



Museum Committee Agenda

Thursday, April 5, 2018
Council Chambers
County Administration Centre, Walkerton

1. Declaration of Pecuniary Interest

2. Action Items

- A. Collections - Request for Items to be De-accessioned (attached)

3. Information Items

- A. Business & Sponsorship Report (attached)
- B. Correspondence - Ministry of Tourism, Culture & Sport Letter (attached)
- C. Education & Outreach Report (attached)
- D. Marketing Report (attached)
- E. Programming Report (attached)

4. Next Meeting

May 3, 2018

5. Adjournment



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: April 5, 2018

Re: Collections Request for Deaccessioning Items

Recommendation:

That the list of items to be de-accessioned from the Bruce County Museum and Cultural Centre's collection dated April, 2018, be approved.

Background:

De-accessioning is an important part of healthy collections management. It allows for analysis and honing of the collection and keeps the collection following the collecting mandate and collecting plan of the BCM&CC. The items listed are those in poor condition, have no provenance, or those that do not fit within the aforesaid mandate and plan. Appropriate means of disposition are offering to other institutions, removing to the education/programming department, selling at a third party auction, or destruction. In particular, this list contains ladies outerwear items that are in poor condition, lack provenance or do not fit within the collecting mandate.

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:

At this time, this action does not reflect any of the larger elements and goals of the County's strategic plan. It is however an important part of maintaining a healthy museum collection.

Museum Strategic Plan Alignment:

Strategic Pillar - Optimize Use of Space



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Written by: Laura Leonard, Curatorial Assistant

Approved by:

Kelley Coulter
Chief Administrative Officer

Objects Recommended for Deaccession April 2018

Object ID	Object Name	Reason for Deaccession	Condition	Mode of Disposal
2006.057.038	Cape	Not Within Mandate	Excellent	Transfer/Education
2006.057.063	Jacket	Not Within Mandate	Excellent	Transfer/Education
2006.057.064	Overcoat	Not Within Mandate	Excellent	Transfer/Education
2006.057.065	Cape	Not Within Mandate	Excellent	Transfer/Education
2006.057.066	Cape	Not Within Mandate	Excellent	Transfer/Education
2006.057.068	Jacket	Not Within Mandate	Excellent	Transfer/Education
2006.057.069	Stole	Not Within Mandate	Excellent	Transfer/Education
2006.057.073	Shawl	Not Within Mandate	Excellent	Transfer/Education
2006.057.076	Cape	Not Within Mandate	Excellent	Transfer/Education
2006.057.081	Stole	Not Within Mandate	Excellent	Transfer/Education
2009.100.002	Cape	Provenance Unknown	Fair	Education/Destroy
956.164.001	Cape	Provenance Unknown	Good	Education/Destroy
962.031.087	Shawl	Not Within Mandate	Fair	Transfer/Education/Destroy
962.031.088	Shawl	Not Within Mandate	Good	Transfer/Education/Destroy
962.031.090	Shawl	Not Within Mandate	Fair	Transfer/Education/Destroy
962.031.102	Shawl	Not Within Mandate	Fair	Transfer/Education/Destroy
962.031.103	Shawl	Not Within Mandate	Fair	Transfer/Education/Destroy
971.026.004	Shawl	Not Within Mandate	Fair	Transfer/Education/Destroy
981.035.002	Cape	Condition	Poor	Destroy
994.342.004	Jacket	Condition	Poor	Destroy
996.010.001	Shawl	Not Within Mandate	Good	Transfer/Education/Destroy
998.014.003	Cape	Condition	Poor	Destroy
963.046.001	Coat	Condition	Poor	Destroy



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: April 5, 2018

Re: Business/Sponsorship Report

Recommendation:

The Business/Sponsorship Report is for information.

Background:

Q1 Update

At the end of Q1, the Museum is tracking well with Sponsorship Revenue at 82% of our 2018 target, with renewed sponsorships by nine corporate partners, clubs and organizations and one new partner from the business sector. Target revenue for Grants is at 12% with funding received from New Horizons for Seniors for the 'Recreation for Retirees' program. Student grants, AgriSpirit, and Museum Assistance Program grant applications are pending and in the coming quarter applications will be made for the Canadian Museum Operating Grant (CMOG).

April Update

The following applications for funding or sponsorship have been approved.



Medieval Day - \$500



First Nations Cultural Demonstrations - \$5,000



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The following applications for funding or sponsorship are pending.

Canada

Museum Assistance Program Exhibit Circulation Fund - \$15,000



Farm Credit Canada

Riding The Rails Exhibit - \$17,088



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Roly Fenwick 'Pow Wow Emanations' Exhibit - \$2,000

FINANCIAL/STAFFING/LEGAL/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.



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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

**Ministry of Tourism,
Culture and Sport**

Minister

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900 Bay Street
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**Ministère du Tourisme,
de la Culture et du Sport**

Ministre

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February 21, 2018

Ms. Cathy McGirr
Director, Museum and Cultural Services
Bruce County Museum and Cultural Centre
33 Victoria Street North
PO Box 180
Southampton, ON N0H 2L0

Dear Ms. McGirr:

Thank you for your letter congratulating me on my appointment as Minister of Tourism, Culture and Sport. I look forward to taking on the challenges of this exciting position and appreciate your kind words of support as I assume this important portfolio.

Culture and the arts, tourism, and sports help us to celebrate who we are as Ontarians, enrich us personally, and contribute to the health of our economy. I value the strong working relationship our government has developed with our partners in the three sectors, which employ thousands of hard working people and help make Ontario an exciting, creative, and healthy place of opportunity.

I look forward to celebrating and advancing initiatives within this ministry that will continue to stimulate economic activity and growth and improve the quality of life of the people of our province.

Thank you again for writing to me.

With kind regards,

A handwritten signature in black ink, reading 'Daiene Vernile'. The signature is written in a cursive, flowing style.

Daiene Vernile
Minister



Committee Report

To: Warden Paul Eagleson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: April 5, 2018

Re: Education/Outreach Report

Recommendation:

The Education/Outreach Report is for information.

Background:

Heritage Fair

On March 1st the Museum hosted GC Huston's 7th annual local Heritage Fair. Students researched topics relating to Canadian heritage and presented their findings to adjudicators during the school day. The Heritage Fair allows students to do research on a topic that resonates with them as they learn about people, places, events, and more, which have been significant to Canadian heritage and culture. Nineteen students entered a total of sixteen projects. The Museum's Archives Research Room and the Southampton Library offered their research assistance to participants in the month leading up to the Fair, helping students learn about and navigate a variety of resources.

We had 9 fantastic volunteer adjudicators who enjoyed speaking with students about their projects on topics ranging from The Halifax Explosion to Big Ben the Show Jumping Horse. Three projects were chosen to move on to the regional Heritage Fair, which will be held at Grey Roots & Archives in Owen Sound on April 19th. Two honourable mentions were also awarded (see below).

In the evening, the Museum held an open house for family and friends to come to see the projects on display. It was great to see so many people attend and celebrate the students' accomplishments.

Winners

Bea Smith (Gr.6) - Dionne Quintuplets

Rose Kewageshig (Gr. 7) - Residential Schools



Livi Hall/Emma Roote (Gr. 7) - First Nations Traditions and Beliefs

Honourable Mentions

Grace Rooyakers (Gr. 6) - Viola Desmond

Ezra Garside (Gr. 5) - Toronto Raptors



Bea Smith (Gr. 6), with her winning Heritage Fair project on the Dionne Quintuplets.

March Break

From March 12-16 children ages 5-12 attended Museum's KidZone March Break Day Camp. KidZone offers a unique camp experience that introduces children and youth to the Museum environment, creating the foundation for a lifelong appreciation for heritage and culture. Each day children participated in educational crafts, games, outdoor play, Museum exhibit exploration, and workshops with special guests. The daily activities corresponded with a daily theme, including "Under the Big Top", "Cooking up Adventure", and "KidZone's Got Talent". This year the camp sold out two weeks before March Break, with 30 children in attendance each day! We hope to see many of the children back for Summer KidZone Day Camps.



KidZone campers preparing for a cooking class.

Easter Eggs

On March 24, 15 children age 5-10 discovered that the Easter Bunny loves the Museum as much as they do! Children spent their afternoon decorating eggs, playing Easter games, and going on a hunt in the galleries.

Upcoming Events

April 7 - Eco Explorers: Children ages 7-12 will become Eco Explorers as they join us for an afternoon of learning all about our feathered friends. Kids will make great memories while they develop their environmental awareness and take part in creating a stewardship project.

April 16-20 - Earth Week: In partnership with Bruce Power, The Lake Huron Centre for Coastal Conservation, and the Saugeen Shores Forest School, the Museum will be presenting a hands-on environmental program to four elementary schools in Bruce County.

April 27 - PA Day Movie: Families are invited to the Museum to watch *The Lorax* in the Bruce Power Theatre. We supply the popcorn and the comfy theatre seats!

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

The Southampton branch of the library assisted GC Huston students in conducting their research for the Heritage Fair and also assisted in part with the adjudication.



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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 #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: April 5, 2018

Re: Marketing Report

Recommendation:

The Marketing Report is for information.

Background:

Community Outreach

Creating County-Wide awareness is a top priority for the Museum, with this goal top of mind the Marketing Coordinator attended the Saugeen Shores Leisure Fair on March 7, 2018. The event provided a venue for community organizations and clubs to promote their programs while accepting spring and summer registrations. Throughout the event, we interacted with 52 individuals promoting membership, KidZone Day Camp, upcoming exhibits and programs.



Marketing Coordinator, Stephanie Crilly in front of the display at the Leisure Fair



International Student Identity Card

Adding to our admissions offering and program partners which includes the Cultural Access Pass, Bruce County Museum Explorer Pass (Library), Ontario College Teachers Card (OCT, and Personal Attendant for Leisure (PAL) pass, the Museum will now be offering a discount to holders of the International Student Identity Card (ISIC). This is an international program offered in 130 countries with over 3 million student cardholders receiving discounts. By participating the BCM&CC will extend our marketing reach through the ISIC channels, extend a savings to budget conscious students and support making Museums and culture accessible to all.

Exhibit Openings

Hallmarks of Humanity - Saturday, April 7, 2018, 2:00 p.m.

Explore the roles that Bruce County quilts have played providing comfort and aid throughout the County and further abroad. This show features a signature quilt created by Culross Township residents in 1918, which made its way to England during WWII and is coming home to Bruce County for the first time. Join us in welcoming David and Maxine March from London, England and enjoy their presentation on the Canadian Red Cross quilts at 3:00 p.m. during the exhibit opening.

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 the public.

MUSEUM STRATEGIC PLAN ALIGNMENT:

Strategic Pillar #1 - Forge Partnerships & Relationships

Strategic Pillar # 3 - Create County-Wide Awareness



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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: April 5, 2018

Re: Programming Report

Recommendation:

The Programming Report is for information.

Background:

March Break Family Fun Days

March Break is a great time to provide programming for families, when young students are on holiday from school. During 'March Break Family Fun Days', six days of unique programming occurred which welcomed 649 people into the Museum for activities that included: a circus skills workshop; a hip hop dance class; a cooking class; and presentations on invasive species, astronomy and science. Families were also invited to help design and build a cardboard boat throughout the week and hands-on craft activities pertaining to the special event were available each day as well as on-floor interpretation in the exhibit areas by volunteers.



Two excited participants in the Cooking Class led by Little Black Dog Catering



Invasive Species Presentation with Nancy Griffin from SVCA

Lunch and a Movie

This 2 part program was concluded on March 28th with the screening of "It's a Mad, Mad, Mad, Mad World" in the Bruce Power Theatre and lunch provided by Harrigan's 100 Mile Food Market and Loose Leaves who provided specialty teas.

Upcoming Programs:

Adventure Talks: this 6 part series will continue throughout April and conclude on Monday May 7th.

Medieval Day: Saturday April 21st Historical Reenactors will bring mock armed combat, historical crafts and costumes to the Museum to celebrate and bring to life the Medieval Period.

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.



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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:

A handwritten signature in black ink, appearing to read 'Kelley Coulter', written over a light grey horizontal line.

Kelley Coulter

Chief Administrative Officer