks".

PPD and Visitor Services collaborated closely on the development and coordination of this years school programs and training. School program training and organization took time from all PPD staff, as lectures and training sessions were given, dry runs supervised, artifacts and specimens obtained, problems solved, etc.  
(See School Programmes in the Visitor Services report.)

### Research

Work continued on organizing the Museum survey with Campbell Goodell Consultants and with the Ministry's Research Branch, as well as the analysis of the Open Ocean visitor evaluation.

### JASON Project

Rick became very involved in the JASON Project as the RBCM education coordinator. This involved a trip to Washington DC to start the planning of the JASON curriculum at the National Science Teachers Association. Rick also went to the curriculum writing meeting at Woods Hole, MA., where he was involved in writing lessons on the hydrothermal vent fauna. Rick put together a proposal to Apple Computers that would see them providing Macintosh computers to the JASON museums, to be used with Hypercard stacks written through a project at the Royal British Columbia Museum. This project was planned with the collaboration of people at both UVIC and SFU. If Apple comes in with the computers. A proposal went to the Provincial Education Media Centre for \$10,000 to pay for the development of HyperCard stacks. Rick also organized a UVIC extension program course around the JASON project, with speakers coming from the Geological Survey of Canada, UBC, UVIC and the Underwater Archaeological Society of B.C.

## Publishing and Visual Services

### Highlights

Much of photographic services work focused on the exhibits "Echoes From Our Past" and "Rocks, Rigs and Roughnecks", and on the publication "Birds of British Columbia". Video records began this year with coverage of the pole raisings in Zeballos and Stanley Park, the Dance Screen ceremonies, and a Prince Rupert field trip documenting the coastline and abandoned village sites. Other work included photographing the mammoth poster for the ferries and photographs of the galleries for an upcoming publication, as well as ongoing processing for the museum and public.

The graphic section was very busy producing material for special event days, "Echoes From Our Past" exhibit, "Rocks, Rigs and Roughnecks" exhibit, promotional brochure, ads, posters for ferries, foyer graphics, English and French guides, Discovery newsletters, posters, illustrations, publications, passes, letterhead, charts, maps and ongoing signage.

### Personnel:

Jeanne Leidl temporarily replaced Grant Hollands in October.

Cathy Fornnsler resigned in October

Christine Amablino married Fred Hunt

### Publications List

A Bibliography of British Columbia Ornithology, vol. 2  
by R. Wayne Campbell, Tracy D. Hooper and Neil K. Dawe

Contributions to Human History  
#2 The J. Puddleduck Site by Donald Mitchell 20pp

Contributions to Natural History  
#8 Range Extension of Three Caridea Shrimps in British Columbia Waters  
by T.H. Butler 8 pp  
#9 *Beroe abyssicola* Mortensen, 1927: a redescription  
by Mary Needler Arai 8 pp  
#10 Type localities - *Synthyris* and *Besseyia* by Clark Shaack 4 pp

Museum Notes (all 1-2 pages - most are produced for Speakers Tours or Object of the Month lobby showcase.)

- #1/88 Sawmills
- #2/88 Dragons and Damsels
- #3/88 Cures or Quackery? (Early Medicine in British Columbia)
- #4/88 Grasslands
- #5/88 Sternwheelers
- #6/88 Wild Harvest (Native uses of Plants)
- #7/88 Serpents and Salamanders
- #8/88 Helicopters
- #9/88 Behind the Masks
- #10/88 Ice, Mammoths and Hunters
- #11/88 Dinosaurs in British Columbia
- #12/88 Communications Day
- #13/88 Canadian Heritage Inventory Network
- #14/88 Native Indian Uses of Beacon Hill Park
- #15/88 The Wild Gardens at the Royal British Columbia Museum
- #16/88 Shells
- #18/88 Squid
- #19/88 Sea Anemones
- #20/88 The Sunflower Star
- #21/88 Homelife at the Turn of the Century
- #22/88 Preserving Family Heirlooms
- #23/88 Bats: Creatures of the Night

## Visitor Services

### Highlights

Programs this year reached a significantly larger audience as bookings increased 67% over 1987. Docents made a large contribution of time and energy to ensure the success of these programs, and the overall total of their working hours was equivalent to more than over eight full time equivalents!

### Personnel:

Carol Frank resigned as scheduler in July to begin a new volunteer co-ordinato position, located in Visitor Services, with the Friends of The Royal British Columbia Museum. Louise Osselton began as Scheduler in September. Two auxiliaries, Tammy Dempsey and Dara Hall, helped with the Open Ocean crowds and ticketing during July and August. Admissions staff also gave part-time clerical support from October to December.

### School Programs:

Eleven separate programs ran 25 times each week. The programs were:

- Where The Wild Things Are
- Shell Dwellings
- Garbage
- Playing Games
- Defense
- Raiders and Traders
- Tree I.D.
- Fish Forms/Fish Guts
- Strong Medicine
- 'Dig' It
- Rocks, Rigs and Roughnecks

School Program Bookings:

School Programs	14,072
School + Adult Self-guided	46,440
Adult Guided	<u>2,155</u>
TOTAL BOOKINGS	63,043

Openings:

March - National Advisory Group, Heard Museum Phoenix, Arizona  
(Agenda included tours of galleries, salmon barbecue in Mungo house and demonstration of Native Indian dancing)

April - Volunteers annual lunch, Cordova Bay Seaview  
(Attended by 260+)

April - "Echoes From Our Past" - staff reception

April - "Echoes From Our Past"- public evening

May - Connections Victoria  
(cocktail reception for 120 delegates from the Northwest Allergy Forum)

June - Arizona State Historical Society (breakfast followed by gallery tours)

October - Director's Halloween lunch - for the volunteers

November - "Rocks, Rigs and Roughnecks" General Public Evening Preview

Visitation:

During 1988, 789,039 visitors came to the Museum.  
The three year average for 1986, 1987 and 1988 totals 1,084,060.

## The Finance and Administration Program

The Finance and Administration Program assists in the overall administration of all Museum activities. The program ensures that budget development, control and expenditure are properly transacted, the facilities are maintained and developed, the exhibits maintained and that the activities and the services of the Museum are promoted.

This program has 4 sections:

- Administration
- Admissions
- Facilities
- Promotions

## Admissions

### Highlights

From August 1, 1987 to December 31, 1988, approximately 670,000 visitors were processed by the RBCM Admissions Department staff. This volume represented over 60% of the total Escalator count (a count that includes many non-processed visitors, such as school groups, pass-holders, staff, re-entries, etc.) for the corresponding period.

Of the hundreds of thousands of fees-paying visitors processed during the Department's first year and a half of operation, most were admitted on the purchase of FAMILY ANNUAL PASSES (40%), ADULT SINGLE DAY (30%) or YOUTH/SENIOR/STUDENT-/DISABLED SINGLE DAY (20%) tickets. GROUP rates accounted for approximately 4% of the volume processed, while the FAMILY SINGLE DAY and CHILD 6-12 categories accounted for 6%.

From July 15, 1987 to December 31, 1988, the Admissions Department collected over \$1.7 million in admission fee revenue. During the same period, the cumulative labour cost of staffing and supervising the operation was approximately \$200,000, yielding an average expense/revenue ratio of less than 12%.

The kiosk on the exterior of the Museum was replaced by cashier stations in the foyer of the main building in May.

Staff turnover in the department was fairly high in the first year of the Department's existence, with 7 departures accumulated as of August, 1988. However, staffing composition has since been stabilized, with the core staff of Vikki Anderson, Arien Clarke, Rachelle Gagne, Jim Grayson, Kathy Provan, and Carna MacGregor (all of whom began in 1987) joined in 1988 by Georgina Hargreaves, Deanna Hurstfield, and Ngaire Skiffington.

In September, 1988, Keith Baldwin took over from Maureen Den as Head of Admissions, and began a process of automating many of the support functions of the Department's supervisory staff. The organizational hierarchy was modified simultaneously, with cashiers now reporting directly to the Head of Admissions, and the Head of Admissions reporting directly to the Assistant Director of Finance and Administration (Frances Jones).

By the end of 1988, the entire department had been re-organized physically, with all support operations fully centralized in the basement Cash Office. The AMIS (Admissions Management Information System) computer program was developed and operational, with all previous records re-audited, entered and converted to electronic storage media. Reporting and analysis capabilities had become vastly improved in the process.

## Promotions

### Highlights

The Promotions section developed and implemented promotional campaigns for all Museum public programs. Using advertising, publicity, public relations and direct marketing, the Section promoted the following special event days: the First Peoples Festival, Communications Day, Adventures in Archaeology, Oceans Day, Recycle Week, April Fools Day, Rocks, Rigs and Roughnecks Days and the JASON Project.

Using advertising, direct mail, sales promotion, personal selling, public relations and publicity, the Section generically promoted the Museum to the summer market.

The Section conceived the Mammoth poster: the new generic Museum image. Copy for the Echoes exhibit, Heritage Guide, promotional ads, gallery guides and posters were written.

A major promotional event was centered around the Warhol/Frank Dance Curtain acquisition and exhibit.

Finally, the Promotions section generated a newspaper advertising campaign for the Speakers Tours Program.

Personnel:

Administration Report is missing

Facilities Report is Missing

## Friends of the Royal Museum

The Friends of the Royal Museum (Friends or FORM) is a voluntary society whose objectives are to promote the interests of the R.B.C.M., to promote understanding, communication and co-operation between the people of British Columbia and the Museum, to provide interested persons and organizations with opportunities to share in the development of the Museum and in the benefits which that association may offer, to assist the Museum in publicizing its activities, its needs and its offerings, to bring to the assistance of the Museum, on a voluntary basis, the talents and abilities of the public at large; and to undertake such other activities that, from time to time, may be deemed appropriate.

1988 was another successful year for the Friends, who continued to provide support to the Museum and to enrich its programs,

### "Rocks, Rigs & Roughnecks"

This temporary exhibit was the major special project for 1988. It opened on time and on budget on 24, November 1989, with a handsome reception in the Foyer of the Museum, and has enjoyed an enthusiastic response, both from the petroleum industry and the general public. A number of ongoing programs related to the exhibit are underway, including school programs, a series of lectures in the Newcombe Theatre and a Speakers Tour throughout the province. The Museum is planning a "Petroleum Day" for the fall, and we have indications of solid support from the industry. The Friends raised \$421,500.00 towards this outstanding project.

### The JASON Project

The second major special project initiated in 1988, JASON--a live TV satellite, inter-active hook-up with Dr. Ballard and his team of scientists exploring the depths of the Mediterranean is now will past the initial planning stage and the Friends Development Office has been working very hard to meet the same objective. They have submitted a professionally-packaged proposal to 30 companies, the intention being to encourage at least ten of them to donate \$10,000 each. Several Federal Government agencies have also been approached for support, the object being to raise a combined total of \$200,000 from non-provincial sources.

## Super Series

This program continued to enjoy its popularity and success with the public, entering its third year of lectures. The Super Series program is supported by the Friends and the Hongkong Bank of Canada and its Bank of British Columbia Division Branches as the sole corporate sponsor.

## Fannin Foundation

This Foundation is now a reality and is ready for public launching. All the legalities have been completed: it is registered with the federal government as a charitable, non-profit society. The objectives of the Foundation are to provide a long-term stable financial base for the enrichment of the Museum, primarily through deferred giving

## Presentations

The Development Office has been involved in a number of events, presentations and organizations. The Vancouver Island Branch of the Financial Development Association was formed in May, 1988. Its objectives are to formulate a code of ethics and a strategy for fund raising amongst non-profit organizations. Development Officer Greg Evans was elected as a Director.

In addition, Greg gave several presentations on fund raising to community museums; was the guest speaker at the Institute of Canadian Bankers Graduated Dinner in November; has been a regular participant in the Victoria A.M. Club, to whom he made two presentations; and worked with the Museum in Tourism Expose at the Crystal Gardens in May 1988.

## Sennhieser: A New Sound System for the Newcombe Theatre

With the generous help of the Colwood Rotary Club, the Friends were able to equip the Theatre with an infrared sound system to assist the hearing impaired. The system translates sound by an infrared transmitter, the invisible beams of which are restored to sound by headsets available to those needing them. The Sennhieser system is a boon to the hard of hearing.

These are merely some of the highlights of the projects and programs supported by the Friends of the Royal British Columbia Museum.

## Museum Gift Shop

Edie Ross retired and was replaced by Pat Reeve

The Museum Shop continues to offer a wide variety of publications, art and gifts and is very successful, with an annual revenue of over

## Volunteers

The Royal British Columbia Museum is extremely fortunate to have large numbers of dedicated and skilled volunteers. Their annual services are the equivalent of almost twenty full time equivalents! We are very grateful for the services they provide.

Volunteers and Docent Services	Hrs.	#s of Volunteers
Hours: Docents	14,604	130
Curatorial/Technical	8,995	38
FORM Board/Memb.Off./Dev.Off.	1,317	26
Gift Shop	10,360	57
Newcombe	<u>1,040</u>	<u>37</u>
TOTAL	36,316 Hrs.	288 Vols.

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### Museum Associate

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