



## Museum Committee Agenda

Thursday, April 6, 2017  
Council Chambers  
County Administration Centre, Walkerton

1. Declaration of Pecuniary Interest
2. Action Items
  - A. Financial Feasibility Study Report (attached)
3. Information Items
  - A. Business & Sponsorship Report (attached)
  - B. Collections Report (attached)
  - C. Education & Outreach Report (attached)
  - D. Marketing Report (attached)
  - E. Programming Report (attached)
4. Next Meeting

May 4, 2017
5. Adjournment



## Committee Report

**To:** Warden Mitch Twolan  
Members of the Museum Committee

**From:** Cathy McGirr  
Director, Museum & Cultural Services

**Date:** April 6, 2017

**Re:** FEASIBILITY STUDY REPORT

### RECOMMENDATION:

**That the Museum Director be authorized to proceed with a Financial Feasibility Study, in order to test assumptions from the Feasibility Study that was received March 2, 2017; and,**

**That the 2017 budget be revised to include a transfer from the Krug Reserve and the offsetting expenditure associated with the transfer in the amount of \$30,000.**

### BACKGROUND:

The Feasibility Study for the Bruce County Museum & Cultural Centre was presented at the March 2, 2017 meeting. In the Feasibility Study two new build scenarios were presented:

- **New Archives Building** - This model recommends a new Archives building built adjacent to the BMC&CC with additional programming/community space. The model also optimizes the recovery of additional space within the existing Museum footprint to accommodate additional storage for Collection related artifacts as well as storage for facility related items. The design also improves the use of space for staff and creates additional programming space.
- **Off-Site Collections Holdings Building** - This model is a longer term model for an off-site Collections Management Facility.

As previously reported in the Accommodations Plan, there is an absolute need for additional space for the growing collection at the Museum. The short-term option of temporary off-site storage is a stop gap to the challenges facing the Museum in the long term.

The financial projections within the Feasibility Study account for the building of two new buildings, however; the recommendation is not to complete both at the same time. A phased approach would be necessary in order to complete the projects successfully.

While the projected fundraising costs are significant these projections are also based on the completion of two facilities and the hiring an external fundraising organization to complete the project. Council will recall that in the Museum's Strategic Plan the fifth pillar focused on "Develop the Resources Required" with a Fundraising element as part of the strategy. Fundraising has already been identified as an area of opportunity for the Museum and will need to be further explored. A Financial Feasibility Study would be the next logical step in the process.



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## FINANCIAL/STAFFING/LEGAL/IT:

There are no staffing, legal or IT considerations associated with this report. Financial impact will be use of reserve funds. Staff time will be involved to create the RFP and work with the consultants who are selected.

## INTERDEPARTMENTAL CONSULTATION:

There has been no interdepartmental consultation.

## LINK TO STRATEGIC GOALS AND ELEMENTS:

Goal #1 - Develop and implement tactics for improved communications

Element A - Effectively use staff through department integration

Goal #3 - Find creative ways to engage our public

Goal #4 - Find creative new ways to involve all staff in our future

Element C - Invest in expanding the knowledge and skills of our staff.

## MUSEUM STRATEGIC PLAN ALIGNMENT

Strategic Pillar #1 - Forge Partnerships & Relationships

Strategic Pillar #2 - Provide Relevant, Compelling Programming

Strategic Pillar #3 - Optimize Use of Space

Written by Cathy McGirr, Director, Museum & Cultural Services

Approved by:

Kelley Coulter  
Chief Administrative Officer



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## Committee Report

**To:** Warden Mitch Twolan  
Members of the Museum Committee

**From:** Cathy McGirr  
Director, Museum & Cultural Services

**Date:** April 6, 2017

**Re:** Business/Sponsorship Report

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### RECOMMENDATION:

The Business/Sponsorship Report, dated April 6, 2017, is for information.

### BACKGROUND:

The following applications for funding or sponsorship have been approved.



Giant Tiger - \$500 Night at the Museum program

The following applications for funding or sponsorship are pending.



F.A.R.M.S. (Foreign Agricultural Resource Management Services) - \$2,000 Fields of Dreams Exhibit

### FINANCIAL/STAFFING/LEGAL/IT CONSIDERATIONS:

There are no staffing, legal or IT considerations associated with this report.  
Financial impact towards achieving projected funds for 2017 budgets.

### INTERDEPARTMENTAL CONSULTATION:

There has been no consultation with other County departments.



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## LINK TO STRATEGIC GOALS AND ELEMENTS:

**Goal #3** - Find creative ways to engage the public.

**Element** - no specific element, however funds received allow us to offer a variety of services and programs.

**Goal #6** - Find alternate options to improve efficiency, service.

**Element** - no specific element, however this funding enables us to provide services and programs that the County would have to otherwise fund directly.

## MUSEUM STRATEGIC PLAN ALIGNMENTS:

**Strategic Pillar #1** - Forge Partnerships and Relationships.

Written by Janice Mewhinney, Business Manager

Approved by:

Kelley Coulter  
Chief Administrative Officer

## Committee Report

To: Warden Mitch Twolan  
Members of the Museum Committee

From: Cathy McGirr  
Director, Museum & Cultural Services

Date: April 6, 2017

Re: Collections Update

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### RECOMMENDATION:

The Collections Update, dated April 6, 2017, is for information

### BACKGROUND:

#### Exhibits

The New Year saw Collections staff working diligently behind the scenes on the upcoming new redevelopment of the newest permanent exhibit "The Last Frontier" which is scheduled to open in June. Staff worked on creating the interpretive labels, as well as photographing objects that will be featured on display, and on interpretive touch screens. This included pulling the items from storage, and cleaning if required. In all, the exhibit will contain 84 objects. Work will continue on this project through the spring months as staff continue to create mounts and do more in depth cleaning on objects as required. Below is a sample of the interpretive photographs created by Collections staff for this exhibit.



Grundy Bros. & Co stove made in Kincardine, Ontario



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## Military and Woodworking Tools Re-organization

Recognizing storage constraints, Collections Staff has continued to make concentrated efforts to optimize the use of space within Artifact Storage, as set out within the Museum's Strategic Plan. In order to optimize the use of space, staff, along with co-op students and volunteers, began re-organizing aspects of the collection. The two main sections in 2016 included woodworking tools and small military items. The woodworking tools were separated into sections based on occupations or uses such as carpentry, shingle making and logging. Using shelves, purchased through the Museum Assistance Program (MAP), Collections was able to separate objects into sections, re-arrange shelving in order for objects to be stored appropriately, and to allow room for future collections growth. The re-organization of the woodworking tools began early 2016, and took several months to complete. Staff began re-organization of the military collection in the winter of 2016 and finished early March of 2017. Through the assistance of the MAP, a new drawered cabinet was purchased to replace the old card catalogue cabinets that were in use. The new cabinet allowed for military items such as mounted medals and cap badges to be stored to best practice standards (flat, etc.), and for collection growth. In total, these projects moved, organized and re-housed 1143 objects or 7.2% of collections.



Top view of mounted medals stored flat within cabinet.

### FINANCIAL/STAFFING/LLEGAL/IT CONSIDERATIONS:

There are no staffing, legal or IT considerations associated with this report.

### INTERDEPARTMENTAL CONSULTATION:

There were no interdepartmental consultations.

### LINK TO STRATEGIC GOALS AND ELEMENTS:

Goal #3 -Find creative new ways to engage our public



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**MUSEUM STRATEGIC PLAN ALIGNMENTS:**  
**Strategic Pillars #3 - Optimize Use of Space**

Written by Laura Leonard, Curatorial Assistant

Approved by:

Kelley Coulter  
Chief Administrative Officer





## Committee Report

**To:** Warden Mitch Twolan  
Members of the Museum Committee

**From:** Cathy McGirr  
Director, Museum & Cultural Services

**Date:** April 6, 2017

**Re:** Education/Outreach Report

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### **RECOMMENDATION:**

The Education/Outreach Report, dated April 6, 2017 is for information.

### **BACKGROUND:**

#### **Heritage Fair 2017**

In March of 2017, the BCM&CC hosted GC Huston's 6th annual local Heritage Fair. This event offers students the opportunity to research a topic relating to Canadian heritage (e.g. heroes, legends, milestones, achievements) and present their stories to adjudicators. Three classes from grades 5-8 participated, submitting a total of 25 projects. Five of these projects were chosen to move on to the regional Heritage Fair which will be held at Grey Roots & Archives in Owen Sound on April 20<sup>th</sup> (see list of winners below). Before the event the Museum helped students research their topics in the Archives & Research Room. For most students it was their first time doing research in the Archives. We also partnered with Library staff who provided research assistance at the Southampton Library. The Museum's role on the day of the event was to organize the schedule, the display spaces, and the volunteer adjudicators. We had 9 fantastic volunteers who enjoyed speaking with students about their projects on topics ranging from Cradle Boards to the Toronto Maple Leafs to Vimy Ridge.

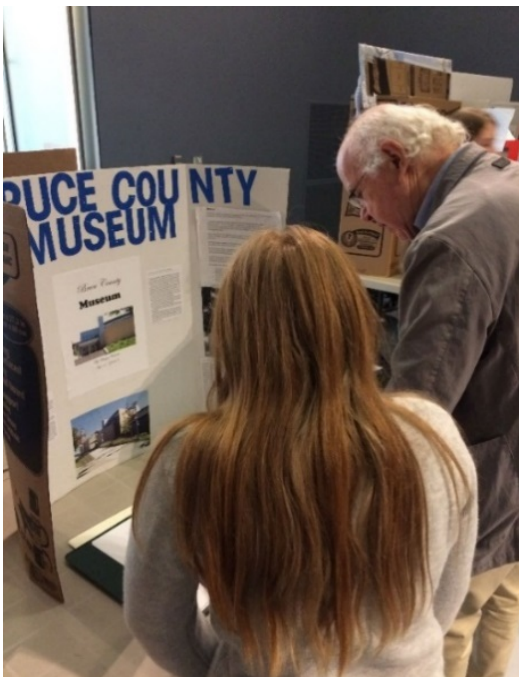
Later that evening, the Museum held an open house for family and friends to come to see the projects on display. We had approximately 35 visitors come out to support the students, chat with the teacher and other parents, and enjoy refreshments. It was a successful event and a valuable learning experience for everyone involved.

#### **Winners**

1st Grace Rooyackers - Lucy Maud Montgomery (Grade 5, Mrs. England)  
1st Mackenzie Roote - Pow Wow Dancing (Grade 7, Mr. Alexander)  
1st Sonny Pilon - Residential Schools (Gr. 8, Ms. Lake)  
2nd Sarah Poole - Lights Along the Way: Bruce County Lighthouses (Grade 6, Mr. Alexander)  
2nd Zoe Shaves - Winnie the Pooh (Grade 8, Ms. Lake 8)



Adjudicator Kathy Samson speaks to winner Grace Rooyakkers about her project on Lucy Maud Montgomery.



Adjudicator Doug Cruickshank speaks to Shayna Clements about her project on the history of the Bruce County Museum.



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## March Break KidZone Day Camp

From March 13-17 the BCM&CC hosted their annual March Break KidZone Day Camp for children ages 5-12. The camp received great reviews from parents and children alike, and was fully booked 4 of the 5 days. The theme this year was *Walk on the Wild Side* with daily themes including *Wildlife*, *Wilderness Survival*, and *Wild Water Adventures*. Each day children participated in crafts, games, outdoor play, Museum exhibit exploration, and workshops with special guests. A highlight for the campers was the electric circuit workshop with special guest Allison Evans on Friday morning. Each camper made their own robot that was able to draw on paper without them touching it.



March Break KidZone campers sailing away on *Wild Water Adventure Day* in a cardboard boat that they deco



March Break KidZone campers build "Doodlebots" with Allison Evans.



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**FINANCIAL/STAFFING/LLEGAL/IT CONSIDERATIONS:**

There are no financial, staffing, legal or IT considerations associated with this report.

**INTERDEPARTMENTAL CONSULTATION:**

Collaboration with Libraries on the Heritage Fair planning and execution. Discussion with Libraries regarding programming is ongoing.

**LINK TO STRATEGIC GOALS AND ELEMENTS:**

Goal #3 - Find creative new ways to engage our public

**MUSEUM STRATEGIC PLAN ALIGNMENTS:**

Strategic Pillar #1 - Forge Partnerships and Relationships

Strategic Pillar #2 - Provide Compelling Relevant Programming

Written by Lauren Ellis, Education & Outreach Coordinator

Approved by:

Kelley Coulter  
Chief Administrative Officer



## Committee Report

To: Warden Mitch Twolan  
Members of the Museum Committee

From: Cathy McGirr  
Director, Museum & Cultural Services

Date: April 6, 2017

Re: Marketing Report

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### RECOMMENDATION

The Marketing Report, dated April 6 2017, is for information.

### BACKGROUND

#### Outreach

The Bruce County Museum & Cultural Centre attended the 2017 Saugeen Shores Leisure Fair on March 9, 2017. The Leisure Fair showcases opportunities for summer activities for kids. The Museum spoke to over 50 parents and residents of Saugeen Shores, and distributed information about Summer KidZone Day Camp, upcoming events and programs for children, and the following week's March Break Day Camp and Family Fun Days activities. Materials for other upcoming programs were also on hand, and the value of a Family Membership was discussed often, as all programs have a members-only benefit in pricing.

#### Public Feedback

The Museum conducted visitor surveys at the most recent major public event, Family Heritage Day. Over 500 people visited the Museum for the Family Heritage Day programming, and 43 provided visitor feedback surveys. Of these, 37% had a current membership and 63% did not. Visitor feedback included:

- "very interactive"
- "first visit today!"
- "didn't get to see the whole museum today, so much to see. Looking forward to another visit!"

When asked what programs visitors most enjoyed, answers included "Holiday events", "Camps and Family Fun Days", "Movies", "Special Events", and "Genealogy". When asked what programs visitors would like to see more of, answers included "World exhibits/other cultures", "Dinosaurs and fossils", and "more kids stuff".

### FINANCIAL/STAFFING/LEGAL/IT CONSIDERATIONS:

There are no financial, staffing, legal or IT considerations associated with this report.

### INTERDEPARTMENTAL CONSULTATION

There were no interdepartmental consultations.



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**LINK TO STRATEGIC GOALS AND ELEMENTS:**

**Goal #3 - Find creative new ways to engage our public**

**MUSEUM STRATEGIC ALIGNMENT PLAN:**

**Strategic Pillar #4 - Create County Wide Awareness**

Written by Kate Johnston, Marketing Coordinator

**Approved by:**

Kelley Coulter  
Chief Administrative Officer



## Committee Report

**To:** Warden Mitch Twolan  
Members of the Museum Committee

**From:** Cathy McGirr  
Director, Museum & Cultural Services

**Date:** April 6, 2017

**Re:** Programming Report

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### RECOMMENDATION:

The Programming Report, dated April 6, 2017, is for information.

### BACKGROUND:

#### Reminiscence Mornings for Seniors

This workshop series concluded this month, which was run in partnership with Sheatre, to work with seniors to develop their memories into active skits or art pieces. This partnership will continue as we work with Sheatre towards a new project to develop a Play that deals to Elder Abuse and will be performed locally during 2017.

#### Lunch & A Movie

On **March 9, Evelyn**" (2002) featuring Pierce Bronsnan and highlighting a custody battle led by a single Irish father in 1953, was screened for roughly 30 people who came the BCM&CC for lunch and Movie. Lunch was provided by Harrigan's 100 Mile Grocer and featured broccoli & cheese quiche, salad, roll, key lime pie, tea or coffee.

#### Adventure Talks: Canadians Helping Others around the World

A now six-part series continued on **March 8** with Stories of Middle Eastern Refugee Relocation, co presented by Kaylee Perez of Mennonite Central Committee and a recent Iraqi immigrant, Huda. The doors opened at 9:30 a.m. for coffee and treats and the lecture ran from 10 - 11 a.m. This series is sponsored by Hampton Court Comfortable Retirement Living.



Photo of Presenters from Mennonite Central Committee: Kaylee Perez and Huda



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Still to come in the Adventure Talk series are:

**March 22** - Grandmothers to Grandmothers Campaign- Stephen Lewis Foundation

**April 5** - Mercy Ships- Surgeons that perform lifesaving operations for the poor

**April 19** - Operation Christmas Child- Samaritan's Purse a visit to Nicaragua

## March Break Family Fun Days

March Break was a busy week at the BCM&CC. Each day of the week a different special guest presented a workshop for the public and for our Kidzone camp. Monday Jen O'Reilly presented an Improv workshop; Tuesday a Cooking Class was presented by the Little Black Dog Catering Company; Wednesday a Concert was presented by Bob Robb on Guitar and Vocals and Sharon Johnston on Harp; Thursday May Ip presented a Chinese Paper folding workshop and Friday featured an Robot building workshop with Alison Evans. A cardboard boat was also constructed, along with puppets throughout the week and movies were featured each day in the Bruce Power Theatre.



Robot Construction Workshop, participant creating Doodlebot.



Improv Workshop with Jen O'Reilly.





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## FINANCIAL/STAFFING/LLEGAL/IT CONSIDERATIONS:

There are no financial, staffing, legal or IT considerations associated with this report

## INTERDEPARTMENTAL CONSULTATION:

A document is being developed to report on an outcome based programming strategy that will benefit and support both library and museum departments.

## LINK TO STRATEGIC GOALS AND ELEMENTS:

Goal #3 - Find creative new ways to engage our public

## MUSEUM STRATEGIC PLAN ALIGNMENTS:

Strategic Pillar #1 - Forge Partnerships and Relationships

Strategic Pillar #2 - Provide Relevant, Compelling Programming

Approved by:

Kelley Coulter  
Chief Administrative Officer