



**Minutes of the 76<sup>th</sup> Session of the Advisory Committee,  
ICOM June Meetings in Paris, France  
4 & 6 June, 2012**

The session opened with an address by Knut Wik, Advisory Committee Chair. He recalled the colleagues and members that had passed away since the last session of the Advisory Committee, and emphasised the great contribution they had made to ICOM. A minute's silence was observed by all participants in memory of these members:

Wulff E. BREBECK (ICMEMO),  
Robert M. ORGAN (ICCRUM),  
Dr Adji Taha ADI (ICOM Indonesia),  
Boris Grygorovych VIZNITSKY (ICOM Ukraine),  
Andrea A. Garcia SASTRE (ICOM Spain),  
Adama Cissé WELE (ICOM Senegal),  
Georges CONDOMINAS (ICOM France).

The Chair reminded participants of the functions of the Advisory Committee, which include advising the Executive Council on policies, programmes, procedures, on ICOM's finances and on matters of general interest to the organisation. He also confirmed his commitment, as Chair, to improving communication between the Executive Council, the Secretariat and the members of the Advisory Committee. He recalled the importance of constructive criticism and open debates for further improvements and a successful meeting.

Before moving on to the agenda, he confirmed that the 4 June session of the Advisory Committee would end at 1pm. A second session of the Advisory Committee would be held on 6 June at 9:30am, just before the General Assembly, where a report containing recommendations from the two separate meetings of the National Committees and International Committees would be presented.

**Item 0: Approval of the agenda**

---

The Chair presented the agenda and solicited comments, remarks and questions.

No hands were raised and the agenda was approved.

**Item 1: Approval of the minutes of the 75<sup>th</sup> session of the Advisory Committee of June 2011**

---

The minutes of the 75<sup>th</sup> session of the Advisory Committee were subject to the following remarks:

- Item 5: Report from the Chinese Organising Committee of ICOM 2010: confusion on total expenditure versus total income. The Director General recalled that the organising

- Additional session of the Advisory Committee on 8 June, 2011: the Chair stated that the recommendations from the separate meetings of the National and International Committees were not only received but adopted by the Advisory Committee.
- Miscellaneous: ICOM Korea indicated a spelling correction in the name of Yi Kiwon.

The minutes of the 75<sup>th</sup> session of the Advisory Committee were approved with the aforementioned remarks received.

## **Item 2: Introduction of the new members of the Advisory Committee**

---

The Chair introduced all new National and International Committee chairs; he asked them to stand up, and he thanked them for their contribution

The Chair asked members of the Executive Council to stand so that the participants could see who makes up ICOM's Board.

## **Item 3: ICOM Annual Report 2011 on memberships**

---

The Director General greeted members and commented the report on the 2011 membership included in the working documents. He stated that membership of ICOM had seen significant growth, 5.4% growth between 2010 and 2011, with a rise from 28,028 to 29,528, notably among members in categories 3 and 4. He noted an overall increase in income from membership dues, by 5.8%, and recalled the context of economic crisis. The steady proportion of individual vs institutional members was confirmed, respectively at 94% and 6%, with institutional membership rising by 15% in Africa and 10% in Latin America. The steady proportion of membership in International Committees was also confirmed, with 37% of ICOM members belonging to International Committees, which range from 51 to 2061 members.

He stated that ICOM was present in 134 countries: 110 with National Committees updated with regard to their 2011 dues, and 24 countries with active members but no National Committee. Steady regional representation was noted.

In response to the report, the following questions and points were raised by members:

- congratulations on high member numbers;
- the problems keeping track of complete and accurate data of members, including correct email addresses, specifically for International Committees;
- the categorisation of countries for the fee grid is highly appreciated but oftentimes in Africa, countries that want to create National Committees face problems in transmitting dues to ICOM because currencies are not converted and/or wire transfer procedures are difficult to undertake.

## **Item 4: Annual Report from the Strategic Allocation Review Commission**

---

The report from the Strategic Allocation Review Commission was presented by its Chair, Claude Faubert. He explained the timeline: in December 2011, the call for applications was made; on 23

March, 2012, all applications were submitted; and the Commission met on 16-18 April. The results were communicated from 15-25 May. Total direct funding recommended by the SAREC amounted to €248,950: €142,500 for annual funding for International Committees; €41,450 for special projects of International Committees, National Committees and Regional Alliances; and €65,000 for fellowships for International and National Committees.

In terms of International Committee annual funding, this was based as in previous years on three elements: basic subsidy (€850); membership-based subsidy; performance subsidy, set to increase from 40% in 2012 up to 50% in 2014. The objective of encouraging ICs to be active in the research field was voiced, as was that for training in financial matters for Chairs and Treasurers, including types of expenditures that can be covered by ICOM funding. A consultation on how to adjust the cash reserves carried forward by the ICs year after year is called for.

For special projects, 33 applications were received, and 17 grants were awarded ranging from €1,000 to €5,000.

Recommendations for special projects included the following:

- encouraging comprehensive projects involving several ICOM committees with a regional approach;
- providing specification regarding the target audience, participants' profiles and the effective implementation of the project;
- encouraging Committees to migrate their website to the ICOM platform and publish their own newsletter without special projects support;
- clearly presenting the budget in the submission;
- for multi-year projects, including multi-year scope of work/tasks year by year, as well as detailed budget year by year;
- specifying that Annual Conferences are part of regular business and do not qualify for special projects;
- asking that the deadline for applications' submission be respected.

In terms of the general bursary programmes, 22 representatives of National Committees were invited to participate in the June meetings, and there was support for 27 young members to participate in the International Committees' annual conferences. In addition, three subsidies were made available from the Getty Foundation totalling €122,200 for the bursaries programmes to be offered to attend the annual conferences of CIDOC, INTERCOM and CIMAM.

General recommendations included the following:

- providing better information/communication to all members about the existence of support available and targeting certain geographical areas for greater participation;
- encouraging organisers of conferences, workshops and events to do an evaluation of the activity and provide ICOM with a copy of the results;
- encouraging/requiring that publications be made available on the web, with printed copies produced under special circumstances.

The Chair stated that this opinion was received and suggested that it be discussed during the separate meetings.

The Chair then proposed a change in the agenda, moving onto Item 6: Presentation of the new collaborative platform – ICOMMUNITY, prior to Item 5: Presentation on Intangible Heritage – International Journal.

#### **Item 5: Presentation on Intangible Heritage – International Journal**

---

Yi Kiwon, Deputy Head of Cultural Exchange Division at the National Folk Museum of Korea, presented the *International Journal of Intangible Heritage*. Published annually since 2006, it strives to preserve, promote and transmit intangible heritage around the world, upholding the vision of the ICOM 2004 Triennial General Conference in Seoul, Korea. With the support of ICOM, the National Folk Museum of Korea and the Korean Ministry of Culture, Sports and Tourism, the journal is published in English (2,000 issues) and Korean (1,000 issues) and is distributed to ICOM headquarter, committees, museums, national libraries, university libraries, UNESCO headquarters. This year, the 6<sup>th</sup> Advisory and Editorial Board Meeting was held in February, with IJH Volume 7 published in the month of May and available as a free downloadable PDF at [www.ijih.org](http://www.ijih.org). The Call for Papers and Paper Submission Guide for IJH Volume 8 (2013) are also available on the website.

#### **Item 6: Presentation of the new collaborative platform ICOMMUNITY**

---

Mrs. Aurélie Aubourg, Director of Communication and Network Promotion, presented the new ICOM extranet platform, ICOMMUNITY. With the baseline “Keep up with the network”, the platform’s mission is fourfold: provide information on news and events within the network, updated by members themselves; provide resources on ICOM functioning to help in daily professional life; aggregate content from the network; and contribute to ICOM activities by allowing members to react, share views and documents, and complete information with their own elements.

She indicated the timeline for the platform: a first phase with general content, information and an agenda starting today, 4 June; a second phase with committees’ private spaces by November 2012; and a third phase with enhanced contribution tools including databases, live conferences, podcasts and more in early 2013.

She then carried out a demonstration of the new platform and stated that starting today, 4 June, a login and password were being provided to participants in the Annual Meetings, with discussion planned for the separate meetings and feedback welcome. By late June, 2012, emails would be sent to all members providing their login and password.

The following questions and comments were made following the presentation:

- On the possibility of having cross-committee forums, it was confirmed that each entity of ICOM will have its own committee private space, and that additionally, it will be possible to create groups for a limited number of participants on specific themes.
- On the issue of moderation, all discussions will have to be moderated.
- On the question of material being provided in more than one language, it was stated that only the general content will be translated in the three official languages. National Committees will be able to update their private space in their own languages.

- On the question of whether the site will contain paid advertising, it was confirmed that this has not been developed for the moment but might be an option in the future.
- On the type of access that will be provided to National Committees, it was stated that the platform is for all National Committees that wish to update their private space, and that a link to the relevant URL will be available on the websites of National Committees that have chosen the ICOM website service.
- On the possibility of searching for other professional colleagues, there will be no search engine for this.
- On the issue of member privacy and information available on the platform, it was stated that out of the 30,000 members, data for 4,000 to 6,000 has not yet been updated; through ICOMMUNITY, people can thus go into their own personal space and do this very quickly within the database, on the condition of active membership. All laws for privacy protection will be respected and the project checked in this respect by ICOM legal advisor.
- On the question of clarifying the profile of this development as more of a social network or a collaborative workspace, it was stated that it is more of a collaborative working platform, with documents that are shared and updated by members, and is not only a social network. It was added that the vision of ICOMMUNITY will depend on feedback from Committees.

The Chair confirmed that the report was received and that the remarks were noted.

#### **Item 7: Choice of the theme for the International Museum Day 2014 & 2015**

---

Five proposals were submitted for the final vote on the theme of International Museum Day 2014 & 2015:

- *Museums and professional ethics. Professionals make best museums.* (ICOM Mongolia)
- *Museums and Innovation. New tools, new opportunities.* (ICOM Moldavia)
- *When we were 18...* (COSTUME)
- *Museum Collections make Connections* (ICOM Barbados)
- *Museums for a sustainable society* (from last Advisory Committee meeting)

The vote for 2014 was held following an explanation of the electronic voting system, and was open for two minutes. The fourth theme, *Museum Collections make Connections*, was selected with 49 voices. The vote for 2015 was subsequently held, also open for two minutes, and the fifth theme, *Museums for a sustainable society*, was selected.

#### **Item 8: Follow-up on the organisation of the 23<sup>rd</sup> General Conference ICOM Rio 2013**

---

The Chair turned the floor over to the Chair of the Organising Committee of Rio 2013, Carlos Brandão, who introduced the new Chair of ICOM Brazil, Maria-Ignez Mantovani Franco. He stated that ICOM Brazil counts 500 individual members and 73 institutional members.

He announced that up to 200 grants may be available for young members and members of the Advisory Committee most in need to participate in the Rio 2013 General Conference. He noted the launch of an AFRICOM initiative to foster grants for National Committees, and stated that a similar proposal is in the works for Latin America. Additionally, grants will be provided for Brazilians to attend the conference; one-month residencies for foreign colleagues in Brazilian museums will be organised; volunteer programmes to attract museology students; and a mentoring programme wherein speakers and scholars from International Committees will be invited to network with students.

The Chair of Rio 2013 recalled the theme of the 23<sup>rd</sup> General Conference: {Museums (memory + creativity = social change)}, which will also be the theme of International Museum Day 2013.

The venue of the General Conference will be the Cidade Das Artes, located in the Barria de Tijuca, in the southwest of Rio de Janeiro. The Chair of Rio 2013 indicated hotel prices and distances from the venue and stated the preference for staying near the venue due to the city's heavy traffic. Shuttles will be available to transport participants between the hotels and venue. Thirty-one salons will be available for the International Committees, and meals will be provided for free by ICOM Brazil. The Chair of Rio 2013 then explained how service providers had been selected: following a call to tender, the board of the organising committee visited each company individually, ultimately selecting one for event organisational and tourism purposes.

A number of different pre- and post-conference tours were suggested. Support is being offered from a number of different Brazilian travel agencies. Conference hot site will be released in August 2012, one year prior to the conference, indicating hotels, pre/post-conference tours, museums, etc.

## **Item 9: Presentation of the selection of the host city of the 2016 General Conference**

---

### **9.1 Presentation of the candidates**

The Chair recalled the procedure by which the three candidate cities, Abu Dhabi, Milan and Moscow, would be given seven minutes apiece in alphabetical order to present their candidacies.

The delegation from Abu Dhabi presented its fast-growing art and museums community, world-class facilities and iconic institutions. They recalled UAE's 50 museums and 500 museum professionals, with the planned opening of Louvre Abu Dhabi and the National Museum set to be a defining moment in its cultural life. Abu Dhabi's range of exciting venues, seamless visa process and excellent value for money were highlighted. The delegation proposed the theme *Museums and Travelling Cultures – the bridge between west and east, the present and the future, the developed and the developing*.

The delegation from Milan stated that they had received the full support of the Italian government on a national and local level, and emphasised Italy's network of 5,000 museums and position as the country with the most sites on the UNESCO World Heritage list. Milan's reputation as a city of culture and design was highlighted, alongside the fact that it contains the highest density of museums in the world, promising to benefit ICOM's visibility. The delegation proposed the theme *Museums in cultural landscape: a challenge for the 21<sup>st</sup> century*.

The delegation from Moscow emphasised Moscow's experience in hosting large international events, recalling that the city is preparing to welcome the 2014 Winter Olympics and the 2018 World Cup. They highlighted Russia's rich cultural and architectural heritage, noting the 80 million annual visitors to the country's museums. The opportunity to visit the world's largest country was presented, as were the many changes it has undergone over the past 10-15 years, and the thrilling, thriving,

exciting nature of the capital city. The delegation proposed the theme *Museum. Preservation.Reflection.Prediction.*

## **9.2 Reminder of the procedure**

The Chair handed the floor over to Jocelyne Muelli of professional congress organiser (PCO) KIT. KIT is the PCO selected by ICOM for the General Conference 2016. A working group made up of three members of the Executive Council and the Director General met on 17 April, and had worked with the PCO to produce a report on the strengths and weaknesses of each candidate city, based on a list of questions pertaining to their applications, intended to elicit specifications and further information.

The professional congress organiser subsequently visited the three candidate cities in April and May 2012, in order to meet the candidacy representatives within each National Committee, as well as local authorities, and representatives from the convention centres, in order to provide them with this list of questions.

## **9.3 Presentation of the Assessment Report**

As presented in the report available with all working documents, Jocelyn Muelli of PCO Kit summarised the strengths and weakness of each candidate based on the following criteria: the host; the support; the theme and the programme; the venue; travel, accommodation and on-site reception; budget and financial aspects; communication; and collaboration.

## **9.4 Vote of the recommendation**

Knut Wik recalled that the vote was for a recommendation by the Advisory Committee to be submitted to the Executive Council, which will make the final decision.

The vote was closed and subsequently reopened due to the fact that seven persons had been unable to vote. All members of the Advisory Committee were asked to vote again. Three members did not vote but could not be directly addressed due to the anonymous nature of the vote. The vote was closed.

Milan was selected with 65.96% of the vote, followed by Moscow, with 21.28% of the vote, and Abu Dhabi, with 9.57%. The Chair congratulated the delegation from Milan for the results and thanked all candidates for participating.

## **Item 10: Working group on the Statutes**

---

The Chair of the Working group on the Statutes, Goranka Horjan, provided a brief report on how the working group is progressing and recalled its missions: analyse the statutes and suggest revisions if necessary, which may include modifications of the content, form or translation if deemed appropriate to the text; make recommendations on the implementation of the ICOM Statutes.

The Chair of the Working group recalled the timeline: members were appointed in September 2011 and held their first meeting in early December, with a progress report made to the first Executive Council meeting in April. Now a report is being made to the Advisory Committee, to be followed by the second meeting this week. Final recommendations will subsequently be submitted to the Executive Council in December 2012.

During the December session, general comments were raised and debated and the text was reviewed. The review of internal rules and regulations is now being carried out. Any amendment proposed must comply with French law.

According to the progress report so far, the current statutes present no obstacle to the functioning of ICOM. However, there are potential improvements to be made on language clarifications between the English and French text.

Recommendations pertain to the clarification of the hierarchy of ICOM legal documents, statutes, internal rules & regulations, policies and procedures. Additionally, the historical ICOM partnerships should be refreshed and new ones added. The English version should be reviewed in order to be completely consistent with the French version and to avoid confusion between the two versions of the text. It is recommended that a legal glossary be made to clarify terminology and facilitate understanding of the text. It is also recommended that a French lawyer be called upon to confirm the legal responsibilities of the respective bodies and decisions they are entitled to take that may not be clearly understood in the current wording.

The Working group welcomes any comments or suggestions from the ICOM Advisory Committee members by the end of June.

#### **Item 11: Presentation of the Working Group on the Annual Meeting**

---

The Chair handed the floor over to Michael Ryan for a brief presentation on the Working Group on the Annual Meeting, noting the suggestion from the Chairs of the separate meetings that the discussions be continued the following day on 5<sup>th</sup> June.

Michael Ryan explained that last year a subcommittee had been created upon the suggestion of the President. A survey of members of the Annual Meeting was conducted, with the results tabulated and available on the website, containing qualitative and quantitative data.

He noted a general level of satisfaction with the Annual Meeting, noting certain improvements to be made, and encouraging the Secretariat to pursue these improvements:

- the Advisory Committee should be used for the substantial discussion of issues, with other issues kept of the agenda;
- the Advisory Committee meetings should not be broken up over a number of days in order to hold workshops but should take place over one day;
- while the venue has been improved, there is still a need for smaller rooms for the breakout sessions;
- communication between the Advisory Committee and the Executive Council should be strengthened;
- ICOM must be aware of the travel distance and costs of attendance.

#### **Item 12: Election of the Elections Committee**

---

The Chair stated that recently, there was a call put out for nominations to the elections committee, with the following candidate nominated:

- Suay AKSOY(CAMOC)
- Samir AOUNALLAH (ICOM Tunisia)
- Denis-Michel BOELL (ICOM France)
- Allison CALLENDER (ICOM Barbados)
- Carina JAATINEN (ICOM Finland)

Diana Pardue invited a vote by consensus. The new committee was thus elected. The Chair announced that one of the candidates would be appointed Chair and that the Election Committee would meet on 6 June.

The Chair then closed the Advisory Committee session and stated that it would reopen at 2:30pm.

### **Item 13: Presentation of the details on the organisation of the sessions and workshops**

---

The workshops' session were presented as follows:

- Museum management in a changing context;
- Illicit trafficking: a comprehensive approach to an international issue;
- Museums and excellence.

### **Item 14: Other Matters**

---

The Advisory Committee session was official closed.

### **Session of 6 June, 2012, 9:30am**

---

The Advisory Committee Chair re-opened the Advisory Committee meeting to allow a presentation of the report and recommendations from the separate meetings of the National and International Committees, as outlined inAppendix 1 and 2 respectively.

The Advisory Committee Chair confirmed that the recommendations were adoptedand that they would be presented to the Executive Council that afternoon.

The Advisory Committee session was then officially closed.

## **Appendix 1: National Committees' Recommendations**

### **1. Online Registration Service**

The proposed new system of online registration of members and payments of subscriptions was presented. It is being trialed on a voluntary basis by ICOM US.

Questions raised in the discussion included revenue sharing, impact on the traditional role and purpose of NCs, and relationship of members to their NCs.

On the proposal of Sweden, supported by Korea, the meeting resolved that NCs would require a good deal of time to consider the proposed service and decide whether the Committees would opt or not to join.

On the proposal of George Abungu, supported by ICOM US, it was accepted that NCs already volunteering to participate would continue to do so. ICOM US offered to share its experience with the Network.

### **2. Publishing Toolkit**

It was noted that further feedback would be requested from the Network concerning the Publishing Toolkit. It was also mentioned that some members of ICOM would be willing (or available) to participate in peer review and guest editing of a publication.

### **3. ICOMMUNITY**

The ICOMMUNITY project was comprehensively presented. Its development in a 3-step process between now and 2013 was described, and the facility for online discussion groups was clarified. ICOM Norway emphasized that their NC expected that ICOMMUNITY would provide an open discussion platform.

The points made warned against duplication of entries, and strongly suggested that the target audience of the ICOM web site and of ICOMMUNITY be clearly defined.

Some NCs stated their intention to retain their existing autonomous national web site in light of their proven usefulness.

### **4. General Conference**

Representatives of ICOM Brazil welcomed suggestions from the meeting on aspects of the forthcoming Rio Conference; amongst which was the suggestion from ICOM Netherlands of a project with a close connection to the theme of the Conference (memory + creativity = social change) with the purpose of stimulating the social roles of museums and of combining reflections on intangible heritage and social design. Sustainability and participation by diverse audiences will be stressed.

### **5. Membership Development**

The meeting heard reports from numerous Committees of the steps taken to increase membership, and there was a detailed discussion of the criteria for membership and of the need to emphasize professionalism as a criterion for acceptance.

The costs and benefits of membership posed particular problems for African NCs.

### **6. Strategic Plan**

Actions reported on included translating wholly or partly the Strategic Plan.

A number of NCs found focusing on the Code of Ethics and its use in training to be effective in raising the profile of ICOM.

A synthesis of last year's workshop outcomes has been prepared for circulation.

## **Appendix 2: International Committees' Recommendations**

### **1. New financial arrangement**

ICs welcome the new system and had positive reports from ICs which are currently using it.

- 1.1** ICs request that ICOM posts on a share space an operating guide.
- 1.2** ICs request guidance on the implication of French financial law regarding the use of these funds.

### **2. New online registration service**

We would like to see what the perspectives are and how this system can help to develop and foster new registrations and new members' participation in the ICs.

- 2.1** ICs recommend a simple system be established in order to ensure access to accurate and clear information on ICs for those using the registration form.
- 2.2** ICs strongly recommend that the membership database be corrected and updated as soon as possible.

### **3. ICOMMUNITY**

ICs are very excited with the potential of this tool for increasing the flow of information within ICOM. We look forward to seeing its implementation and explore how it can be used to connect members.

- 3.1** ICs recommend a test between ICs Chairs and board be implemented prior to the official launch of the platform.

### **4. Presentation of the working group on the Advisory Committee's annual meeting**

- 4.1** In response to the working group's report, the ICs will circulate a short questionnaire as to the length, structure and relative meetings, in order to suggest refinements.

### **5. General Conference**

- 5.1** ICs request that the current draft programme for the 23rd ICOM General Conference 2013 in Rio de Janeiro be circulated for discussion as soon as possible.

### **6. Other Business**

- 6.1** ICs recommend that the Chair of the ICs meeting set the agenda for the meeting in consultation with the Secretariat.

**6.2** ICs recommend that a timely feed-back be provided to their annual reports activities by the Strategic Allocation Committee and that all applications be accessible on a shared space.