



## Museum Committee Agenda

Thursday, September 6, 2018

9:30 a.m.

Council Chambers

Bruce County Administration Centre, Walkerton

### 1. Declaration of Pecuniary Interest

### 2. Action Items

- A. 1878 Schoolhouse Roofing Project (attached)

### 3. Information Items

- A. Business & Sponsorship Report (attached)
- B. Education & Outreach Report (attached)
- C. Marketing Report (attached)
- D. Programming Report (attached)
- E. Revenue Development Report (attached)

### 4. Act on Recommendations

That in accordance with the Procedure By-law, staff be authorized and directed to give effect to the actions of the Museum Committee in respect of all resolutions passed during the September 6, 2018 meeting.

### 5. Next Meeting

October 4, 2018

### 6. Adjournment



## Committee Report

**To:** Warden Paul Eagleson  
Members of the Museum Committee

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

**Date:** September 6, 2018

**Re:** 1878 Schoolhouse Roofing Project

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### Recommendation:

That the related expenditures for the 1878 Schoolhouse Roofing Project (approximately \$28,310 plus HST) be funded from the Tax Stabilization Reserve to complete the project in fall 2018.

### Background:

As per the Corporate Services report dated May 3, 2018 the recommendation to use funds (approximately \$43,310) from the Tax Stabilization Reserve (TSR) to complete this project was presented and that the Museum would apply for a grant through the Canadian Cultural Spaces Fund (CCSF) to match these funds. The total quote from the RFQ received was for \$86,620.

The application was submitted and the Museum has successfully received a grant for \$15,000 towards the cost of the project from the CCSF. While these funds will assist towards the cost, along with the funds from the TSR we still have short fall of approximately \$28,310. We are also submitting an application to the Community Foundation Grey/Bruce capital stream on September 15 for this project and expect to hear back by mid-October.

In order to comply with grant deadlines and ensure we have the project completed before the winter we would like to complete the project this fall. In order to do so, we would require the balance of the project to be funded by the TSR. If we are successful with the application from Community Foundation the draw on the TSR would be less.

### Financial/Staffing/Legal/IT Considerations:

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

### Interdepartmental Consultation:

There has been consultation with Corporate Services (Finance) regarding this report.



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**Link to Strategic Goals and Elements:**

No specific alignment

**Museum Strategic Plan Alignments:**

No specific alignment, however this does support overall facilities management practices.

**Approved by:**

Christine MacDonald  
Acting Chief Administrative Officer



## Committee Report

**To:** Warden Paul Eagleson  
Members of the Museum Committee

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

**Date:** September 6, 2018

**Re:** Business/Sponsorship Report

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### Recommendation:

The Business/Sponsorship Report is for information.

### Q2 Update:

At the end of Q3, the Museum is tracking well with sponsorship revenue at 95% for 2018 programs and exhibits with renewed sponsorships by twelve corporate partners, clubs, organizations and foundations. Target revenue for Grants is tracking at 37% of planned revenue with funding from New Horizon's for Seniors, the Museum Assistance Program and Young Canada Works.

### Background:

The following applications for funding or sponsorship have been approved.



After Hours Museum Mixer - \$1,500



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Remembrance Program - \$500

The following applications for funding or sponsorship are pending.



Brews & Bites - \$500, Scotch Tasting - \$500



COMMUNITY  
FOUNDATION  
GREY BRUCE

1878 Schoolhouse Roof - \$30,000

#### 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 was no interdepartmental consultation.



**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:

Christine MacDonald  
Acting Chief Administrative Officer



## Committee Report

**To:** Warden Paul Eagleson  
Members of the Museum Committee

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

**Date:** September 6, 2018

**Re:** Education/Outreach Report

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### Recommendation:

The Education/Outreach Report is for information.

### Background:

#### **KidZone Summer Discovery Day Camp**

Our summer camp had another successful year with 9 weeks of learning and adventure in a safe, fun-filled, environment for kids ages 5-12. Every Tuesday, Wednesday and Thursday, campers spent their days with crafts, games, experiments, field trips, meeting special guests, and getting plenty of hands-on time in the exhibits. KidZone continued to be a very popular choice with families; a total of 810 registration spaces over 27 days sold by the first week of camp and there was a wait list for almost every day.

We continued to partner with individuals and organizations from the community by featuring a different theme and related field trip or special guest each week. Trips included: Southampton Library, MacGregor Point, Grey Roots Museum & Archives, Bruce Power Visitor Centre, Sunset Family Fun Bowling Centre, Swing, Spring & Flip, and the Southampton beach. Special guests included Dr. Rob Campbell with cardboard boat building, The Earth Rangers live animal show, and Caterpillar Corner.



Some of our campers with their KidZone 2018 banner that they decorated.

### Junior Volunteers

This summer we had a team of 10 fantastic Junior Volunteers aged 12-16 who helped make this summer at the Museum unforgettable. Junior Volunteers participated in a number of activities that ranged from costumed on-floor interpretation, to assisting with KidZone Day Camp trips, to helping in the gardens and behind the scenes. About half of the participants were returning volunteers. All the hours that Junior volunteers (going into grade 9 and older) spend with us are eligible to count toward their community service hours as part of the requirements for high school graduation. This program has continued to be a great way to build relationships with the next generation of Museum advocates and patrons, and bring heritage and culture to life for local youth.



Junior Volunteers at Te@m and doing on-floor interpreting during the Marine Heritage Festival kickoff.





### Upcoming Events

**Museum Munchkins** - Fridays, September 14 - October 12, 9:30-11:00am: Parents and their children ages 0-4 are invited to participate in mornings of programming and exploration designed especially for them! Pre-registration and prepayment required.

**School's Out Movies** - September 28, 10:30am: Families are invited to see a screening of James and the Giant Peach in the Bruce Power Theatre this PA day. General Admission applies.

**Art Afternoon:** September 28, 1:30 - 3:00: Children ages 5-10 come and celebrate the start of fall by making beautiful fall-inspired artworks. Pre-registration and prepayment required.

### **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 hosted KidZone the first week of camp for a field trip to create "random act of kindness" placemats and explore their Ozobot and Cubelet kits.

### **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:

Christine MacDonald  
Acting Chief Administrative Officer



## Committee Report

**To:** Warden Paul Eagleson  
Members of the Museum Committee

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

**Date:** September 6, 2018

**Re:** Marketing Report

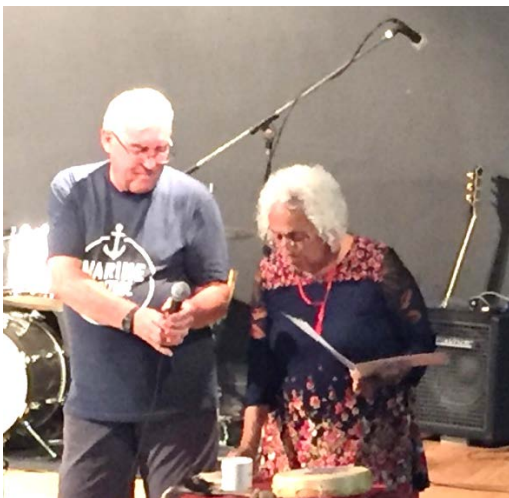
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### Recommendation:

The Marketing Report is for information.

### Marine Heritage Festival

On July 27, the Museum hosted the eighth annual Marine Heritage Festival Launch Party. This evening brought 368 people to explore the Museum and enjoy marine themed entertainment. The evening started with the official opening ceremonies for the Festival, which included a special blessing by Saugeen First Nation elder Shirley John. Children enjoyed decorating the Museum's cardboard boat, crafts and having their face painted by The Henna Hippie, and adults enjoyed listening to the Bobby Dean Blackburn band.



Dave Wenn and Shirley John during the opening ceremonies



Bobby Dean Blackburn band entertaining in the Theatre

### Summer Outreach

During the month of August, the Museum's Marketing Outreach Student has attended events throughout the County raising County-Wide awareness. These events included Port Elgin Beach Market, Kincardine Reunion, Sunday Fun-Day Producers Market in Wiarton, Sauble Beach Artisan & Craft Show, Sauble Sandfest, Kincardine Street Market, Keady Market, Port Elgin Touch-A-Truck, and the Paisley Heritage Show. These events have provided over 2,000 interactions with residents and visitors promoting the Museum's feature summer exhibit "Animal Gibberish, Subtitled for Humans", the latest addition to the permanent gallery "Riding the Rails" along with summer programming.

### Upcoming Exhibit Openings

**Roly Fenwick: Pow Wow Emanations - Saturday, September 15, 2018, 2:00 p.m.**

Roly Fenwick's life-long quest to convey the intangible found in nature becomes rejuvenated as depicted in this series of watercolour and oil paintings. This work recounts his experience of many times spent on the shores along Lake Huron & Georgian Bay specifically at Saugeen and Cape Croker. "My project was to join and enter the spirit of the First Nations community and spiritual celebrations and to evoke the texture of their culture through the cadences



and movements of the Pow Wow. Colours in the regalia and dance rhythms reflect their spiritual heritage connections." Roly Fenwick, 2017

**FINANCIAL/STAFFING/LEGAL/IT CONSIDERATIONS:**

There are no financial, staffing, 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 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:

Christine MacDonald  
Acting Chief Administrative Officer

## Committee Report

To: Warden Paul Eagleson  
Members of the Museum Committee

From: Cathy McGirr  
Director, Museum & Cultural Services

Date: September 6, 2018

Re: Programming Report

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### Recommendation:

The Programming Report is for information.

### Background:

The following programs have been running throughout the months of July and August: Speaking of Wildlife; First Nations Cultural Demonstrations; Woodturning Demonstrations Wednesdays; Riding the Rails; Train Demonstrations; Women's Institute Fridays; Take a Walk on the Wildside; Alan Weinstein Art Tours; and Saturday Afternoon at the Movies. Throughout these months our on-floor Interpreters and volunteers have been activating our exhibit spaces and together with our programs have cumulatively have engaged with and attracted over 1500 attendees to be both entertained and informed during their visit.



Woodturner Cathy providing live wood turning demonstrations in The Last Frontier



## Upcoming Programs

### Chapter 55... Recreation for Retirees

Thursdays, September 20 - November 22

1:00 p.m. - 3:30 p.m.

This is a workshop series that provides an exciting introduction to many of the fantastic activities that people can participate in as a retiree in Bruce County. People are welcome to attend the full series or select only the workshops that are of interest.

### Brews & Bites: A Guided Beer Tasting

September 27

7:30 p.m.

Doors and Cash Bar open at 7:00 p.m.

Guests can experience an entertaining and informative evening with a Prud'homme from Nickel Brook Brewing Co., located in Burlington, Ontario who will lead the evening, comparing and informing guests about the subtleties of a greeting brew, five tasting brews and paired appetizers. Tickets are available in advance, as this is a popular annual event with limited space.

### 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 #1 - Forge Partnerships and Relationships

Strategic Pillar #2 - Provide Relevant, Compelling Programming



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Written by: Adrienne Mason, Program Coordinator

Approved by:

Christine MacDonald  
Acting Chief Administrative Officer

## Committee Report

To: Warden Paul Eagleson  
Members of the Museum Committee

From: Cathy McGirr  
Director, Museum & Cultural Services

Date: September 6, 2018

Re: Revenue Development Report

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### Recommendation:

The Development Officer's report is for information.

### Background:

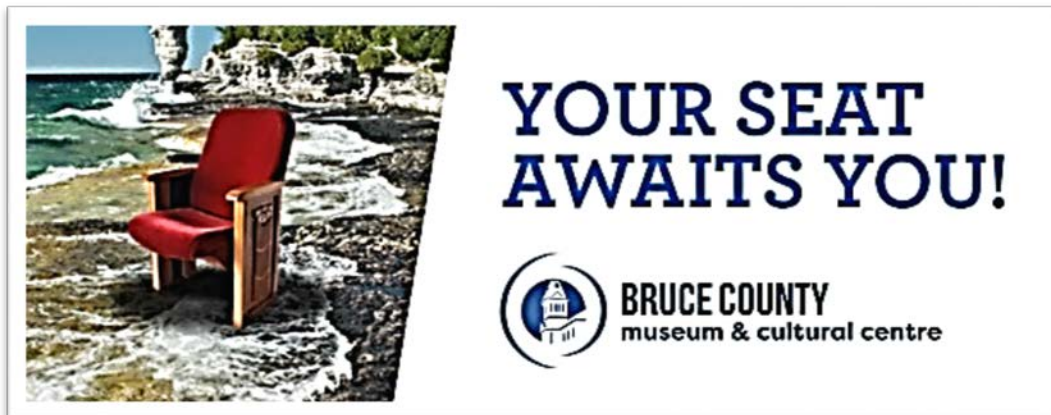


Image of Seat Sale Ad

### New Fundraising Campaign

In late July, the Museums *Have a Seat Campaign* was relaunched. For a donation of \$150, a seat in the theatre can be “purchased” to mark a special anniversary, as a gift or simply for the individual. For the donation, an inscribed seat plaque and a tax receipt are issued. The seat campaign was originally launched in 2007 when it sold four seats; it has been dormant until now. The relaunched campaign has already sold 13 seats, primarily to existing donors. It will be marketed to members and the general public starting this fall.

When all seats are sold, the Museum will have made \$15,600 in donation revenue.





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**Financial/Staffing/Legal/IT Considerations:**

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

**Interdepartmental Consultation:**

Consultation with Finance regarding this program has occurred.

**Link to Strategic Goals and Elements:**

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

**Museum Strategic Plan Alignments:**

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

**Strategic Pillar #5** - Develop the Resources Required

Written by: Maria Canton, Development Officer

**Approved by:**

Christine MacDonald  
Acting Chief Administrative Officer