



Museum Committee Agenda

Thursday, February 1, 2018
Council Chambers
County Administration Centre, Walkerton

1. Declaration of Pecuniary Interest
2. Action Items
 - A. Financial Feasibility Study Report (attached)
 - B. Policy Report - Community Standards (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

March 1, 2018
5. Adjournment



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: February 1, 2018

Re: Financial Feasibility Study Report

Recommendation:

That the Museum Director, proceed to have conceptual drawings completed for the new capital build project; and,

That Krug Reserve funding be used for this purpose.

Background:

The Bruce County Museum & Cultural Centre is undoubtedly a source of pride for the County and its residents. The Museums reputation as a centre for excellence in exhibitions and programming is well known in the region and has been recognized on a provincial level. The Bruce County Museum & Cultural Centre contributes to cultural tourism and the knowledge economy, meaningful job creation, including youth employment, and community inclusion and engagement. With the growth and development specifically in the lakeshore region the Museum continues to welcome new residents and business partners to the area and are responding to the needs of the community providing new and dynamic programming and much desired facility rental space. The Museum continues to be visionary and adaptable to meet the changing needs of the community and the services that our clients expect from a cultural institution.

Starting with the undertaking of a five-year strategic plan in 2015, the Museum has advanced the pillar of "Optimize use of Space", through a series of studies and community stakeholder consultation and engagement. The Accommodation Plan (2016) identified several options to address challenges facing the Museum. The Feasibility Study (2017) further refined specifics including costing for three options from the Accommodation Plan and the Financial Feasibility Study (2017) delivered a refined financial projection for a new capital build project and renovations to the existing footprint in order to accommodate growth as well as providing a fundraising strategy to achieve this.



Through the investment of these studies the Museum now has a solid plan both financially, physically and strategically to address the challenges related to collection growth, general storage concerns and better utilization of the existing footprint to accommodate community programming and optimization of space.

Councils support to acquire the property to the south of the Museum has resulted in positioning the County with the necessary and suitable land to expand the Museum footprint. Additionally, Councils support to hire a Development Officer will allow, the Museum to focus on the fundraising strategy essential to ensure the financial goals of a new capital build project are met.

Necessary next steps as outlined in the Financial Feasibility Study would include the creation of conceptual drawings of the new capital build project to assist with the fundraising strategy. Conceptual drawings will aid in ensuring the vision of the project is a more tangible concept for potential funders. Securing some initial funding from the County as defined in the study will also encourage other funders to contribute to this County wide project. The potential to utilize funds from the 2017 budget surplus as Council's commitment could be a consideration.

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

Consultation with Corporate Services (Finance) has occurred.

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



Corporation of the County of Bruce
Museum

brucecounty.on.ca

Approved by:

A handwritten signature in black ink, appearing to read 'Kelley Coulter', is written over the printed name.

Kelley Coulter
Chief Administrative Officer



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: February 1, 2018

Re: Policy Report-Community Standards

Recommendation:

That the revised Community Standards Policy for the Bruce County Museum & Cultural Centre be approved.

Background:

The Museum is governed by standards outlined by the Ministry of Tourism, Culture and Sport. The 10 standards for community museums represent the minimum requirements for the operation of a good community museum and are necessary in order to qualify for the CMOG (Community Museum Operating Grant).

This particular policy is part of the CMOG standards. As part of our ongoing efforts to ensure our policies are relevant and up to date, all policies will be reviewed and updated if necessary on a three-year cycle.

The following policy has been revised and is due for review:

- Community Standards Policy



BRUCE
county

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

There has been consultation with the Office of the CAO regarding this policy.

Link to Strategic Goals and Elements:

Goal #1 - Develop and implement tactics for improved communications

Element E - Clear and consistent messages across the organization

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:

No specific alignment to our pillars however, policy review is standard Museum practice.

Written by: Cathy McGirr, Director, Museum & Cultural Services

Approved by:

Kelley Coulter
Chief Administrative Officer



Policy: Community Standards

Department: Museum

Effective Date: February 2011

Revision Date: February 1, 2018

Review Date: January 2021

1. Coverage

All Bruce County Museum & Cultural Centre (BCM&CC) employees.

2. Policy Statement

The BCM&CC will support and maintain the operation as the steward of community heritage, preservation, education and programming in accordance with the BCM&CC's mission and core values. The BCM&CC makes every effort to actively engage the communities we serve.

3. Policy

Hours of Operation

The BCM&CC is open round year and has set hours of operation to serve its patrons. From April through to October the BCM&CC is open 7 days a week, switching to winter hours from November through March when the BCM&CC is open Tuesday through Saturday. During the winter hours the BCM&CC is closed to the public on Mondays however, pre-bookings for rentals and programming is available. Hours of operation are posted and updated on the BCM&CC's website www.brucemuseum.ca

Community Partnerships

The BCM&CC will fulfil its obligation through exhibitions and programs of an educational, entertaining and enriching nature. Programming will be historical, cultural and entertaining in nature and include things like lectures, theatre, workshops, hands on / interactive activities and demonstrations.

The BCM&CC will encourage local interest groups, associations and organizations to carry out activities and or programs at the Museum, that align with the Museums' core values and utilize the BCM&CC as a community hub.

The BCM&CC will provide opportunities for community engagement in the development of programming and exhibitions through the format of committees as appropriate.

The BCM&CC will endeavour to include community stakeholders, members and patrons as necessary to participate in strategic planning sessions and community partnership opportunities for program development and enhanced sustainability.

Volunteer Program

Volunteers play an integral role in preserving and interpreting Bruce County's heritage. The BCM&CC will offer an extensive volunteer program with a wide range of volunteer positions. The program includes opportunities for individuals to draw upon their own talents as well as a learning environment to develop new skills. Volunteers at the BCM&CC will participate in a structured program including an application process, interview, training, supervision, feedback and recognition.

The Volunteer program at the BCM&CC allows individuals to participate in learning workshops, socialize and meet new people, enhance current skills and develop new skills while sharing their time in a safe and secure environment.

Accessibility

The BCM&CC will endeavour to provide equal access to all members of the community both physically and intellectually by providing access to the BMC&CC's collections, information, services and programs, including electronic means such as websites, video and social media channels.

The BCM&CC contributes as a member of the County of Bruce Accessibility Advisory Committee. The mandate of the County of Bruce Accessibility Advisory Committee is to assist in improving opportunities for persons with disabilities to participate in County programs and services. This goal will be achieved through the Multi-Year Accessibility Plan with a focus on identification and removal of barriers to persons with disabilities.

Policy Review

The Community Standards Policy will be reviewed every three years by Management or when deemed necessary for amendments. This Policy may not be changed without the approval of Bruce County Council, the governing authority of the Corporation of the County of Bruce.



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: February 1, 2018

Re: Business/Sponsorship Report

Recommendation:

The Business/Sponsorship Report is for information.

Background:

The following applications for funding or sponsorship have been approved.

THE WRIGHT FAMILY FOUNDATION

'Alan Weinstein - The Ontario Studio' Exhibit - \$2,000

Port Elgin & District



Ancient Civilizations Program - Port Elgin Lions Club - \$1,000.

The following applications for funding or sponsorship are pending.



LEGO® Program - \$2,000

FINANCIAL/STAFFING/LLEGAL/IT CONSIDERATIONS:

There are no staffing, legal or IT considerations associated with this report.
Financial impact towards achieving projected funds for 2018 budgets.

INTERDEPARTMENTAL CONSULTATION:

There has been no consultation with other County 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 Services Manager

Approved by:

Kelley Coulter
Chief Administrative Officer



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: February 1, 2018

Re: Collections Report

Recommendation:

The Collections Report, is for information.

Background:

Exhibits

Working as part of the Exhibit Team, Collections aided with the creation of the exhibit "Canada: This is Who We Are". This exhibit was a collaborative project between the Museum and St. Mary's High School, located in Owen Sound. Students from a Grade 12 history class were asked to put together a presentation regarding their genealogy, and had the option to focus on individuals from their family, bring forth their stories, and share family heirlooms and artifacts. The Museum's Exhibit /Graphic Designer attended a class to discuss exhibit design and answer questions the student had. In all, sixteen projects were created for the exhibition, showcasing the diversity of Canadians, and the Canadian experience. Collections staff were on hand during this process to help students install their projects, as well as provide guidance regarding artifact placements within exhibition cases, and create object mounts where necessary. One of the many highlights of the show was the loan of a quilt from the collection of Grey Roots Museum & Archives, which was created by Mary Margaret Irwin, a student's great-great grandmother in 1894. This show ran from January 11 to January 19. The exhibition opening took place on Monday January 15, with many family members, students, faculty and dignitaries present.



Canada: This is Who We Are exhibition



Durie Family Project

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

There was no interdepartmental consultation.

Link to Strategic Goals and Elements:

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

Museum Strategic Plan Alignment:

Strategic Pillars #2 - Provide Compelling Relevant Programming

Written by: Laura Leonard, Curatorial Assistant

Approved by:



Kelley Coulter
Chief Administrative Officer



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: February 1, 2018

Re: Education/Outreach Report

Recommendation:

The Education/Outreach Report is for information.

Background:

Museum Munchkins

Preschoolers and their caregivers spent the last three Friday mornings engaged in creative play at the Museum with special guests and themed activities including movement, music, and yoga. Munchkins a great chance for families and caregivers to bond with their little ones and socialize with others while experiencing enriching, developmentally appropriate activities. Munchkins will run every Friday morning until February 16.

Museum Mobile Programs and Outreach

On January 4, the Museum partnered with Brockton Parks and Recreation and brought our Mobile LEGO program to their LEGO Land day. Approximately 25 families enjoyed time together through creative play, building challenges and imagination!

Participants in the Warton Day Away Program had explored some of the Museum's collection on January 9. Together the group discovered a bit of the County's history as told through the story of shoe artifacts, and enjoyed sharing their own stories as they reminisced about the fashions of the 20th century.

Upcoming Events

February 2 - PA Day Movie: Families are invited to the Museum to watch Cool Runnings in the Bruce Power Theatre. We supply the popcorn!



February 10 - Chinese New Year Art Afternoon - Children ages 5-10 are invited to come to the Museum to learn about and celebrate Chinese New Year. They will make a piece of art that will be displayed in the Museum during this rich cultural festival time.



Museum Munchkins enjoying a song and dance with bells.

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

There has been no consultation with other County departments.

Link to Strategic Goals and Elements:

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

Museum Strategic Plan Alignments:

Strategic Pillar #2 - Provide Relevant, Compelling Programming

Written by Lauren Beer, Education & Outreach Coordinator

Approved by:

Kelley Coulter
Chief Administrative Officer



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: February 1, 2018

Re: Marketing Report

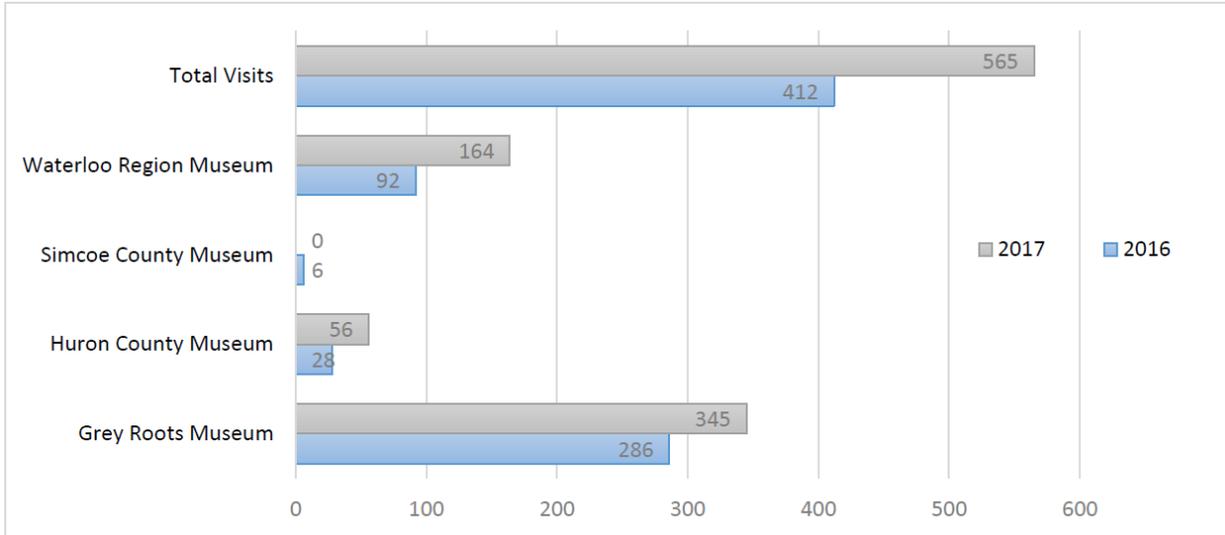
Recommendation:

The Marketing Report, is for information.

Background:

Membership Drive

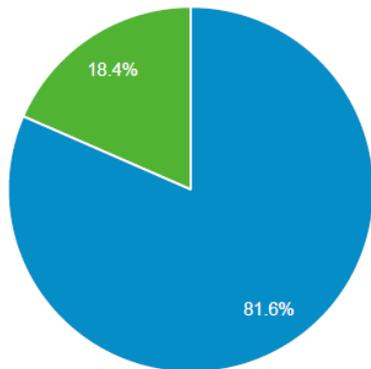
The Museum conducted a membership campaign to promote the purchase of Museum Memberships for gift giving from November 20 to December 22. People who purchased a new membership or renewed an existing membership were entered for a chance to win a "Bruce County Fun Pack" that included gift certificates to six different Bruce County businesses. In total, there were 46 memberships renewed and 32 new memberships purchased; this was an increase of 129% in sales year over year. In the year of 2017, there were 610 Museum members, these members visited the Museum 2,960 times throughout the year. Reciprocal membership visits saw an increase of 37.14% in 2017, the graph below depicts this growth overall as well results for individual Museums included in the reciprocal agreement



Digital Year End Statistics

The brucemuseum.ca website saw a slight decrease in web traffic to the site in 2017. Although there was a decrease in visits, an increase in the length of time people are spending on the website was found, along with an increase in the number of pages viewed per session. The website traffic shows that 81.6% of visitors are capturing a new market and 18.4% of visitors are returning to the site.

■ New Visitor ■ Returning Visitor





The trend we are finding is that people are visiting the website to find greater written content to plan their visit, learn about exhibits or events, and see what is in the Archives and Collections online. They are moving towards greater engagement with the Museum social media accounts during 2017; we had a growth of 37% in Facebook likes and 12% increase in Twitter followers. On January 17, 2018, the Museum launched our Instagram account, the strategy with this platform will be to attract youth, as Instagram is one of the main sites that youth utilize.

FINANCIAL/STAFFING/LEGAL/IT CONSIDERATIONS:

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

INTERDEPARTMENTAL CONSULTATION:

There has been no consultation with other County departments.

LINK TO STRATEGIC GOALS AND ELEMENTS:

Goal # 2 - Leverage technology

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 Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: February 1, 2018

Re: Programming Report

Recommendation:

The Programming Report, is for information.

Background:

Winter Family Fun Days

Winter Family Fun Days took place from Dec 27th- Jan 6th with 331 visitors, spending time at the BCM&CC during the school break. The program included daily themes with a variety of activities available each day. During the 'Awesome Astronomy' program Stellar events and activities took place, such as exploring the Cassini mission to Saturn that concluded in 2017 and an activity to learn about constellations. The 'Animal Tracking' program included a scavenger hunt around Fairy Lake, and visitors learned about the pattern and shape of common animal tracks in Bruce County. A program called 'Get Cozy' featured an introduction to knitting, rag rugging and a display about the use of animal fur in Bruce County's past. The program called 'Let Off Some STEAM' featured activities based on simple machines and the physics of water. This program featured a hands on experiment about density originally carried out by Archimedes. Finally, 'Art Attack' featured a scavenger hunt around the Museum that challenged visitors to engage with various art pieces on display. Three songs about Bruce County's past were also taught to visitors.

Upcoming Programs:

Lunch & A Movie

February 14 & March 28 - Movie

12:00 p.m. - 1:00 p.m.

Chase away the winter blues! Bring a friend and enjoy lunches by Harrigan's 100 Mile Market and tea & treats by Loose Leaves, followed by a feature film in the Bruce Power Theatre.



February 14 - "Babette's Feast" 1987- 102 minutes

Two staunch Protestant sisters welcome a Catholic woman fleeing trouble into their Parish home. Fundamental differences are challenged when Babette prepares a fantastic and elaborate feast to thank the sisters for their kindness. (Danish film with English subtitles)

March 28 - "It's a Mad, Mad, Mad, Mad World" 1963 -154 minutes

Ethel Merman, Mickey Rooney

The dying words of a thief spark a madcap cross-country rush to find some treasure in this classic comedy.

Family Heritage Day

February 19

10:00 a.m. - 4:00 p.m.

This event is a full day of exploration for the whole family! Woodworking, hand spinning, model railroading, fiddle making, old time music, and more. This year join Mary Foley of the Celtic Academy Canada for an Open Workshop featuring traditional Irish Style Celtic Ceili dances from 11:30 - 2:30 p.m. Lunch counter with hot food and drinks available, cash only. 10% off Family Memberships THIS DAY ONLY

Adventure Talks: Planes, Trains and Automobiles

Feb. 21 - April 18, every other Wednesday

10:00 a.m. - 11:00 a.m.

A five-part series kicks off in February featuring an adventurers who has travelled by land, to bring the audience amazing photography of some of our nation's wildest and most beautiful places. The series kicks off February 21 with a talk from Peter Middleton, Canadian National Parks by Automobile.

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

There has been no consultation with other County departments.

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 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