

morrin

centre culturel • cultural centre
Literary and Historical
Society of Quebec

ANNUAL REPORT 2009



THE MORRIN CENTRE

The mission of the Morrin Centre is to share and foster English-language culture in the Quebec City region. This is achieved through library services, cultural events, and guided tours of our heritage site.

The Morrin Centre is administered by the Literary and Historical Society of Quebec, founded in 1824 by the Earl of Dalhousie as the first learned society in Canada. The Society's mandate has evolved over the years and, since 2004, its main focus has been the development of the Morrin Centre.

MAJOR ACHIEVEMENTS IN 2009

I. BUILDING INFRASTRUCTURE



2009 saw several improvements made to the Morrin Centre. In summer 2009 the first official ride was taken in the newly-installed elevator. This will allow people with reduced mobility to easily access the upper levels of the building. Additionally, it will facilitate the easier set up for events and rentals as it is no longer necessary to navigate the stairs with heavy and/or difficult-to-move items.

An access ramp was constructed on the south side of the building which facilitates access to the building for those with reduced mobility. The access ramp is decorated with four wonderful sculptures crafted by local artist François Mathieu, representing the various stages of the Morrin Centre building and site.

Pending the securing of the necessary financial resources, phase 2 of the restoration project will continue in 2010. This phase will include the restoration of the prison cells, chemistry lab and meeting spaces. Safety and security measures will be upgraded in order to make more areas of the building accessible to the public. Additionally, the visibility of the Morrin Centre will be greatly improved with the implementation of new signage. 2010 will also see the improvement of lighting in both the library and College Hall.

2. CULTURAL SERVICES

EVENTS & ACTIVITIES

In 2009, the Morrin Centre consolidated its schedule of events around key programmes, including the Celtic Festival, spring Literature Series, summer Candlelight Series, historical conferences and musical evenings. An average of 2 to 3 cultural and literary activities per month catering to diversified clientele were offered along with activities for children on a bi-weekly basis. In addition to hosting four monthly bilingual literary groups; Writers Circle, Haiku Group and two book clubs.

Three out of the five workshops that were offered were new initiatives such as: Screenwriting, Advanced English Discussion Group and Irish Fighting Stick. The Advanced English Discussion Group exceeded our expectations with 15 to 20 weekly participants, and is still growing!

2. CULTURAL SERVICES (CONTINUED)

We also participated in joint events with different community groups. New partnerships were created and existing ones were strengthened namely with the Orchestre Symphonique de Québec (Yoav Talmi), the Violons du Roy (Eric Paetkau), the Capitales de Québec (Journées Celtiques), CBC Radio One, and others. Our partnership with the National Battlefields Commission continued, with two theatrical presentations of The Chambers Gang Trial, taking place at the Morrin Centre.

Amongst our most successful events in terms of attendance were our “Open Doors” Journée de la Culture day (204 participants), the Literary Feast Annual Fundraiser (120 participants), and the Fest-Noz event in January (56 participants).



- **Quebec City Celtic Festival:** Over the course of this 3-day festival, the Morrin Centre welcomed approximately 6,500 visitors. Out of these, 1,152 participated in indoor activities. 32 scheduled activities were held, most of which were free activities and 11 new activities. Nineteen activities were given for free by the presenters (total of 46 donated hours). Most of the activities held inside the building were full (maximum attendance permitted for safety reasons).

INTERPRETATION SERVICES / GUIDED TOURS

We continued to offer school programmes and considerably increased the number of participants. We also continued to offer regular guided tours for the general public during the summer season and on reservation for groups during the rest of the year.

Over 1,000 visitors participated in tours and educational programmes. 74% of these tours were given in English and 26% in French. Of these visitors, 68% were from the Province of Québec, 24% from other Canadian provinces, 6% from the USA, and 2% from countries other than the USA or Canada.

LIBRARY SERVICES

In 2009 the Library added 428 books to the collection, including 31 books for children with expenditures for the year of \$12,330. We also received numerous book donations throughout the year. Members borrowed 6,148 books during the year, an increase of 94 books compared to the previous year.



COLLECTION MANAGEMENT

Library Collection

The inventory of our special collection was completed in 2009. The computerization of our library services has been implemented. Our library catalogue is now available online and a wireless Internet access has been implemented in the library. A library collection development policy was also adopted.

Object Collection

We received funding to develop a permanent exhibition. To this end we have hired a museologist. A space was prepared in the kids' section of the library for an eventual exhibit of toys mostly from the Stephens collection. Also, an important piece for our collection was received: a 19th-century dining-room table and 6 chairs donated by Mr. and Mrs. R.Clive and Diana Meredith.

The agreement for the donation of our archives to Bibliothèque et Archives nationales du Québec was finalized.

3. OUTREACH & MEMBERSHIP

COMMUNICATIONS

The recommendations of the Communications Task Force concerning use of the Morrin Centre logo, a revised mission statement and a new positioning statement were implemented. A new graphic norms policy was adopted as well as a modified logo for the Morrin Centre.

A corporate brochure intended to increase visibility and awareness of the Centre's rental spaces was designed and distributed to members, Chamber of Commerce members and Morrin Centre clients.

In 2009, for the first time, we presented our historic tours to the Association des propriétaires d'autobus du Québec (APAQ) at 'Bienvenue Québec'.

We held a consultation/survey amongst our members and partners to better define how we can serve them and offer relevant services to the community at large. Some of the recommendations that were implemented were : new "recommended books section", improved lightning in the Library and College Hall, purchase of large-print books, work on the kids' section just to name a few.

Website

The www.morrin.org website continues to attract many visitors, attaining a total of 23,970 visits in 2009. In addition, 11,438 unique visitors consulted our Celtic Festival websites (festivalceltique.morrin.org & celticfestival.morrin.org).

In 2009, several updates were made to the site including the integration of an online reservation form for events as well as the installation of a more easily navigable calendar of events.

Quarterly Magazine and Brochure

The Society Pages is sent along with a quarterly events brochure to all members (approx. 400), as well as to libraries, historical societies, and partners (85 additional copies). The brochure has a wider distribution (1,500 copies), with one third sent out to Quebec's 26 public libraries.

Media Coverage:

- Visibility on numerous websites such as Quoi faire à Québec, Québec Hebdo, QCT online blog, Office du Tourisme newsletters, Les Sociétés d'histoire de Québec, Chambre de Commerce de Québec web page, Cyberpresse.ca and others.
- Constant Contact e-mail distribution to our members and media contacts. With this tool, we were able to track the number of sent e-mails being opened and number of people visiting our website.
- New Facebook page (76 friends and counting). We publicized events, gave out information on the Centre, joined other community groups and activities and made ourselves known to a broader audience.
- Four articles or ads were published for free in Bulletin Ma Ville. This is an 8-page, full colour free newspaper distributed by the City, to all the boroughs (one per household) eight times a year.
- Ads in Le journal Les Immigrants de la Capital, Le Voir, Le Soleil, Magazine Prestige
- Reduced price or free advertising obtained through partnerships, namely the Quebec Chronicle Telegraph
- An event and news update called "The Morrin Report" aired on the first Thursday of each month on CBC Radio One.



3. MANAGEMENT & GOVERNANCE

COUNCIL

The Morrin Centre, managed by the Literary and Historical Society of Quebec, is governed by a Council of 15 dedicated community volunteers. Council members participated on the Book Committee, the Restoration Committee, the Nominations Committee, the Acquisitions Committee, the Membership Committee, the Investment Committee, the Literary Feast Committee and the Communications Task Force.

Name	Title
David F. Blair*	President
Steve Cameron*	Vice-President
James Haberlin*	Treasurer
Diane Kameen*	Secretary , until Oct. 2009
Louisa Blair*	Interim Secretary
William G.K. Boden	Council Member
Peter Black	Council Member
Marie Creighton Tremblay*	Honorary Librarian
Sovita Chander*	Council Member
James Donovan	Council Member
Judith Dunn	Council Member
Ladd Johnson	Council Member
Lorraine O'Donnell	Council Member
Rob Lemon	Council Member
Hélène Thibault	Council Member

* *Executive Committee Members*

STAFF

The Morrin Centre had 17 staff members on the payroll in 2009, with numbers of fulltime staff varying between 7 and 12. This team is managed by new Executive Director Simon Jacobs who replaced outgoing Director France Cliché in June 2009.

Long-time staff member and Director of Programmes, Patrick Donovan, acted as interim-Executive Director for approximately 2-months in the spring of 2009. He left his position as Director of Programmes in July 2009 to pursue his Doctorate in history.

4. MANAGEMENT & GOVERNANCE (CONTINUED)

Directors

- Marie Rubsteck, Director of Development, who oversees capacity building, fundraising, and commercial activities.
- Patrick Donovan, Director of Programmes (until March 2009), who oversaw cultural services and communications.
- Barry McCullough, Director of Administration, who oversees financial, human, and material resource management.

Other core staff in 2009 included Simon Auclair, Library Manager; Valerie Deslauriers, Administrative Assistant and Rentals Coordinator; Eve Dumais, Permanent Exhibits Advisor; Erol Djumusic, Maintenance and Erin Zoellner, Cultural Activities Coordinator.

Many contractual staff, summer students, and library clerks also worked at the Morrin Centre in 2009, including Julie Brouillette, Julie Boulanger, Maxime Chouinard, Marie-Michèle Deraspe, Jean Dionne, David Dupuis, Delia Fagundes, Ashli Hayes, Cheryl-Anne Moore, Patrice Parent and Maria Fernanda Zaldivar Turrent.



VOLUNTEERS

More than 100 volunteers donated their time, including 5 full-time Katimavik youth volunteers.

COMMERCIAL ACTIVITIES

Rentals

Commercial activities allow the Morrin Centre to finance its mission. The primary source of revenue in this category is presently rentals, with smaller revenues earned through guided tours and sales of different products. In order to increase public awareness of the rental spaces at the Morrin Centre, a marketing plan was created and implemented resulting in the creation of a rental brochure.

FUNDRAISING

The Literary Feast

The Morrin Centre raised \$18,000 through its first annual fundraising event, the Literary Feast, held on September 24, under the honorary presidency of the Rt. Hon. Adrienne Clarkson. John Ralston Saul, world-renowned author and philosopher was the guest speaker.

Annual Campaign: - Because our Heritage Matters

Every fall, the Morrin Centre reaches out to its regular members in an effort to generate further income. The fourth Annual Campaign, brought in \$5,500, up from \$4,500 earned in last year's Annual Campaign.

Planned Giving

In 2009, the Morrin Centre started promoting planned giving to our membership and participated in the Jeffery Hale Community Partners programme.

4. MANAGEMENT & GOVERNANCE (CONTINUED)

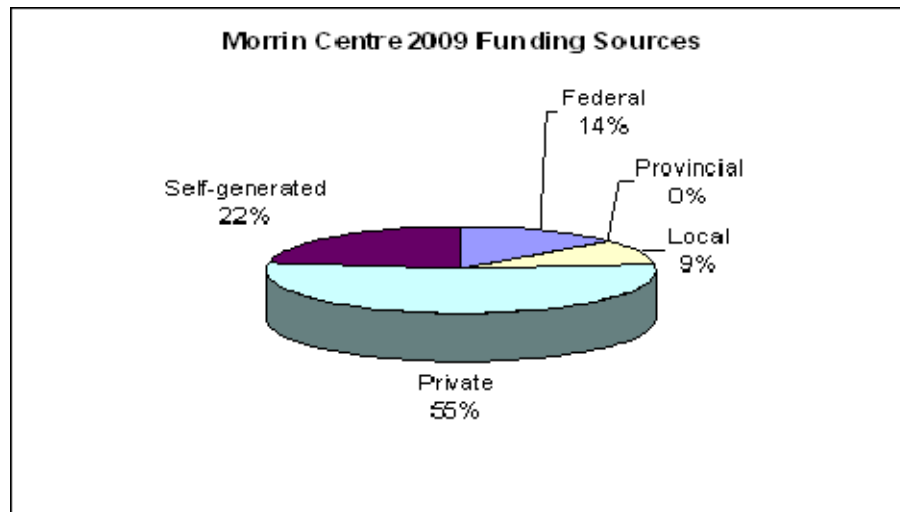
Major fundraising campaign

The Morrin Centre continued working on its major fundraising campaign in 2009. The campaign reached 83% of its \$5 million objective at the end of September. With the help and generosity of the members of the Capital Campaign Cabinet we have raised 4.1 Million Dollars. This is largely due to the relentless work and implication of the members of the Campaign Cabinet. Our heartfelt thanks to: Francis Cabot (Honorary Chair), Ronald E. Blair, Evan Price (Co-Chair), Nathaniel Findlay, Peter Dunn (Co-Chair), Stuart Iversen, Denis Angers, Alain Lemay, Dennis Apedaile, Cynthia Price, David F. Blair and Peter Simons.

Project and Operational Funding

Every year, the Morrin Centre applies to numerous government funding programs at all three levels of government. These grants and contributions go toward short-term projects as well as operational and building funds. Contributions from the private sector also account for a considerable amount of the Centre’s funding. The chart below summarizes the sources of these funds in 2009.

GOVERNMENT GRANTS AND CONTRIBUTIONS RECEIVED IN 2009



- Canadian Heritage - Young Canada Works
- Parks Canada - National Historic Sites of Canada Cost Sharing Program
- Service Canada - Canada Summer Jobs
- Conseil des arts et des lettres du Québec - Placements Culture
- Canadian Heritage - Enhancement of Official Languages Program - Linguistic Duality Interpretation Initiative
- Canadian Heritage - Development of Official Language Communities Program - Quebec Literary Happening Project
- Canadian Heritage - Development of Official Language Communities Program, Community Life Component - Library Community Outreach Project

MAJOR DONORS IN 2009

CAPITAL CAMPAIGN AND DONATIONS

1824 Society

Jeffery Hale Foundation

Leadership Ring

Citadel Foundation

R. Howard Webster Foundation

Private Corporation

Private Foundation

Legacy Circle

Cabot, Francis H. and Anne

Colin J.G. Molson Foundation

Dunn Family

Industrielle Alliance

Power Corporation of Canada

Winnifred Molson Conservation Foundation

Benefactors' Circle

Blair Family

Bieler, Marc

Couture, André

La Fondation Bagatelle

Gestion Alex-André Couture

Private Donor

Royal Bank of Canada

Nicholas Hoare Ltd.

Morrin College Foundation

Supporters' Circle

Apedaile, Dennis and Charlotte

Breakey, Hazel

In memory of Anthony E. Price (Citadel Foundation)

The Hay Foundation

La Maison Simons

Mathew Ralph Kane Foundation

McIntosh, Grant, Yvonne, Jason and Emily

Salomon de Friedberg, Barbara

Zeller Family Foundation

Private Donors

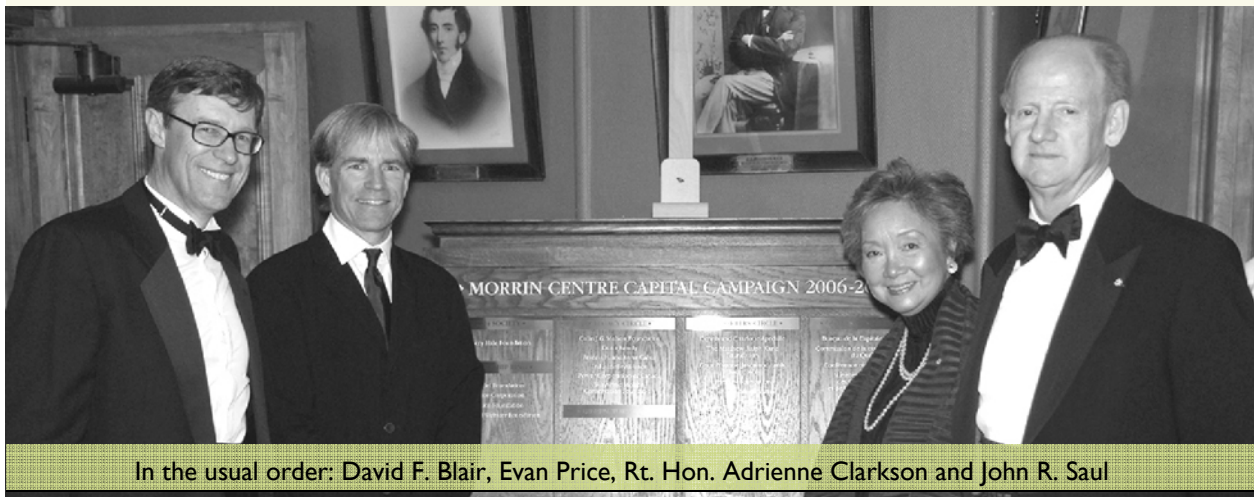
Contributors' Circle

NAV Canada

Canwest Global Foundation

Associates' Circle

Thank you to the 114 generous donors in this category.



In the usual order: David F. Blair, Evan Price, Rt. Hon. Adrienne Clarkson and John R. Saul