



Museum Committee Agenda

Thursday, February 2, 2017
Council Chambers
County Administration Centre, Walkerton

1. Declaration of Pecuniary Interest
2. Information Items
 - A. Archives Q4 Report (attached)
 - B. Business & Sponsorship Report (attached)
 - C. County Museum Operating Grant Report (attached)
 - D. Education & Outreach Report (attached)
 - E. Marketing Report (attached)
3. Next Meeting

March 2, 2017
4. Adjournment



Committee Report

To: Warden Mitch Twolan
Members of the Museum Committee

From: Cathy McGirr, Director, Museum & Cultural Services

Date: February 2, 2016

Re: Archives Q4 2016 Report

RECOMMENDATION:

The Archives Q4 2016 Report, February 2, 2017 is for information.

BACKGROUND:

The information in this report is year to date December 31, 2016.

Collections.BruceMuseum.ca launched on April 1, 2016. At the end of 2016 we have 2992 Archival Records, 2416 Photographs, 165 Books and 392 Object Records (5965 total) available for people to search. We were within 35 records of reaching our goal of 6,000 records uploaded in 2016. More detailed information, including website statistics will be included in another report but the number of page views is increasing and we find that researchers are coming in asking to see the material that is featured on this website. An inventory of the Bruce County District Women's Institute (BCDWI) records (over 900) are now available for researchers to find out how the records can help them. The WI records tell the story of Bruce County's history from the perspective of the women living in the communities. Reading through these volumes can provide information on people, places, businesses, schools, churches, community events, farm histories, etc. These records include Tweedsmuir histories, minutes and other material from branches and the districts across Bruce County.

Our photos.brucemuseum.ca URL now directs researchers to the photo search screen at the collections website. More photos are being added bi-monthly to the site and are available for sale (both digitally and as hard copy photographs).



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	Q1	Q2	Q3	Q4	Total 2016	Notes
Donations	22	30	34	24	110	Q4 - Private and Organizational Donations including material from private individuals, churches, municipalities and organizations. The donations include items such as paintings, organizational records, family histories, commentaries, photographs, postcards and publications. A total of 110 donations were received in 2016



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Municipal Transfers						
County	3		1	2	6	Q4 - Two municipal transfers were received during Q4, from the County of Bruce for a total of 6 in 2016
Lower Tier	1	4		1	6	Q4 - One municipal transfer was received from Saugeen Shores in Q4 for a total of 6 in 2016 from Huron-Kinloss, South Bruce, Saugeen Shores, Arran-Elderslie Northern Bruce Peninsula and Kincardine
Researchers (on site)	96	157	255	149	657	Q4 - Most of our researchers in Q4 are from Bruce County (68%) although 25% came from other parts of Ontario, 5% came from other parts of Canada, and 2% from the United States



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Research Requests	16	16	10	12	52	Q4 - staff completed Paid research for researchers from Canada and the United States on family history, marine history, First Nation history, municipal tax information and business history.
Visitors other than Researchers		315	941	336	1522	Q4 - We started tracking this in May 2016, so this number represents 2/3 of 2016 (8 months).
Phone		95	199	141	294	
Email/Mail		86	113	100	199	
Walk ins		134	629	95	763	
Photo Orders	6	8	6	12	32	Q4 - Photo orders consisting of 32 images were received in Q4 from individuals. In 2016 a total of 32 paid orders were received purchasing 103 images (over half digital)



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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 Corporate Services for records transfers and websites has taken place.

LINK TO STRATEGIC GOALS AND ELEMENTS:

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

Element C - Make the County fully accessible to the people through access to information.

LINK TO MUSEUM STRATEGIC PLAN ALIGNMENT:

Strategic Pillar #1 - Forge Partnerships & Relationships

Strategic Pillar #4 - Create County-Wide Awareness

Written by Ann-Marie Collins, Archivist

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: February 2, 2017

Re: Business/Sponsorship Report

RECOMMENDATION:

The Business/Sponsorship Report, dated February 2, 2017, is for information.

BACKGROUND:

The following applications for 2017 funding or sponsorship have been approved.

Canada

\$ 9,727.25 - Enhancing Accessibility Grant



\$1,000 - In-Kind Rooms for Special Guests

THE MARJORIE AND JOSEPH WRIGHT MEMORIAL FOUNDATION

\$2,000 - 'As the Crow Flies' exhibit



\$500 - March Break Family Fun Days



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The following applications for funding are pending:



\$20,000 - Lionel LLC for 'Riding the Rails' exhibit

PARTNERSHIPS:

Eastlink TV filmed the first episode of their first Children's program at the Museum on January 6, 2017. 'What's That?' is a fun game show like program where children between the ages of 5 and 8 guess what an item is and how it might be used. A number of interesting and unique items from the Museum's Collections were selected. The pilot program featured 14 excited children.



FINANCIAL/STAFFING/LLEGAL/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.

Strategic partnerships in the area sponsorship, foundations, donations and grants are an important area for revenue development. The funds received help to off-set costs for services and programming that would otherwise be a cost to our budget. It is imperative that the Museum develops and fosters our relationships with a variety of funders in order to provide exceptional service for our growing visitor and member base, as well as being viewed as a premier partner within the community.

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: February 2, 2017

Re: Community Museum Operating Grant Report

RECOMMENDATION

The Community Museum Operating Grant Report, dated February 2, 2017, is for information.

BACKGROUND:

Achieving a perfect score of 50/50 is the highest standard of excellence in the museum industry and the Bruce County Museum & Cultural Centre is pleased to have obtained this score in a recent assessment by the Ministry of Tourism, Culture and Sport.

While the fundamental commitment of the province focuses on preservation, interpretation and sustainability of material culture, the environment and role for community museums is evolving as they strive to find new ways to serve communities, fulfil their mandates and achieve the standards set forth by the province.

A total of ten standards for community museums represent the minimum requirements for the operation of a good community museum. Each year community museums need to meet these standards as well as additional changing yearly requirements to qualify for CMOG funding through the province.

In 2016-17, the Ministry focused on two Standards: Community and Exhibition. In addition museums were also required to submit the following documents: Social Media Plan, Exhibit Plan (3 year horizon) and Exhibit Schedule (3 year horizon).

These additional requirements are an important part of the evolving role of museums as social media becomes a main ingredient in community conversations and engagement. Exhibitions are becoming more interactive physically and socially as they strive to not only include stories from our past and more current history.

INTERDEPARTMENTAL CONSULTATION:

Interdepartmental consultation with Treasury takes place in order to review financial aspects of the application.



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LINK TO STRATEGIC GOALS AND ELEMENTS:

Goal #1 - Develop and implement tactics for improved communications

Element A - Effectively use staff through department integration

Goal #2 - Leverage Technology

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

Goal #6 - Explore alternate options to improve efficiency, service

MUSEUM STRATEGIC PLAN ALIGNMENT

Strategic Pillar #1 - Forge Partnerships & Relationships

Written by Cathy McGirr, Director, Museum & Cultural Services

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: February 2, 2017

Re: Marketing Report

RECOMMENDATION:

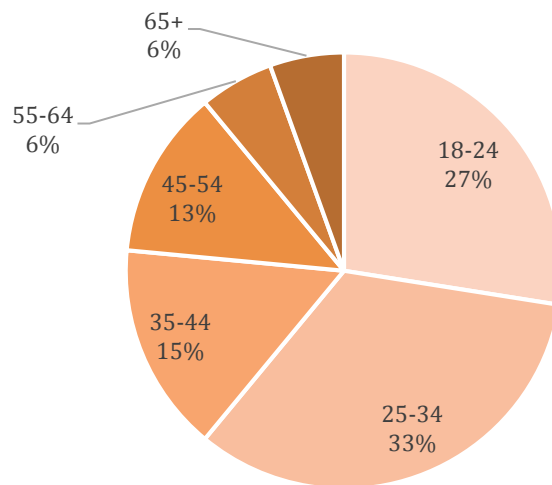
The Marketing Report, dated February 2, 2017, is for information.

BACKGROUND:

DIGITAL YEAR END STATISTICS:

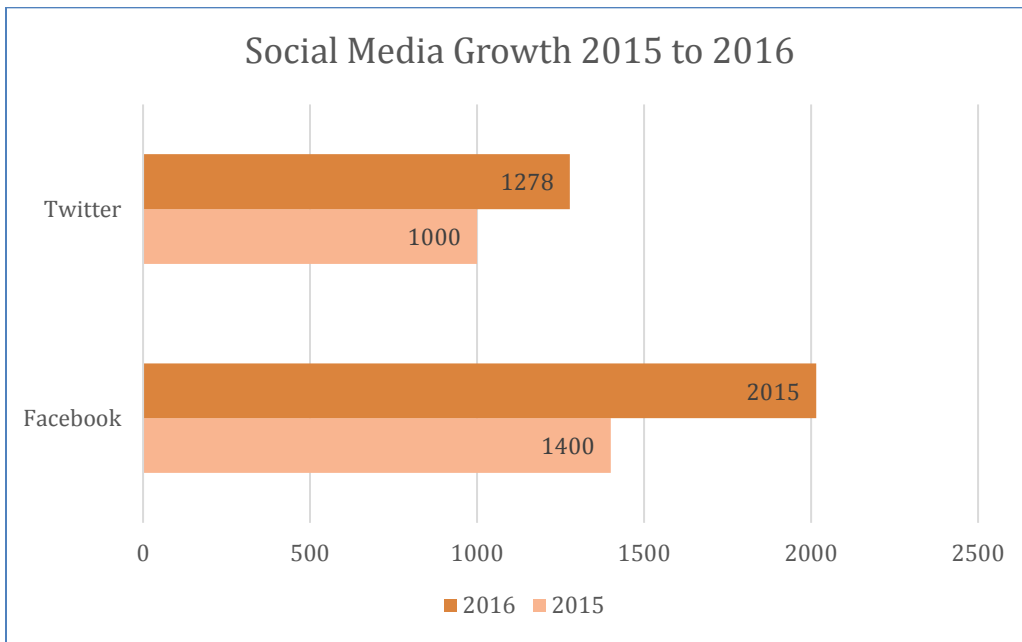
Total 2016 website traffic: 119,106 views

The Bruce County Museum & Cultural Centre website saw an increase in traffic to the brucecounty.ca site from 107,375 in 2015 to a 2016 total of 119,106 views, a growth of 11%. According to Google Analytics, users were 55% male and 45% female. The breakdown of website use by age group is as follows:



Users still primarily use desktop computers to view the website (56%), followed by mobile phone (27%) and tablets (19%).

Social media continues to grow as a major driver of traffic to the Museum’s website and an increasingly important service to our patrons. From 2015, our total Facebook “likes” increased by 44% to 2,015 in total; our total Twitter followers increased by 28% to 1278 in total.



The most popular Facebook posts and Twitter entries were those concerning ticket events such as concerts and other evening events. These usually contained paid content in order to drive ticket sales and promote other Museum offerings.

EXHIBIT OPENING: BRUCE ROOTS JURIED ART SHOW

The Bruce Roots juried art show opened on Saturday January 7 in the Bruce Gallery, and is now on display until April 30 2017. Prizes were awarded for 1st (\$1400, Marion Anderson for “Lakeside Harvest”), 2nd (\$950, Gayle Slinger for “Looking Out Over Colpoy’s Bay”), and 3rd (\$650, Yuksel Hassan for “Autumn in Paisley”) and three honourable mentions were awarded. A number of pieces from past juried shows that became part of the Bruce County Art Collection are also included in the show.

The Bruce Roots art show is presented in partnership with the Southampton Arts Centre.



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"Lakeside Harvest", 1st place winner by Marion Anderson. The artist could not attend the reception.



"Looking Out Over Colboy's Bay", 2nd place winner by Gayle Slinger



"Autumn In Paisley", 3rd place winner by Yuksel Hassan



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VISITOR FEEDBACK

The Museum received excellent feedback in its Visitor Surveys. A common theme of the comments remarked on the breadth of experiences available for all ages at the museum and the interactive nature of all events and exhibits. Comments included:

- "terrific, interactive, we loved it!"
- "a true hidden gem for children and families looking for hands-on experiences"
- "proud, very proud of it"

FINANCIAL/STAFFING/LEGAL/IT CONSIDERATIONS:

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

INTERDEPARTMENTAL CONSULTATION:

There are no interdepartmental consultations associated with this report.

LINK TO STRATEGIC GOALS AND ELEMENTS:

Goal #1 - Develop and implement tactics for improved communications

Goal #2 - Leverage technology

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

MUSEUM STRATEGIC ALIGNMENT PLAN:

Strategic Pillar #1 - Forge Partnerships and Relationships

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: February 2, 2017

Re: Programming Report

RECOMMENDATION:

The Programming Report, dated February 2, 2017, is for information.

BACKGROUND:

Winter Programming Report

Dec 28th- 30th, Jan 3rd -6th Winter Family Fun Days: Movies, crafts, activities and scavenger hunts were provided for families to enjoy during the winter holidays.



Featured above are two children learning about tracking animals with Program Coordinator Adrienne Mason. Photo credit: Frances Learment/Shoreline Beacon.



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Upcoming Winter Programming

Lunch & A Movie

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

February 9 - "100 Foot Journey" (2014) *Helen Mirren, Mom Puri, Manish Dayal*

This comedy-drama tells the story of a feud between two adjacent restaurants in a French town.

Lunch menu: Lasagna, Caesar salad, herb baguette, brownie, tea or coffee

March 9 - "Evelyn" (2002) Pierce Bronsnan

In 1953 Ireland, an-unemployed single father loses custody of his children and they are placed in state-run orphanages. He must go to court in order to win his children back.

Lunch menu: Broccoli & cheese quiche, salad, roll, key lime pie, tea or coffee

Family Heritage Day, February 20, 10 a.m. - 4 p.m.

This event is a full day of fun and exploration for the whole family! Sled dogs, 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 11:30-2:30pm. Lunch counter with hot food and drinks available, cash only. This event is sponsored by Ontario Power Generation and 92.3 The Dock.

Adventure Talks: Canadians Helping Others around the World

A five-part series featuring professionals who use travel to offer aid to people in need around the world. Lectures will be led by travelling volunteers who have assisted in various humanitarian ventures across the globe. Doors open at 9:30 a.m. for coffee and treats. Lecture from 10 - 11 a.m. This series is sponsored by Hampton Court Comfortable Retirement Living.

- Feb. 22- Projects Abroad- International Volunteer Travel Organization
- March 8 - Stories of Syria Refugee Relocation- Mennonite Central Committee
- 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

FINANCIAL/STAFFING/LEGAL/IT CONSIDERATIONS:

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

INTERDEPARTMENTAL CONSULTATION:

A meeting was held in January to continue discussion of programming links between library and museum departments.



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LINK TO STRATEGIC GOALS AND ELEMENTS:

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

LINK TO MUSEUM STRATEGIC PLAN ALIGNMENT:

Strategic Pillar #2 - Provide Compelling Relevant Programming

Written by: Adrienne Mason, Program Coordinator

Approved by:

Kelley Coulter
Chief Administrative Officer