



Museum Committee Agenda

Thursday, September 7, 2017
Council Chambers
County Administration Centre, Walkerton

1. Declaration of Pecuniary Interest
2. Action Items
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

October 5, 2017
5. Adjournment



Committee Report

To: Warden Mitch Twolan
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: September 7, 2017

Re: Business/Sponsorship Report

Recommendation:

The Business/Sponsorship Report is for information.

Background:

The following applications for funding or sponsorship have been approved.



Southampton Legion - Remembrance Program - \$500



WESTLINKS

A FRONT PORCH COMMUNITY

Kate Cammidge-Irwin & Susan Terry of RE/MAX Land Exchange in Port Elgin, representing Westlinks - My Tattoo My Story Exhibit - \$500



Carson Supply - Day of the Dead event - \$500



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 departments.

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: September 7, 2017

Re: Collections Report

Recommendation:

The Collections Report, dated September 7, 2017, is for information.

Background:

Off-Site Storage Units

The project of emptying out the off-site storage units has ended, after months of steady dedication by Collections and Maintenance staff. All four remaining units have been emptied of their contents; contents were evaluated, re-housed, and deaccessioned if required. The items removed from the units were taken to the Museum or the alternate storage location. Currently the alternate storage location houses approximately 210 objects. These objects consist of large and heavy objects such as telephone switchboards, industrial equipment, furniture and agricultural implements, as well as archaeological material. Smaller objects such as medical equipment, woodworking tools, wreaths, taxidermy specimens, sports equipment, and other implements were taken back to the Museum, cleaned and properly documented, before being placed in Artifact Storage. More than 500 objects were returned to the Museum. Collections staff will continue to work at the alternate storage location in an effort to complete catalogue records including object photographs.





Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

There were no interdepartmental considerations.

Link to Strategic Goals and Elements:

There are no links to the County's Strategic Plan

Museum Strategic Plan Alignment:

Strategic Pillar #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: September 7, 2017

Re: Education/Outreach Report

Recommendation:

The Education/Outreach Report, dated September 7, 2017 is for information.

Background:

KidZone Summer Day Camp

KidZone ran for 9 weeks this summer on Tuesdays, Wednesdays, and Thursdays. Kids ages 5-12 spent their days exploring and discovering the Museum and the outdoors, doing crafts, playing games, building and creating, while making new friends. Every day children had exclusive access to the exhibits prior to opening, something they all looked forward to.

Each week featured a different theme and included a field trip special guest to go with that theme. Trips included: MacGregor Point, Bruce Power Visitor Centre, Grey Roots Museum & Archives, the Southampton Library, CMAC Karate in Port Elgin, Swing, Spring & Flip in Port Elgin, and the Southampton beach. Special guests included Dr. Rob Campbell & "Captain Wayne Sparrow" with cardboard boat building, The Earth Rangers with a live animal show, and Lauren Best with a secret agent themed theatre workshop.

Camp was in high demand this year! Registrations filled up quickly and our average attendance was 30 children during the 27 camp days - an increase from the past two years. There was often a wait list on the days that were fully booked.



A KidZone camper shows Captain Wayne Sparrow and a fellow camper her cardboard boat after testing it.



KidZone campers pose with special guest Captain Wayne Sparrow during Water Week.

Art Inventors Camp

From July 24- 28, 11 children ages 6-8 participated in the 'Art Inventors Camp' at the Museum. This camp was run in collaboration with the Southampton Art School. Participants spent their mornings with Art School staff learning about simple machines, catapults, and bridges, and making their own inventions. In the afternoons participants continued their learning and creating with the Museum Education Coordinator with activities including Museum and Fairy Lake exploration, printmaking, creating functioning robots, toy creation using simple machines, and finishing off their own inventions.

Art Inventors were also joined by Museum Special Guests Jim Whitney (inventor of Crazy Forts), Lily Root (one of our First Nations Cultural Demonstrators), and Dr. Rob Campbell (for Marine Heritage Cardboard Boat Building), who all helped campers learn what it takes to be an inventor, creator and artist.

This camp received great reviews from campers and parents alike and many parents said they were eager to see what art camps we will offer in collaboration with the Southampton Art School next year.



Art Inventors show off their newly-made catapults.



An Art Inventor hard at work on his creation.

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

There were no interdepartmental considerations.

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

Written by Lauren Ellis, Education & Outreach Coordinator



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Approved by:

A handwritten signature in black ink, appearing to read "Kelley Coulter".

Kelley Coulter
Chief Administrative Officer



Committee Report

To: Warden Mitch Twolan
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: September 7, 2017

Re: Marketing Report

Recommendation:

The Marketing Report, dated September 7, 2017, is for information.

Background:

Summer Outreach

The Museum participated in more than 20 events throughout the County during July and August promoting our new and permanent exhibits and summer programs. We collaborated with the Bruce 150 outreach team to cross promote and provide coverage at events. In support of the object to raise County-wide-awareness, we attended events across the County. Leveraging our social media channels, we promoted our attendance at these events to increase awareness and to drive visitation back to the Museum. Attending these outreach activities provided us with the opportunity to interact with over 1,000 people promoting the Museum and our offerings. Additionally we worked in partnership with the Bruce County Libraries and Saugeen Shores Chamber of Commerce to promote the Museum while providing programming for various libraries and providing the Trolley with a tour guide.



Jesse, Summer Outreach at Paisley Library program



Jesse, Summer Outreach at Sauble Sandfest



Marine Heritage Festival - Launch Party

On July 28, the Museum hosted the seventh annual Marine Heritage Festival Launch party. Throughout the evening's events, we entertained over 300 people. The Propeller Club provided a BBQ on the front lawn while the Bobby Dean Blackburn Trio entertained attendees on the back patio. Families enjoyed a bubble show in the Bruce Power Theatre, musician Bob Robb on the front lawn and exploring all of the exhibits throughout the Museum. The exhibits came to life with the Authentic Voices Productions ensemble acting scenes that engaged and educated spectators on Bruce County history.



Children painting the Museum's cardboard boat, our team was third overall in the races held on Saturday.



Attendees on the patio listening to the Bobby Dean Blackburn Trio



Authentic Voices Productions actors entertaining and engaging on The General Hunter

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

Interdepartmental consultation with Bruce County Libraries has occurred for joint marketing and promotion.

Link to Strategic Goals and Elements:

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

Museum Strategic Plan Alignment:

Strategic Pillar #1 - Forge Partnerships & Relationships

Strategic Pillar # 3 - Create County-Wide Awareness

Written by: Stephanie Crilly, 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: September 7, 2017

Re: Programming Report

Recommendation:

The Programming Report, dated Sept 7, 2017, is for information.

Background:

Authentic Voices Productions

Letters Home: An original play

On July 19th, August 9th and 23rd Authentic Voice Productions presented a dynamic play that brings Bruce County's historical figures to life through original letters, music and dance. Clarence Kieffer, a local War historian opened the July 19th evening with a short talk on the local men of the Bruce 160 Battalion and their efforts in WW1 in honour of the 100th anniversary of Vimy. This work by the theatre group was made possible by an Ontario 150 partnership grant.



Six young actors in period costume with their ensemble leader Veronica Davidson



BRUCE county

Phil Chadwick presents Tom Thomson was a Weatherman

On the evening of August 24th a fascinating lecture by Phil Chadwick was presented, a trained nuclear physicist, then meteorologist with Environment Canada now turned painter. He covered some of Tom Thomson's most famous paintings, viewing them in a different light, as a way of understanding weather patterns that Tom would have experienced while painting!

On Floor Programming

First Nations Cultural Demonstrations

Pictured below is Jaylynn Wolfe who performed traditional Jingle Dancing as well as led Museum Visitors on an interactive Storytelling scavenger hunt throughout the exhibit halls. This Cultural Demonstration was very well received by the 160 visitors who participated.



Jaylynn Wolfe in traditional Jingle Dancing Regalia



Speaking of Wildlife

Krystal and her assistant are dynamic wildlife interpreters with 5-6 live wildlife ambassadors who presented at the Museum twice during the month of August with information on the species, adaptations and habitat conservation important to the animal ambassadors. This show allows opportunities for the public to interact with some of the animals, which is always a sought after experience!

Special Guest Wednesdays

Each Wednesday throughout the summer a Special Guest presented a unique talent to the public within various spaces throughout the Museum. One of our special guests this summer featured below is Jenna McGuire with the Historic Saugeen Metis who demonstrated hand weaving.



Jenna McGuire demonstrating hand weaving on a wooden loom

Library/Museum Joint Programming

As an initiative under the Joint programming strategy between the Library and Museum departments, a trade of programming expertise and equipment was made during the month of August. Nancy Kuhl brought the Cubelets and Ozobots to the Bruce Power Theatre to lead families through engaging robotics workshops and in exchange Jesse our Marketing summer student, brought our Lego® program to 2 different library branches.

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

Interdepartmental consultation with Bruce County libraries has occurred for joint programming projects.



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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

Written by: Adrienne Mason, Program Coordinator

Approved by:

Kelley Coulter

Chief Administrative Officer