

2017

# Annual Report



Brockville Museum

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## **Mission Statement and Statement of Purpose**

### **Mission Statement**

The Brockville Museum is committed to preserving and promoting the history of Brockville through continuing quality exhibits and education programs. The museum activities are strongly supported by an expanding collection of related artifacts and archival material.

The Brockville Museum grows with, and for the community, providing a source of knowledge on the heritage of Brockville for present and future generations.

### **Statement of Purpose**

The Brockville Museum demonstrates how the City of Brockville has developed from the earliest times to the present. It also displays a wide variety of themes to include other cultures and topics not directly related to Brockville.

The museum has a responsibility to grow, mature and continue to evolve as a living, dynamic institution. In this respect its purpose is:

- To inform by means of museum exhibits, historical interpretive programs, research facilities, and publishing of written and visual materials.
- To accept by gift or acquire by purchase those items, documents and artifacts which have been made, sold or pertain to Brockville and provide facilities for their preservation, storage and exhibition.
- To preserve the museum collection by proper conservation measures.
- To maintain on-going cultural and educational programs to serve children and adults of Brockville.
- To provide visitors with the resources to gain knowledge of Brockville's history and have an enriching and memorable experience.

## Curator's Message

*Respectfully submitted by Natalie Wood, Director/Curator*

2017 was another busy year at the Brockville Museum. We continued to build on our recent successes and took advantage of the opportunities offered by the celebration of Canada's Sesquicentennial to develop our audience and profile in the community.

We facilitated Brockville's Canada 150 initiatives with the launch of our "How Brockville Celebrated the Centennial" exhibit. This exhibit opening prompted a partnership with the Mayor's Office, DBIA, Brockville Tourism, and the Brockville Library, to organize a Canada 150 event calendar for Brockville. Within a couple of months this partnership produced the "Brockville Loves Canada 150" campaign. For our part, we promoted 150 years of Brockville history for Canada's 150<sup>th</sup> on our Facebook Page using images and objects from our collection. This campaign greatly increased our online visibility, increasing our Facebook following by 40% in just five months.

We also took advantage of Canada 150 to launch two new programming initiatives: Museum @ Night and the Heritage Skills Workshop Series. Museum @ Night was produced with the aim of attracting a new and younger audience. The event featured live music, light refreshments, a cash bar (held in partnership with the Young Professionals Network), and some kind of hands-on entertainment. Overall, we saw modest success with this inaugural program- successfully expanding our audience with an earnest desire to see its' return. Our Heritage Skills Workshop Series was so successful that each of the three events was a complete sell-out. We are encouraged by the inaugural success of both of these new programming events and look forward to building on them in 2018.

Another success of 2017 was the regeneration of the Friends of the Brockville Museum after facing some instability in late 2016. The election of a new Friends Executive Board in April brought a renewed commitment from the Friends towards financially supporting the museum's projects. This commitment was put into action with several significant initiatives receiving support in 2017.

2017 was not without its challenges. Budget guidelines imposed by Council forced the Board of Management to make the difficult decision to reduce the Museum's summer operating hours. Due to severe storms with heavy rains and generally high water levels, the museum was forced to close for four days in 2017, once again exposing the museum's physical plant challenges. After careful consideration, debate, and research, the Board of Management chose to take action on this long-standing physical plant and capacity issue, passing a motion to seek relocation for the museum. This decisive vote gives the museum a purposeful solution that will direct future strategic planning.

As we look ahead to 2018, we're excited for the new opportunities that lay ahead. The search is on for a new Interpretation and Public Program Coordinator and with this transition we expect to see some new initiatives. We know that we are planning to expand our social media reach as a way to continue to increase our profile and audience. And of course the board's commitment to seeking relocation will guide a great deal of decisions in 2018. It should be quite the transformative year for the Brockville Museum.



## Reports

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## Governance

The Brockville Museum is governed by a publicly accountable Board of Management, appointed by the City of Brockville. In 2017 the Board of Management met ten times.

In 2017 the Board of Management was comprised of:

- Chairman: Chuck Quick
- Secretary: Margaret Lawrence
- Members: David Buck, Dr. John Arnott, Daria Egan, Barbara Healy, Paul Naylor, Neil O'Brien

In 2017 the City of Brockville changed reporting mechanisms for City Boards. Instead of having a Council Representative sit on the board, the board is invited to present to the Economic Development and Planning Committee (EDP) up to three times per year. The Curator/Director reported to the EDP May 2<sup>nd</sup>, to present the 2016 Annual Report.

## Finance

The Brockville Museum is owned by the City of Brockville; as such, the museum's annual budget is approved by council. The Museum's 2017 budget (operating funds allocated by the City of Brockville) was \$260,928.

<b>Expenses<sup>1</sup>:</b>	
<b>Staffing</b>	\$ 279,333.00
<b>Professional Development</b>	\$ 1,940.00
<b>Office Expenses</b>	\$ 14,170.00
<b>Building Burden</b>	\$ 50,898.00
<b>Collections &amp; Exhibits</b>	\$ 16,943.00
<b>Programs</b>	\$ 3,557.00
	\$ 366,841.00

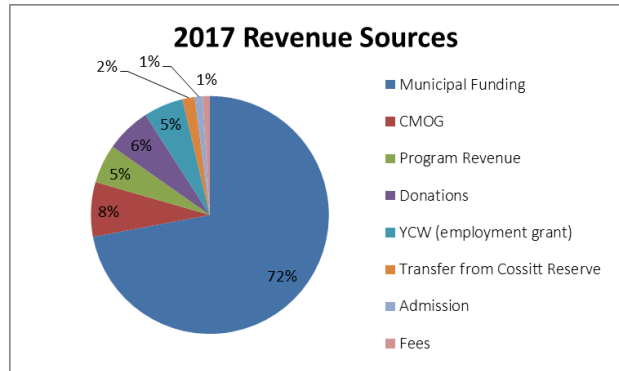
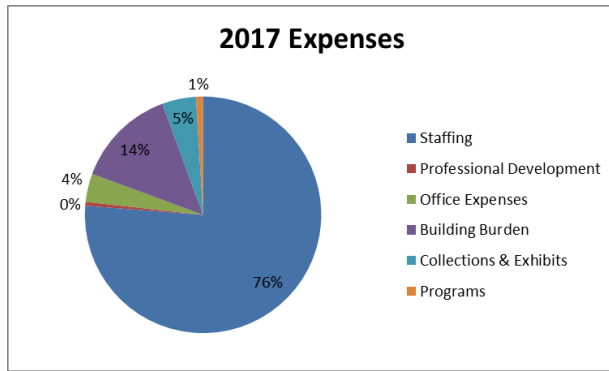
Although the Brockville Museum is principally supported by the City of Brockville, the museum is responsible for raising a significant amount of operating funds (over \$50,000 in 2017) through donations (including from the Friends of the Brockville Museum), admissions, rental fees and through educational programming and special events. The museum also seeks other sources of funding including provincial and federal grants, including Young Canada Works and the Community Museum Operating Grant (CMOG) (combined these totaled over \$50,000 in 2017).

In 2017, the Brockville Museum received its annual Community Museum Operating Grant (CMOG) of \$27,176 towards operations; the Friends of the Brockville Museum covered over \$14,000 worth of expenses (including conservation supplies, exhibits, and advertising); and the museum received three Young Canada Works grants- one for two summer students and one for an intern (for July-December 2017); we also had our intern from the previous year with us until March 2017.

<b>Revenue<sup>2</sup>:</b>	
<b>Municipal Funding</b>	\$ 263,406.00
<b>CMOG</b>	\$ 27,176.00
<b>Program Revenue</b>	\$ 19,368.00
<b>Donations</b>	\$ 22,593.00
<b>YCW (student employment grant)</b>	\$ 20,536.00
<b>Transfer from Cossitt Reserve</b>	\$ 6,129.00
<b>Admissions</b>	\$ 4,013.00
<b>Fees</b>	\$ 3,620.00
	\$ 366,841.00

<sup>1</sup> Based on actual spent amounts

<sup>2</sup> Based on actual revenue amounts



A copy of the 2017 Brockville Museum's general ledger report can be found in the appendix of this document.

### Fundraising

In order to meet our operational needs, the Museum undertakes fundraising initiatives throughout the year. These fundraising events also help garner community support for the museum and increase our visibility in the community.

The following chart shows the total monies raised at all special and fundraising events held by the Brockville Museum during 2017:

Date	Event	Net	# participants
<b>April 28; May 26; June 23</b>	Museum @ Night	\$1,641	137
<b>August 24</b>	Raising a Glass	\$1,163	51

The **Friends of the Brockville Museum**, with the support of museum staff, also undertake fundraising initiatives every year to raise additional funds to help support museum programming. The following fundraising events were hosted by the **Friends** in 2017:

Date	Event	Net	# participants
<b>March 20 – 24</b>	Book Sale	\$1,559	220
<b>October 13-14</b>	Silent Auction	\$2,110	68

## Collections

*Respectfully submitted by Alison McMahon, Administrative Assistant/Registrar*

The Open Drawer Project continued in 2017, as volunteers continued working on entering in catalogue records for the Museum's Archival collection. To date, a total of approximately 15,508 artifacts (3D and Archival) have been entered into the database, of that, roughly 7,213 have images attached. All new 2017 acquisitions have photographs attached, with summer students, co-op students and volunteers working on photographing the remaining collection and new images being attached daily.

In October of 2016, the Museum received a Young Canada Works grant that allowed for the hiring of a Collection's Technician Intern to work on re-cataloguing the Cossitt Collection, this contract continued until March of 2017. At the completion of this grant all 313 objects in the Cossitt Collection had been re-catalogued, photographed and each of the records digitized. This work included significant research into the object and Cossitt family to enhance collection record, especially the history and provenance of the artifacts. The Collection Technician Intern also re-numbered five of the objects in the collection due to being incorrectly catalogued when they were originally accessioned. Lastly, the Collection Technician carried-out some minor cleaning and conservation work to a few objects. This project required significant storage re-organization, both onsite at the Brockville Museum and at the museum's offsite storage location, and repacking of each artifact according to professional standards. We are extremely thrilled with the successful completion of this project. It has allowed staff to gain a better understanding of the scope of the Cossitt collection and its strengths and weaknesses.

A notable donation made to the Museum in 2017 was a collection of 147 photographs, scrapbooks and letters relating to the Buell/Bowie families. The letters were written by Sophie (nee Bowie) Buell, daughter of Robert Bowie, owner of the Brockville brewing company Bowie & Co., and wife of William Senkler Buell, descendant of William Buell, one of the early settlers of Brockville. They span the time from 1914 to 1919 when the Buell family moved from Brockville to England when William S. was stationed overseas during the First World War. The letters are of particular interest because they document the entire time the family spent overseas: from their journey over on the *Lusitania* in December of 1914 to their return home to Brockville in 1919. While all of these documents are transcribed, volunteers and staff are still working on cataloguing and scanning them.

The Museum received two high school co-op students during the 2017 year, who worked with the collection to photograph, scan, and catalogue items in the archival collection, most notably the extensive postcard collection.

The Museum accepted approximately 468 objects into its permanent collection during the 2017 year, from a total of 46 donors.

Included in this year's total acquisitions are some of the Murray & Son and Lawrence Redmond photographic studios negatives. The museum received a Young Canada Works grant at the beginning of July that allowed for the hiring of a Collections Assistant to begin cataloguing this collection. While the majority of the collection still remains housed by the donor, multiple boxes have been brought to the museum where they have been sorted and temporarily stored. Staff and volunteers are currently in the process of cataloguing and scanning this extensive collection. 268 negatives have been completely

entered as of the end of the 2017 year. This project will continue on into the New Year and likely for years to come.

Lastly, the Collection Committee (which met 5 times in 2017) successfully deaccessioned approximately 32 objects during 2017. These items were either gifted to more appropriate public institutions, moved to the research or costume collection, destroyed and disposed of (based on poor condition of object) or placed offsite until a more suitable home can be found.

## Conservation

*Respectfully submitted by Alison McMahon, Administrative Assistant/Registrar*

The Friends of the Brockville Museum continued to support conservation efforts at the museum by purchasing archival and other materials which safeguard the museum's diverse collection. In 2017 this included the purchase of textile storage boxes, and a commitment to purchase a metal cabinet to house the film collection and a new digital camera for documenting the collection.

The textile collection as a whole does pose an area of concern for conservation. While staff were reorganizing and photographing objects in this collection, a number of boxes were found to contain carpet beetle larvae casings. The few boxes that were identified have been cleaned and rehoused, however it is recommended that in the near future staff take a closer look at textile storage and possible conservation treatments.

While working on the Cossitt Collection, the Young Canada Works Collections Technician Intern, performed minor conservation treatment to several pieces from that collection.

## Research

*Respectfully submitted by Jean Mather, Volunteer Researcher*

The Brockville Museum received 101 research requests during 2017. The responsibility for answering these was shared by staff and two volunteers. A few were passed on to Genealogy if it was felt that their resources were more likely to have the information. Quite a number were related to ships and shipping and were answered by staff.

Files of newspaper clippings, books, directories, the internet and the Museum database were used in researching these requests.

As usual, there were several queries concerning Smart's Foundry, not surprising considering the enormous output of that plant over many years and the relatively indestructible nature of their products. A few involved local landmarks, some still standing and others long gone. The Arts Centre, the Brockville Jail, Fairknowe Home and the War Memorial are examples of the former and requests about schools closed and demolished long ago, the Revere Hotel and a training camp erected during World War I are among the latter.

A request for information about the 1000 Islands Mall's history and for photos of the Harding Block came as both locations are undergoing changes at present.

Of course there are often requests for which the Museum has no relevant information but occasionally something turns up quite unexpectedly when the researcher really doesn't expect to find anything. Such was the case for names to go with a photo of a hockey team which was submitted. A quick search turned up the identical photo – with names attached! It is not always that easy!

The volunteer researchers continue to work on indexing the files so that items can be found more quickly. They have also spent considerable time writing histories to go with artifacts being catalogued for the Open Drawer project. Since the information gathered for this project will be available to the public, it may reduce the number of requests eventually although 2017 saw many more than 2016.

The interest of the public in Brockville's history is most encouraging to the Museum and we look forward to being of assistance in 2018 with this aspect of the Museum's mandate.



## Exhibitions

Building on our 2013 Interpretive Plan, and the successful implantation of our ambitious 2016 exhibition schedule, we continued to unveil new exhibits in 2017 with a focus on community engagement.

On January 1<sup>st</sup>, we kicked off Canada's Sesquicentennial year by opening a year-long temporary exhibit looking back on 1967 and "How Brockville Celebrated the Centennial". We held an official exhibit opening with the Mayor and Brockville's Centennial Queen in attendance. The opportunity to reflect on the many ways Brockville marked Canada's 100<sup>th</sup> inspired a community collaboration between the Mayor's Office, the Museum, the Library, the DBIA, and the Tourism Office to develop and promote a "Canada 150" event calendar. This also led to the creation of a Facebook campaign and virtual exhibit, "150 Years of Brockville History for Canada 150". This move represented our first foray into virtual exhibits, which ultimately lead to the development of two additional virtual exhibits, the virtual version of our Centennial exhibit, and one prepared by our intern looking at the role of women during WWI and WWII.

The first phase of the "Pieces of Brockville" exhibit was installed in the museum lobby, showcasing a piece from the original Fulford Fountain, which marked 100 years in 2017. A full-size exhibit is planned as Phase II for summer 2018.

Continuing our effort to show support to our partners, we opened our permanent exhibit, "Blockhouse Island and the Railway Tunnel" during the Brockville Rails to Trails Festival in August which saw the official re-opening of the Railway Tunnel.

Exhibit	Description	Dates	Location	Type
<b>How Brockville Celebrated the Centennial</b>	A look back on the projects and pageantry that marked Canada's Centennial in Brockville.	January 3, 2017 – December 15, 2017	Annex	Temporary
<b>How Brockville Celebrated the Centennial</b>	A composition of photographs and photographed objects from the physical "How Brockville Celebrated the centennial" exhibit installation.	Launched January 30, 2017	Online	Virtual
<b>150 Years of Brockville History for Canada 150</b>	A different event from each year of confederation (1967-2017) was selected to show 150 years of Brockville's history for the occasion of Canada's 150 <sup>th</sup> .	Launched February 2, 2017	Online	Virtual
<b>Pieces of Brockville - Phase I</b>	In this first phase, the Fulford Fountain was brought out for display.	Installed May 2017	Lobby	Temporary
<b>Blockhouse Island &amp; the Railway Tunnel</b>	A look at the history of this piece of land and how it serves as a literal connection between Brockville's River and Brockville's Rail stories.	Opened August 10, 2017	Beecher House - Hallway	Permanent
<b>Remembering Women in War</b>	A look at the roles women played during the First and Second World Wars. Curated by our YCW intern.	Launched November 3, 2017	Online	Virtual

Thanks to a successful grant application by the Friends of the Brockville Museum to the Brockville Community Foundation, Know History (Ottawa) was hired to prepare the research for the eventual development of an exhibition about immigration.

The last quarter of 2017 saw us preparing for our 2018 exhibit schedule which includes several temporary exhibits and another permanent exhibit remodel.

## Interpretation & Education

*Respectfully submitted by Amy Mackie, Interpretation and Public Programs Coordinator.*

2017 was a year filled with highs and lows (quite literally). February and November posted the highest net return for those months with September and October posting second-highest since 2007. In opposition, December was the lowest net during the same time period and January and July were unexpectedly low. Overall, everything evened out and thanks to the introduction of new programs and the success of returning favourites, the year ended with the highest net revenue since record keeping began in 2007. The net income increase was 9.45% over the year before. In total, we presented 224 programs – 17 more than 2016 - with a combined audience of 4,197 people. However, 10 additional programs scheduled for the year were cancelled due to weather, influenza outbreaks, etc. This accounts for the lower income for January.

This report presents the highlights for 2017 as well as an outline of our programming.

### *Types of Programs*

The Brockville Museum offers a variety of programs (each will be addressed in turn in this report). The majority of programs are for the older members of our community. We classify the type of program in the following categories:

- Hospital (includes Artifact Therapy and BGH Day Hospice) 24.1%
- Nursing Homes (includes St. Lawrence Lodge, Sherwood Park Manor, Rosebridge Manor and Mapleview Lodge) 16.9%
- Walking Tours (refers to our 'Brockville's Criminal Past' weekly tours & group bookings) 8.2%
- School Groups (includes all school visits, of all ages, both on and off site) 9.1%
- Homeschool (refers to the Country and Community Stories program) 8.6%
- Seniors' Residences (this refers to Fox-Run and the CPHC Day Hospice program) 14%
- Speaking Engagements (refers to guest speaker events for local service clubs and interest groups) 4.3%
- Lectures (includes our annual Adult Lecture Series and Author Talks) 3.8%
- Birthday Parties (on-site events) 0.4%
- Youth Groups (includes Guides, Scouts, day camps, etc.) 3.3%
- Talk & Tea (a new initiative to provide programming 'free with admission') 4.8%
- Other (includes special events, off-site group programming, workshop instruction, etc.) 0.4%
- Sleepovers (a program offered only to Guides and Scouts) 0%

## Hospitals, Nursing Homes and Seniors' Residences

Representing 55% of the total number of programs presented (the same as 2016), seniors programs are an opportunity for expanding the museum's collection (artifact donations as people downsize) and a way to bring the museum's message to the community. For the participants, it allows them to socialise and to share stories. Often, this will give us ideas for new programs.

We regularly present programs at the Brockville General Hospital's Garden Street Site. There are two groups that receive programming at this location: the BGH Day Hospice Program and Artifact Therapy. The Day Hospice ladies participated in 6 programs in 2017.

The long-running Artifact Therapy program turned 30 years old in 2017. Over the course of the year, 39 different presentations were delivered at the site. Following the retirement of program originator Tom Hanson from BGH, an opportunity to speak to professionals about similar programs presented itself. In May, Tom and the Interpretation & Public Program Coordinator travelled to Meaford, Ontario to present at the "Engaging Conversations" conference. The conference is 'aimed at empowering Arts and Culture organizations to plan and implement programming for individuals with cognitive challenges.' It was a chance to spread word about the amazing partnership between the hospital, museum and Rotary Club (funders) and our successes over the years. This key-stone community program will continue in 2018.

The presentations that are developed for the Artifact Therapy program are used for speaking engagements and monthly visits to local nursing homes and seniors' residences. Programs are regularly presented at St. Lawrence Lodge, Rosedale Retirement Residence (both in Brockville), Fox-Run-By-The-River near Gananoque, Rosebridge Manor near Jasper, Maple View Lodge near Athens and the Adult Day Program run by Community and Primary Health Care (CPHC). New in 2017, Royal Brock Retirement residence in Brockville is now receiving regular programming.

In 2017 we implemented a change in scheduling for the two farthest facilities (Fox-Run and Rosebridge) by visiting them on alternate months. This assisted with mileage claims and luckily an increase in overall programming meant that no income was lost.

In all, the nursing and retirement homes received 63 programs in 2017. The demand for these types of programs continues to grow. With the planned expansion for the Royal Brock and other proposed developments this may be the programming niche that works best for the museum looking forward. Opportunities to partner with other service clubs to partially cover the fees could mean that other places (Wedgewood, Sherwood Park Manor, Bridlewood) may become regular clients in the future.

## Homeschool

The Country and Community Stories program is specially designed for the local Homeschool group. Every month, students come to the museum for a program looking at the larger themes of Canadian history and what was happening locally during that time. This program started in the 2010-2011 school year and has continued with programs for different ages and abilities through to the end of 2017.

In all, there were 12 homeschool sessions presented in 2017. For the school year (2017-18) there was not enough coordination to get a regular class running until June. However, the Homeschool coordinator has been organising single day events where the students can take part in a specific program normally only offered to school groups. With a significant cohort of regular attendees aging out of the program, the opportunity to get it back up and running for the 2018-19 school year is a strong possibility.

### School Groups

School groups from as far away as Toronto participated in our programs this year, in addition to the Brockville area schools.

In total, this meant 790 children took part in our programming in 2017: an increase of about almost 300 participants over last year! With the changes to the fee structure in the public board a few years ago (prohibited to charge students for curriculum-based activities) we are seeing a big split in the schools that now take part in museum programs. Of the 27 school groups at the museum this year, 16 were for private/separate schools, 9 were Brockville schools and 4 were schools from outside of Brockville.

Of note, we shifted the format of many of our programs. In the past, each program included a craft and baking component. This year, we eliminated the craft so that groups would be able to explore the museum. This has been a positive experience for visitors and a cost-saving choice for the museum. It also allowed the closets in the classroom to be used for locked collection committee storage and not for craft/program supplies.

Attendance at our Holiday Traditions program was very low. It is unclear why this is the case. Did teachers not want a repeated program? Is it because many of our regular teachers have retired this year? Was something unclear in the advertising? Did people think it wasn't happening due to the announced staffing change? I have not been able to ascertain any answers. However, it might just be a slow year. Unexpectedly only one Guiding/Scouting group came – normally all the age groups come as part of their annual planning and have no idea what the program is from year to year. Hopefully, this is not the start of a new trend. I would suggest that some polling of primary teachers may be in order for planning for December of 2018.

New this year was Pieces of Brockville. This program looked at how museums create and tell stories through exhibits. Participants made a 'brick' that will be used in the 2018 exhibit, Pieces of Brockville. Added incentive was that classes who participated in this program could return for another program (March-June) at half-price. A class from St. Mary and a Homeschool group participated this year. This was the first incentive program we've offered and it may be a consideration for the future.

In total, 27 programs were presented in 2017 (the same number as in 2016). Please note that if two classes came together on a bus, it was counted as one program, not two). The programs presented were: 7 for Poppies, 5 of Victorian Summer Games, 3 of Beecher House Christmas and Crimes GPS, 2 each for Settler Games and Battlefield GPS and First Nations, and 1 each of Museum Tour, Walking Tour and Pieces of Brockville.

## Heritage Skills Workshop Series

The first Heritage Skills Workshop Series was held this year. They were far more successful than we thought with the initial series of 3 selling out and an encore presentation also having good attendance.

This year's theme was cooking. The first looked at cast iron cooking, the second wartime recipes and the final one at candy making. Each workshop included cooking as well as historical background to how these themes connect with local history and businesses. The encore evening presentation was cast iron cooking.

Cost for these workshops was higher to start because supplies like hotplates, cutting boards and knives were purchased. Going forward, the only costs should be for ingredients. Revisiting the signup fee given the apparent demand might be considered.

## Speaking Engagements

Throughout the year, the museum is asked to address groups or service clubs. In 2017, there were 22 of these speaking engagements for local church groups, historical societies and more. This is again an increase from last year's 14 presentations.

A new client was the 1000 Islands Mall. They scheduled the 3 Brockville Soldiers program once a day for a week. Given the nature of this program and the time to set up, take down and travel, they were invoiced for all programs regardless of attendance. The mall seems eager to partner with the museum for more events in the future.

The speaking engagements represent another way to promote upcoming exhibits and events as well as building community relations for the museum.

## Lectures

Our largest adult education program is the Annual Winter Lecture Series held every Tuesday in February and the first Tuesday of March. This year's Lecture Series was the best attended ever (as far as we can tell). With a total of 351, we averaged 70.5 people/lecture. There were very few negative comments or criticisms given on the survey forms. I think it is safe to say we have found our audience for this program and they show that they are happy with what we are doing by continuing to support the series. (Note 2016's attendance was 349 but that was over 6 lectures, not 5).

In addition to the Lecture Series, special lectures were held in partnership with the Brockville Rifles for the 100th anniversary of the Battle of Vimy Ridge in April and we invited Richard Brisson to speak about codebreaking for the 75th anniversary of the Dieppe Raid in August.

## Birthday Parties

Birthday party numbers continued to be low. This is a program that we are transitioning out of, so this is not surprising. We are getting many requests, but we are unable to accommodate parties on weekends in the fall-winter-spring. In all, we hosted 2 parties this year.

## Youth Groups & Sleepovers

Many other groups took part in programming this year which do not fit into our regular categories. These include the Scouts (Beavers, Cubs) and Girl Guides (Sparks, Brownies) that visited for the A Beecher House Christmas program – although only the Cubs came this year. A group of Guides from Gloucester came for an entire day of programming then returned home on the train. And one sleepover was held.

Finally, some of the day care and other child minding groups regularly schedule programs in the summer. This year, the Brockville Gymnastics Academy returned as part of their summer programming.

In all we hosted 5 youth group programs in 2017.

## Talk & Tea

This year we continued the value-added program called “Talk & Tea.” On the second Thursday of the month, we offer a 45 minute presentation (free for members, \$2 for non-members) for anyone to attend. These are not formal lectures; they are the same programs that were originally developed for Artifact Therapy. This format also lends itself well to guest speakers that are passing through or authors promoting books. The programs are more laid back and allow for questions, discussion and the sharing of stories. We presented 10 of these programs in 2017. This will continue into 2018 with new topics and speakers.

## Walking Tour

Brockville’s Criminal Past walking tours, with some new stories and focus on Canada 150, returned in 2017. The start-times returned to 4:00 and 7:00, following a failed attempt to start the early tours at 3:00 in 2016.

Including a ‘dress rehearsal tour’ and special tours run for Rails to Trails Festival, the tour ran 20 times. Due to rain and low attendance, 6 additional scheduled tours were cancelled.

Our summer student was excellent this year and has started some of the research for a brand new tour in 2018. Concern about competition from the Ghost Walks (run by Tourism) is still an issue. However, the opportunity from the opening of the railway tunnel may see a new partnership for tours in 2018.

## Other

In April, the ‘3 Brockville Soldiers at Vimy Ridge’ program returned to Encounters with Canada (a program of the Historica-Dominion Institute) in Ottawa. This program brings 100 students from across the country to Ottawa for a week’s worth of themed sessions. The program we were asked to deliver was for Vimy Ridge week. This archive-based session has been well-received and it was the seventh year we have presented this program.

## Summary

Overall, 2017 proved to be the most successful income years since I started in 2007. Our programs were delivered with the help of museum staff and our wonderful volunteers. 4,197 people were in attendance for the many varied programs that we offer. In all, profit for education programs was just



over \$13,700, an increase of more than \$1,000 over 2016. The new offerings and the continued quality of big earners like the Lecture Series continues to make us successful.

Compared to the 2007 total of 147 programs, we see that our programming volume has increased substantially over the past 10 years. This trend looks to continue and will benefit from the new energy and expertise of the incoming Interpretation & Public Program Coordinator in early 2018.

## Physical Plant

The Brockville Museum's physical plant includes a c.1820s heritage stone house and a 1995 addition. Each portion of the building carries its own set of unique characteristics and needs with regards to maintenance.

The Ontario Museum Association recognized the unique features of our historical setting in 2017, holding their "Museums in Historic Buildings" Certificate in Museum Studies course at the Brockville Museum in April.

In 2017 the Brockville Museum was provided with a capital maintenance/repair budget that addressed some ongoing issues, however, most of the allocated projects were unable to be completed in 2017. Those projects completed in 2017 included:

- Tree trimming and removal of bushes at front door of Beecher House
- Replacement of emergency exit stairs south side of Beecher House

Projects which received funding, but which were not completed in 2017, included:

- New emergency exit door on south side of Beecher House
- Lobby floor repair (it was decided to cover up the broken tile, but this did not happen)
- Repair loading dock door
- Replace all lighting with energy efficient lights

It is expected that the above projects will be completed in 2018.

One carry-over project from 2016, which was completed in 2017, was the painting of the Beecher House hallway. Wallpaper had been removed in December 2016, but it was only in January 2017 that this was cleaned up and painted.

Other Physical Plant improvements undertaken in 2017 included:

- Installation of an outdoor bulletin board
- Additional funding was put into the gardens for Canada Sesquicentennial; a rose garden was added

One of the most concerning physical plant and general operational issues in 2017 was the number of days that the wastewater valve at the museum was turned off due to high water levels. This action results in the museum being forced to close to the public because we are without washroom facilities. Though frustrating, this action is taken in order to reduce the risk of wastewater backing up into the museum. The City of Brockville has no current plans to resolve this issue. The following indicates the dates during which this occurred in 2017:

- April 7<sup>th</sup>
- July 24<sup>th</sup> & 25<sup>th</sup> (there was actual flooding in the basement during this storm)
- October 30<sup>th</sup>

The limited physical capacity of the museum building continues to be our greatest physical plant challenge. We simply do not have the space to continue to acquire large donations of objects and documents.

The Board of Management chose to take action on this issue in 2017, passing a motion on November 13, 2017 (included in the appendix), indicating that our goal should be to relocate the museum to a larger facility by 2032 (200<sup>th</sup> anniversary of Brockville incorporation). The motion addresses the growth of the collection, poor storage conditions, unmet accessibility requirements, limitations of current lot size, and flooding issues as justifications for the need to move the museum. Staff prepared several documents to support this motion that will be used in 2018 to begin moving forward with this significant project.

## Community

*Respectfully submitted by Viktor Kaczkowski, Community Engagement Officer*

Building on the museum's much-increased community presence during the previous year, 2017 focused on greater physical visibility within the broader community. In addition to existing programs, the museum had the human resources to attend a greater number of public events as well as strengthen existing partnerships and foster new ones.

The museum's spectrum of services and variety of programs continues to be indicative of its responsiveness to local needs and requirements.

### Statistical Summary of Visitation and Museum Usage

# visitors	hours open	days open	# incoming tours	# workshops	# room rentals	# website visitors
1758	1901	270	9 (191)	82 (557)	28 (469)	9151

### Hours of Operation

2017 saw a change to the museum's regular operating hours as a result of budget constraints that forced the Board of Management to reduce summer hours. In total, the museum was open to the public on 270 days totalling 1901 hours (as compared to 287 days and 1962 hours in 2016). The museum's hours were:

- Victoria Day to Labour Day: Monday-Saturday 10am-5pm.
- Labour Day to Victoria Day: Monday-Friday 10am-5pm.

### User Groups

The following community groups called the Brockville Museum home in 2017:

- The Leeds & Grenville Genealogical Society
- United Empire Loyalists

In addition, the following groups met regularly at the Museum:

- Artistic Stitchers
- Basket Weaving Guild
- Creative Mondays
- RCAF Sabre Wing 450
- Seaway Ship Enthusiasts

All of these groups support the museum's activities and events. These community groups have chosen the museum because of its location, parking, accessibility, kitchen facilities, sound system, and most importantly the many networking opportunities.

### Special Events

As part of its ongoing commitment to engaging its community, the museum once again hosted a variety of programs, both onsite and offsite. In 2017, the following events were held at the museum (a complete list of all special events, exhibits, and fund-raising events is included in the appendix).

The following community events were held onsite:

- February 20, Family Day activities
- March 4, Brockville Winter Classic activities
- April 28, Day of Mourning (for workers who lost their lives on the job)
- May 4, Dutch Day of Remembrance
- May 27 & May 28, Doors Open Ontario
- September 30, Culture Days

In addition, the museum was present and visible with a booth at several local community events during the months of August and September. This involved not only offering information about the museum but also encouraging families to undertake the museum's newly created downtown scavenger hunt.

- Rails to Trails Festival
- Sidewalk Sale
- Farmers Market
- Rockabilly Festival
- Culture Days

## Volunteers

Our volunteers continue to be vital to our success, not only with regards to the extensive amount of programming that the museum undertakes, but also with respect to the curatorial and archiving duties that are fundamental to the museum's raison d'être and the day-to-day upkeep and maintenance of the museum. Fortunately, the museum continues to retain a very solid base of volunteers.

Volunteer areas of responsibility at the Brockville Museum include the following:

- Board of Management
- Collections Management
- Education Programming
- Visitor Services
- Docents
- Maintenance
- Gardening
- Fund Raising
- Bakers
- Servers
- Friends of the Brockville Museum Executive

## Recruitment

The total number of active volunteers during 2017 stood at 78. Over the course of the year the number of active volunteers was remarkably stable. Eight new volunteers (adult and student) were added to the roster, the majority of who were involved in visitor services, collections management and the Friends. Five volunteers were removed from the roster primarily because they had either fulfilled their volunteer or co-op requirements (students), they had found employment or they had health issues that prevented them from volunteering any longer.

These new volunteers included 3 high-school students (2 co-op and 1 regular), most of whom completed their volunteer requirements within the calendar year.

For the past 18 years, clients of Career Services have been providing volunteers to the museum. In 2017, the museum had one such volunteer who is helping with collection management by scanning images.

A strong community presence, word-of-mouth, and the museum's website continue to be the most effective way of sustaining our volunteer base.

### **Recognition**

The efforts of our volunteers were formally recognized at the provincial level in a ceremony held at the Brockville Golf and Country Club on April 28, 2017. Anniversary pins are distributed as part of the Ministry of Culture's Volunteer Service Award program. Five museum volunteers were recognized at this event.

The museum's annual volunteer appreciation event was held the afternoon of November 16, 2017 at the museum. This was very much a social event with the emphasis being on board games through which volunteers could interact with each other as well as the staff. Finger foods were provided by the staff. There were 22 volunteers in attendance.

### **Hours**

Our volunteer hours decreased to 4385 during 2017, a decrease of 6.8% from the previous year. This decrease is due primarily to having fewer co-op students combined with an increase in paid staff (including student interns) as well as a decrease of the number of volunteers involved with the Open Drawer project.

The average number of hours committed by each volunteer has remained relatively consistent over the years, and has averaged 56.3 hours over the last 5 years, a slight decrease from last year's 5-year average of 58.

Work on the collection continues to make up the majority of the museum's volunteer efforts with 1878 hours or 42.8% of total volunteer hours; community accounts for 1666.75 hrs. or 38.0 %, with the remaining 19.2% of volunteer efforts being taken up by education (3.7%), physical plant (6.8%) and governance (8.8%). The proportions of hours for collections and community are virtually identical to those seen in 2016, while physical plant saw a reduction in overall hours while governance saw significant increase, largely due to the Friends successfully re-engaging.

### **Outreach**

The museum remains committed to reaching out to as many people as possible utilizing diverse means such as direct advertising, television and radio appearances, public presentations, social media, and of course one-on-one conversations.

### **Television and Radio Appearances**

During 2017 museum staff made 8 television appearances and 12 radio stints to promote museum activities.

While Cogeco and JRfm have been the focal points of our media presence, new online entrant DCE Media has created Hometown TV 12 on which the museum has a significant presence, both in terms of event posting as well as the production and posting of BMuse. BMuse was launched in 2016 as a new feature with our Interpretation & Public Program Coordinator talking about events, exhibits or things behind the scenes at the museum. This is a continuing effort with new clips being recorded every few weeks. The current total of BMuse episodes stands at 26, with 14 new ones being added in 2017. All are available on the museum's YouTube Channel.

### **Print Media**

The Recorder and Times, St. Lawrence EMC, and SNAP 1000 Islands gave the museum excellent coverage over the course of 2017. With the purchase of St. Lawrence EMC by Postmedia and its immediate shut down, that leaves one less avenue open to the museum. The museum continues to receive excellent support from SNAP'D 1000 Islands who continues to make space for a monthly article from the museum.

### **Website Presence**

The museum's website continued to serve as a resource for the public at large. The total number of website visitors for 2017 was 9171, an increase of 7.5% over the previous year.

In addition to our own website, the museum also published on seven other website's online event calendars, including Tourism Brockville, SNAP 1000 Islands, Cogeco, Recorder and Times, Frontenac Arch Biosphere Reserve, 1000 Islands International Tourism council, and the DBIA.

### **Social Media**

The Brockville Museum maintains active social media accounts on Facebook and Twitter. We also have our own YouTube Channel. In addition to cross-posting on multiple platforms, our social media is accessible by buttons on our website.

#### *Facebook:*

In 2017 much effort was put into our Facebook page to coincide with Canada 150 and Brockville's events for the year. The opening of the 'How Brockville Celebrated the Centennial' exhibit triggered a partnership with the DBIA, Mayor's Office, Library and Tourism to hold events for Canada's 150th anniversary of Confederation to last the entire year. The museum's on-line contribution was to post a year in Brockville's history every day for 150 days. This project ended up running from February to July 1st and occupied more time than we had initially anticipated. A new virtual exhibit website was created to have all these images and stories in one place. Despite the added workload, it did generate a significant increase in page followers. Between January 1st and July 1st, our page likes went from 724 to 1016. Considering our year-long increase in 2016 was just under 200, that is a marked increase.

By the end of 2017, we achieved a total of 405 additional page likes to bring the total to 1,129. As expected, most of our followers are from Brockville with Ottawa, Kingston, Prescott and (surprisingly) Toronto being the top five locations of our fans. The amazing power of this medium also means that we have followers in Canada as well as 28 other countries.



The largest group of followers to the museum page continues to be women (65%). However, we did see an increase in the 45-54 age group. Combined, women aged 35-44 and 45-54 constitute 30% of our followers.

We were more successful using event pages to publicise our events. This included some successful paid ads through Facebook. The new Museum@Night Events and Heritage Skills Workshops had a goal to attract new audiences. When we asked the new attendees to museum events where they heard about us, many said they saw it on Facebook. This targeted advertising will continue in 2018.

The Throwback Thursday posts and promotion of our BMuse segments were our most regular posts in 2017. Discussion about familiar landmarks continued to be the posts with the most public engagement.

Looking into 2018 more focus on our collection is planned to build on what we have done successfully with our Facebook page over the past few years.

#### *Twitter:*

We were more active on Twitter this year, but the 150 Days project on Facebook took up most of our time on social media. As such, although there were more posts this year, most of them were reposted from Facebook instead of unique to Twitter.

We now have 117 followers and this number is slowly growing (we started the year with 54). If we want to continue to have a strong presence on this platform, more emphasis on finding Twitter events (#30DayMuseumPhotoChallenge, #MuseumRainbow, #AskACurator, etc.) and creating unique content will be paramount.

#### *YouTube Channel:*

Our YouTube Channel has seen a dramatic increase in content in 2017. There are now 39 videos posted and we have 15 subscribers.

Most of these videos are BMuse segments that were created in partnership with HomeTownTV12 and DCE Media Productions. Recently, these videos were further organised into playlists.

Being able to link videos with our other social media posts has been a good way of getting our digitised videos to a larger audience.

An unintended side effect of having all the videos in one place is that they are handy for training new staff and volunteers about the museum, our mandate and operations.

#### **Partnerships**

The Brockville Museum continues to foster working relationships with a variety of organizations and individuals who can help further the museum's goals.

For Canada 150, the museum partnered with the Mayor's Office, Brockville Tourism, Brockville Library and the DBIA to create a calendar of events promoting Brockville as a destination for Canada's Sesquicentennial. The relationships initiated from this collaboration led to several other new partnerships in 2017.

The Curator/Director joined the city's Tourism Advisory Committee, reinforcing the message that the museum is indeed a tourist attraction, and giving the museum a voice at this important table.

Museum @ Night offered up the opportunity to foster new sponsorship relationships with local organizations and businesses. As a result of this initiative, the museum partnered with the Young Professionals Network (who provided bar service), as well several local businesses who sponsored (in-kind) the events, including Sheila's Bombshell Boutique and the Spit Fire Grill. These relationships also led to the development of a collaboration with the new Court House Lodge, opening up the possibility of using that downtown venue for future off-site events.

The museum also worked with several event organizers, including the DBIA (sidewalk sale and StreetFest), Rails to Trails Festival, and the Rockabilly Festival. The museum was in the unique opportunity to attend these events to promote the museum and our attendance in turn demonstrated support for the events.

The museum also collaborated with Culture Days to promote this Canada-wide event in Brockville.

The museum has met with the city's new Economic Development Officer Rob Nolan and is encouraged by his responsiveness to the role of the museum as an economic driver in the community.

### *In-coming Bus Tours*

As part of our services, the Brockville Museum has special programming available for group tours. These are generally referred to as Incoming Bus Tours. Some groups arrive by bus and request a guide to point out highlights as they drive around the downtown core. For others, they are welcomed to the museum with an introduction from staff then explore the exhibits independently.

For downtown bus tours, we offer a step-on guide (one of our volunteers) to coordinate the route and commentary. For on-site visits, each group is welcomed to the museum with a brief presentation highlighting our message and introducing the exhibits. As add-ons, groups may choose to have an informal lecture (like Talk & Tea), participate in our walking tour or have tea.

One of our long-time tour visitors have been St. Lawrence Cruise Lines. This group came twice in 2017. A third booking was made, but had to be cancelled due to high water levels on the St. Lawrence River.

In 2017 we saw a couple of individual groups book incoming tours, a new experience for the museum. These included the Cornwall Probus Club, Glanmore NHS, and the Royal Brock Retirement Residence. It is exciting to see an increase in community groups coming to the museum, instead of the museum always going out to them.

In total, nine incoming bus tours were received by the museum for the 2017 season for a total of 245 visitors. Of these tours, 7 were museum tours (1 with tea) and 2 were city bus tours (1 with tea).

## Human Resources

### Staffing

The Brockville Museum has three permanent full-time employees and one permanent part-time employee, additional contract staff are hired as funding permits (i.e. Young Canada Works, weekend staff). In 2017 we hosted two high school co-op students.

2016 Staff Included:	
<b>Curator/Director</b>	Natalie Wood
<b>Interpretation and Public Program Coordinator</b>	Amy Mackie
<b>Administrative Assistant/Registrar</b>	Alison McMahon
<b>Community Engagement Officer (PT)</b>	Viktor Kaczowski
<b>Summer Students</b>	Declan Dawes (Young Canada Works) Daniel Barake (Young Canada Works)
<b>Interns</b>	Jessika Tozer (YCW- October 2016-March 2017) Sarah Gervais (YCW- July-December 2017)
<b>Weekend Summer Staff</b>	Jesse Kapp
<b>High School Co-op Students</b>	Brazil T. (March – June) Ben G. (September 2017 – January 2018)

To address some of the challenges with summer staffing that we had in the past, we decided to make the summer weekend position available to anyone, not just students. We were very fortunate to have one of our well qualified volunteers apply and take on this responsibility.

We were also fortunate to receive two YCW summer grants and another internship in 2017. All told, we ended up with more seasonal staffing than we anticipated, but this allowed the museum to carry-out more outreach activities since we had enough staff to be at the both the museum and somewhere else.

As 2017 came to a close we learned that our Interpretation and Public Program Coordinator, Amy Mackie had been offered a management position with Parks Canada that she accepted after serving ten years with the Brockville Museum. A recruitment process for a new Interpretation and Public Program Coordinator was underway by the end of the year.

### Professional Development

Museum staff continued to take advantage of Professional Development opportunities as our modest budget allowed.

In May, the Interpretation & Public Program Coordinator attended the “Engaging Conversations” conference in Meaford where she presented on the long-running “Artifact Therapy” program.

In November, the Curator/Director attended the CMA’s “Future of Exhibit Design” Symposium in Montreal and presented as a panellist for “Designing Exhibits on a Shoestring Budget”.

The Curator/Director also continued to work on the Association of Municipal Managers, Clerks and Treasurers of Ontario’s (AMCTO) Municipal Administration Program (MAP). One course was completed in 2017, with one remaining for completion in 2018 (two courses were completed in 2016).

## Appendix

- i. 2017 General Ledger
- ii. Exhibit Plan
- iii. 2017 Event Listing
- iv. Statistics Chart
- v. Infographics
- vi. November 13, 2017 Motion to Relocate
- vii. Chronology of Events (1970-2017)
- viii. In the News
- ix. 2017 Monitor Newsletters

## 2017 General Ledger

CITY OF BROCKVILLE				GL5330		Pt
GL Department Report				Date : Mar 14, 2018		Tt
				Budget : Budget Values		
Year : 2017	Period : 12					
Description				Current	Year To Date	Committed
CC1				Budget	Variance	% Used
MUSEUM						
770022 Museum-Ont Specific Grants				0	-27176	0
770031 Museum-Fees & Service Charges				-908	-30223	0
770101 Museum-Wages & Benefits				-788	-20536	0
770617 Museum-Cossitt Estate				-6129	-6129	0
770618 Museum-Programs				-1792	-19368	0
770101 Museum-Wages & Benefits				18232	279333	0
770115 Museum-HR Mgmt				0	1940	0
770125 Museum-Office Expense				1704	14170	0
770131 Museum-Building Burden				6264	50898	0
770615 Museum-Curatorial				0	5384	0
770616 Museum-Exhibitions				7638	10566	0
770617 Museum-Cossitt Estate				0	993	0
770618 Museum-Programs				332	3557	0
MUSEUM Total				24553	263406	0
					260928	-2478
						101

## Exhibit Plan

Topic/Theme/Title	Date(s)	Location	Type
Made in Brockville: Philips Cables	Installed August 2013	Upper Gallery	Semi-permanent
Made in Brockville: Dairy	August 2013-May 2015	Upper Gallery	Temporary
Hat Exhibit (Remodelled)	Installed December 2013	Upper Gallery	Permanent
Wartime Photos of Col. Curry (WWI anniversary theme)	November 2014-September 2015	Annex	Temporary
50 Years of the Flag	February 2015-August 2015	Beecher House	Temporary
Made in Brockville: various products	Installed June 2015	Upper Gallery	Permanent
Made in Brockville: Automatic Electric	Installed June 2015	Upper Gallery	Semi-permanent
The Life and Works of William Butler Yeats (National Library of Ireland-Brockville Irish Cultural Society)	August 2015	Beecher House	Travelling
Stitching Expressions (Artistic Stitchers)	September 2015	Beecher House	Temporary
Holidays on the Home Front (WWII anniversary theme)	October 2015-January 2016	Annex	Temporary
River and Rail (Phase I: Rail)	Open February 15, 2016	Beecher House	Permanent
Seeds in Disguise (ROM)	February 15, 2016-May 19, 2016	Annex	Travelling
People of Brockville	Open May 4, 2016	Beecher House (rear)	Permanent
Ontario's Sporting Past (Archives of Ontario)	July 4-September 18, 2016	Annex	Travelling
River and Rail (Phase II: River)	Open September 2016	Beecher House	Permanent
Barn Raising Project (Simcoe County Museum-Brockville Rug Hookers Guild)	September 20- October 14 2016	Annex	Travelling
How Brockville Celebrated the Centennial	January 4, 2017-December 30, 2017	Annex	Temporary
Pieces of Brockville (Phase I)	Open Spring 2017	Lobby	Temporary
River and Rail (Phase III: Block House & Tunnel)	Open August 10, 2017	Beecher House (Hall)	Permanent
Ice Storm Remembered	January 2018	Annex	Temporary
Pieces of Brockville (Phase II)	May-December 2018	Annex	Temporary
Kid's Room (Remodeled): "Newcomers"	TBD	Beecher House	Permanent

## 2017 Event Listing

**January 10<sup>th</sup>** – How Brockville Celebrated the Centennial exhibit opening – the Annex

**January 12<sup>th</sup>** – Talk and Tea: guest speaker Brian Porter presented Robbie Burns

**February 7<sup>th</sup>** – Adult Lecture Series – guest lecturer Richard Brisson presented “The History of Camp X”

**February 14<sup>th</sup>** – Adult Lecture Series – guest lecturer Brian Porter presented “Brockville’s Car Industry 1911-1922 & Restoring the 1917 Briscoe”

**February 20<sup>th</sup>** –Family Day

**February 21<sup>st</sup>** – Adult Lecture Series – guest lecturer David St. Onge presented “The Kingston Penitentiary: The birthplace of Federal Corrections in Canada”

**February 28<sup>th</sup>** – Adult Lecture Series – guest lecturer Dan Black presented “Old Enough to Fight: Canada's Boy Soldiers in the First World War”

**March 2<sup>nd</sup>** – Seaway Ship Enthusiasts – guest speaker Ron Beaupre presented “Tankers on the St. Lawrence”

**March 7<sup>th</sup>** – Adult Lecture Series – guest lecturer Tobi Kiesewalter presented “Murphys Point Provincial Park: Heritage Brought to Life”

**March 20<sup>th</sup>-24<sup>th</sup>** – Friends of the Brockville Museum Annual Used Book Sale

**April 8<sup>th</sup>** – Friends Annual General Meeting

**April 13<sup>th</sup>** – Talk and Tea – Amy Mackie presented Hat Manufacturing

**April 28<sup>th</sup>** – Day of Mourning - for Workers who lost their lives on the job - ceremony & reception

**April 28<sup>th</sup>** – The Museum @ Night - History or Hearsay Café

**May 4<sup>th</sup>** – Dutch Remembrance Day ceremony

**May 11<sup>th</sup>** – Talk and Tea – Amy Mackie presented Local Forts

**May 26<sup>th</sup>** – The Museum @ Night – 60s night

**May 27<sup>th</sup> & 28<sup>th</sup>** – Doors Open (the museum offered behind-the-scenes tours of its collection facilities)

**June 1<sup>st</sup>** – Seaway Ship Enthusiasts – guest speaker Brian Porter spoke about the Yachts of Brockville’s Elite

**June 8<sup>th</sup>** – Talk and Tea – Amy Mackie presented The Development of Brockville (to 1832)

**June 23<sup>rd</sup>** – The Museum @ Night – Battle of the Brushes

**Fridays from June 30<sup>th</sup> – September 1<sup>st</sup>** – “Brockville’s Criminal Past” historical walking tours presented by the Brockville Museum

**July 13<sup>th</sup>** – Talk and Tea – John Butte “Darlene’s Silver Streak and The Bradford Model T Girls”



**August 10<sup>th</sup>** – Talk and Tea: Danny Doyle “The fate of Irish Gaelic immigrants in Canada”

**August 10<sup>th</sup>** – Blockhouse Island exhibit opening –Beecher House hallway

**August 22<sup>nd</sup>** – Special Guest Lecture –Richard Brisson “The History of Enigma through Codemaking and Codebreaking in WWII”

**August 24<sup>th</sup>** – Raising a Pint for the Brockville Museum Event

**September 14<sup>th</sup>** – Talk and Tea – Amy Mackie presented Back to School

**September 27<sup>th</sup>** – Heritage Skills Workshop – Cooking – Cast Iron Cooking

**September 30<sup>th</sup>** – Culture Days

**October 12<sup>th</sup>** – Talk and Tea – Amy Mackie presented Hallowe’en + Ghosts

**October 13<sup>th</sup> & 14<sup>th</sup>** – Friends of the Brockville Museum’s Annual Kitsch and Collectibles Silent Auction

**October 25<sup>th</sup>** – Heritage Skills Workshop – Cooking – Wartime Recipes

**November 9<sup>th</sup>** – Talk and Tea – Amy Mackie presented Local 1st Nations Settlements

**November 15<sup>th</sup>** – Heritage Skills Workshop – Cooking – Cast Iron Cooking (encore workshop)

**November 29<sup>th</sup>** – Heritage Skills Workshop – Cooking – Candy Making

**December 7<sup>th</sup>** – Seaway Ship Enthusiasts – guest speaker Ron Beaupre presented “Knapp’s Roller Boat”

**December 14<sup>th</sup>** – Talk and Tea– Amy Mackie presented Brockville Theatres

## Statistics Chart

### 2017 Statistics Brockville Museum

Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL
General Admissions	32	63	55	49	99	205	357	439	252	111	53	20	
running total	32	95	150	199	298	503	860	1299	1551	1662	1715	1735	1735
Incoming Tour Groups				17	30	53	16	36		31	11		
running total	0	0	0	17	47	100	116	152	152	183	194	194	194
Youth Programs	4	31	35	59	162	196	34	41	9	10	346	76	
running total	4	35	70	129	291	487	521	562	571	581	927	1003	1003
Seniors Programs	89	185	250	213	111	116	137	118	116	330	223	153	
running total	89	274	524	737	848	964	1101	1219	1335	1665	1888	2041	2041
General Interest Progra	12	304	67	57	20	35	58	151	27	20	60	14	
running total	12	316	383	440	460	495	553	704	731	751	811	825	825
Workshops	44	43	41	55	43	41	46	55	59	58	46	18	
running total	44	87	128	183	226	267	313	368	427	485	531	549	549
Community Outreach					82	131		399	182		29		
running total					82	213	213	612	182	794	823	823	823
On-Site Events	42		219	40	164	54		51		68			
running total	42	42	261	301	465	519	519	570	570	638	638	638	638
Off-Site Events													
running total													
Facility Rentals	12	14	8	86	61	26	0	36	12	42	47	13	
running total	12	26	34	120	181	207	207	243	255	297	344	357	357
TOTALS	235	640	675	576	772	857	648	1326	657	670	815	294	8165

Genealogy Visitors	41	41	66	45	79	84	90	60	52	49	46	35	
running total	41	82	148	193	272	356	446	506	558	607	653	688	688
Research Requests	4	11	17	6	6	4	10	14	4	14	9	6	
running total	4	15	32	38	44	48	58	72	76	90	99	105	105
Website Visitors	717	642	771	777	695	989	975	964	663	738	679	588	
running total	717	1359	2130	2907	3602	4591	5566	6530	7193	7931	8610	9198	9198
Volunteer Hours	331	371.25	420	353	403	390.5	264.75	318.5	389.75	470.5	449.5	221	
running total	331	702.25	1122.25	1122.25	1878.25	2268.75	2533.5	2852	3241.75	3712.25	4161.75	4382.75	4382.75

# The Brockville Museum

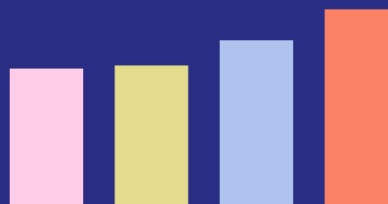
Serving the community & attracting tourists while preserving & sharing our past since 1981

Deliver over **200** historically-themed programs a year



Off-site programs are delivered at schools, nursing homes, retirement residences, hospitals, and numerous other locations. On-site programs are also offered.

Provide meeting space for over **30** groups annually (room rentals)



2013 2014 2015 2016

**39%** increase in general admissions  
2013-2016

**75%** of summer visitors are from out-of-town



Preserving over **6,500** objects & **15,000+** photos & documents with over **400** added annually thanks to donors

Over **14,500** objects & documents accessible online with more being added daily

Made available as part of the Open Drawer Project since 2014



Are supported by **66** volunteers who give over **4,000** hours annually

Offer high school co-op placements and summer job opportunities for local students



Partner with over a **dozen** local organizations & businesses to promote our unique heritage

[www.brockvillemuseum.com](http://www.brockvillemuseum.com)

# The Brockville Museum

Serving the community & attracting tourists while preserving & sharing our past since 1981

## A snapshot of our object collection...

6,300

objects stored on-site



293

pieces of framed art



141

medicine bottles

200 objects stored off-site at an annual cost of \$10,500. About \$121,500 has been paid in off-site leasing fees.



30

telephones



1

fire truck  
(stored off-site)

All of our **6,500** objects are accessible online in addition to much of our archival collection

Made possible by **7000** volunteer hours

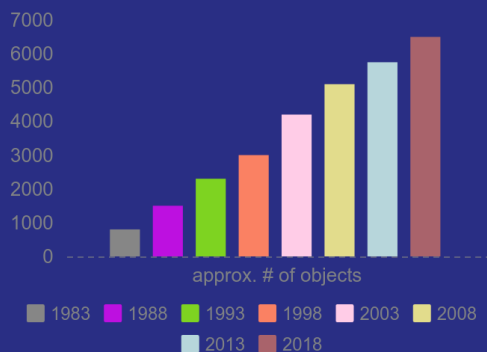
As part of the Open Drawer Project since 2014



Our collection of objects has grown considerably in 36 years of preserving and sharing our history



Our collection grows by approximately **400** objects & documents each year



Based on historical trends, we will need the capacity for **50,000** objects by 2050, that's **600%** more than we have now!

[www.brockvillemuseum.com](http://www.brockvillemuseum.com)

## November 13, 2017 Motion to Relocate

**Whereas** the Brockville Museum's collection has doubled since the building's expansion in 1995 and is projected to grow by a quarter in the next fifteen years (2032);

**And whereas** an off-site storage warehouse is required in order to house the current collection at an annual expense of 5% (over \$10,000) of the museum's operating budget;

**And whereas** the limited and insufficient storage spaces available in the present building and at the off-site storage facility are placing the collection at risk from exposure to pests, inadequate climate control, and over-crowding;

**And whereas** the archives and study area of the Leeds and Grenville Branch of the Ontario Genealogical Society are, due to lack of appropriate space, located in the damp and cold Beecher House basement;

**And whereas** the current museum building can never fully meet future accessibility requirements;

**And whereas** the current lot size is insufficient to address expansion needs;

**And whereas** adjacent properties are zoned for large condo developments, putting access and public visibility of the museum at the current site in jeopardy;

**And whereas** the museum building continues to experience flooding and/or water drain shut offs on a regular basis that will cost the City of Brockville millions of dollars to rectify;

**And whereas** the Brockville Museum Board of Management is responsible for the care and maintenance of the growing collection of the Brockville Museum as set-out in by-law 022-91: "to acquire, collect and conserve artifacts and archival material which relate to the history of Brookville and environs, or which represent a lifestyle or event in Canadian history."

**And whereas** the Brockville Museum Board of Management is responsible for "adopting policy and rules for the use of the museum and for the admission of the public thereto, and for regulating all other matters of things connected with the management thereof" (by-law 287-89);

**Be it resolved that** the Brockville Museum Board of Management has deemed it necessary to relocate the Brockville Museum, its collection, exhibitions, and staff from 5 Henry Street to a new site, to be determined;

**And that** planning for the museum's relocation will begin immediately;

**And that** the target date for the completion of the said relocation be no later than April 2, 2032 (the 200th anniversary of Brockville's incorporation).

Moved by: P. Naylor

Seconded by: M. Lawrence

Approved by unanimous vote.

## Chronology of Events

- 1970 Re-establishment of the Brockville & District Historical Society with the stated intent to establish a permanent museum.
- 1972 First summer museum set up by the Museum Committee of the Brockville & District Historical Society. Located at the Catholic Centre, Court House Square.
- 1973 Second summer museum set up in the old yacht club building on Block House Island.
- 1974 Summer museum located at 24 Home Street attached to the oldest stone home in Brockville. Both properties slated for demolition, therefore, not considered as a permanent home.
- 1975 Negotiation by Museum Committee for a permanent building. Victoria School seems a strong possibility. Permanent collection placed in storage in this building.
- 1977 Victoria School sold to another bidder. Central Canada Coal Co. property becomes available. Beecher House is main building on this property. Purchased by the City of Brockville for the purpose of establishing a museum. Historical Society contributes \$12,000 to purchase price. Brockville Museum Board of Management established under the Ontario Museum Act.  
First meeting of the Brockville Museum Board as established By-Laws 181-77 and 59-77 of the Corporation of the City of Brockville.
- 1978 Museum Board commissions feasibility study for the conversion of Beecher House into the Brockville Museum.
- 1980 Feasibility study completed.  
Summer museum established in Cameron's Mill, Sheridan Mews as Beecher House is still occupied by Central Canada Coal as tenants .
- 1981 Basic retrofitting of main floor of Beecher House for use as gallery space.  
June 21<sup>st</sup>, 1981 - Official Opening of the Brockville Museum.  
First full-time professional Director appointed  
Brockville Museum Statement of Purpose developed.
- 1982 Brockville's Sesquicentennial, Celebration of Brockville's incorporation in  
Collection policy and procedure established.  
Continued repair, renovations to Museum building.

- 1983 Brockville Museum Master Plan completed under Community Development Program of the Federal Governments Archaeological dig in c1815 section of Beecher House. Name of the Museum enlarged to clarify unique mandate. *The Brockville Museum, a Museum of Social History*@ (In practice, however, this name has not been used nor has this aspect of the Museum been clearly recognized or developed).  
Exhibit policy established.  
Staff training policy established
- 1984 New position established. First part-time Museum Assistant hired to develop extension develop extension and education programs.  
First permanent gallery for local history mounted.  
Documentary photograph project for collection.  
Research policy established.  
Brockville Museum is open year round.
- 1985 Renovation to non-public space; small lab space, kitchen and new general office created .  
Membership plan developed for the Museum.  
Archives established as separate collection.
- 1986 Environmental control renovations completed.  
Two heat pump systems installed, interior magnetic storm windows installed.  
New Director appointed.  
Education and Interpretation policy established.  
Computer and new office equipment donated by the Historical Society.
- 1987 Museum membership established.  
Interior decorating/upgrading temporary galleries.  
Planning for renovation to permanent gallery.
- 1988 Attempt to set up '*Friends of the Brockville Museum*'  
Drainage project and renovations to c1815 basement to be used as a programming area.  
Planning for Brockville Railway Tunnel Historic Site to be administered by the Brockville Museum.  
Museum Caboose open.
- 1989 New Director hired October, 1989.  
Historical Society gives Museum buggy made by Canada Carriage Company.  
Drainage project completed.  
Annual report compiled.

- 1990 Policies reviewed, Fundraising Policy prepared.  
City Capital commitment over, now maintenance.  
Canada World Youth at Museum.  
Temporary exhibits continue.  
Initiated Long Term Planning.
- 1991 Raffles/Yard Sales begin as Fundraiser.  
New exhibit in permanent gallery.  
Section 25 Grant - Photographer, Archivist, Oral History.  
Painting exterior, 1840 section.  
Director attends Planning Workshop.
- 1992 Video: *Brockville, Where the "Past is Present"*.  
Planning started for the establishment of a 'Friends' group
- 1993 Roof and masonry repairs.  
New Tunnel exhibit.  
Incorporation of Friends of the Brockville Museum emphasis on Fundraising in 1993 - two raffles, hamburger sales , Pennies for the Past  
Storage at crisis level.
- 1994 Increased number of In-house programs.  
Proposals by the Strategic Planning Committee for construction of an addition.  
Produced T.V. Show for Cable 10 *'It's About Time'*.
- 1995 New addition completed. Official Opening Saturday, October 21<sup>st</sup>.  
Re-location of archival and 3-dimensional artifacts to new building.
- 1996 Significant growth in volunteer core with Volunteer Guild being formed.  
Summer student producing Walking Tour pamphlet *'Around The Town'*  
Increased activity of Friends of the Brockville Museum including the administration of membership.
- 1997 Change in staffing to one full-time Director, part-time Administrative Assistant, part-time Volunteer/Special Events Co-ordinator, as well as part-time Education Co-ordinator.  
Summer student designed Museum Web page with cross reference to Genealogical Society.  
Children's short stories written about Historical Brockville entitled *"Emma's Journey Into Brockville's Past"*.



- 1998 Change in staff designation from Volunteer/Special Events Co-ordinator and Education Co-ordinator to Museum Assistant.  
Cemetery Tours held each week (Monday) during summer months.  
Summer student set up River history research and developed education program.  
Policies reviewed and revised.  
Storage areas re-organized.
- 1999 Museum participated in '*Job Connect Program*' in co-operation with St. Lawrence College. This student began entry of archival material on computer.  
Two research students with '*Youth Services Canada*' were stationed at The Brockville Museum.  
Summer student completed seven oral histories of Canadian War Brides.  
Exhibit Committee formed.  
MAP Grant assisted with the expenses incurred on window restoration in Beecher House. Students enrolled in the Heritage Restoration Program at Algonquin College made this project possible.  
The largest special event of the year was Halloween Fright Night which brought 1500 people.  
Cataloguing team has all artifacts catalogued to date.
- 2000 The new year started with a record number of people attending the Mayors New Year's Levee.  
Our summer student achieved a great deal in a very short time. He designed a Brockville Museum Web Page for children and carried the theme into a hands-on component for children visiting the museum.  
Algonquin College students completed their restoration of windows in the 1845 section of Beecher House.  
A new shingled roof was put on the back section of Beecher House.  
Four Queen's University students chose the Brockville Museum to study our education services.  
This year the Halloween Fright Night brought 1200 people.  
Retired Judge John Matheson spoke to over 100 Grade 5 students during the Flag Day Celebration.
- 2001 Marked the '*20<sup>th</sup> Anniversary*' of the Brockville Museum. Part of the Celebration was the unveiling of the '*Briscoe Car*' by the Brockville Industrial Heritage Foundation.  
Pine floors in Beecher House were restored.  
The recording of military plaques, monuments, cairns, etc. was started.  
Due to the closure of Fulford Home, changes to the Psychiatric Hospital

and Public Utilities, the collection expanded a great deal.

A Co-op program student from B.C.I. & V. S., Christopher Birtch, made a valuable contribution and in turn, he learned many marketable skills.

Museum Director, requested by the Ontario Museum Association, was a guest speaker at the Annual Conference.

2002

With the closing of S.C.I. (Sanmina), the moving of the Recorder and Times to their new building and with the numerous donations of artifacts and archival material, storage areas are becoming cramped.

The volunteer Garden Committee was duly recognized for their hard work by winning the '*Communities In Bloom*' Award for the best public building gardens.

The first '*Doors Open Ontario*' was held and was considered a great success with over 3000 visits.

Almost new exhibit cases were donated by S. C.I.

The sign on the front lawn, a gift from the Friends, was designed by Keith Heine of Heritage Signs.

Two new furnaces installed in Beecher House.

Education Co-ordinator position became full time for 10 months.

Procter and Gamble completed gardening, carpentry work, painting, cleaning, etc. during '*The Day of Caring*'.

Meetings held with Ontario Archivist, Tom Belton, to begin the work in City Hall on the Records management/ Archival Collection.

Hosted an Ontario Museum Association workshop for the ministry of Culture Standards for Community Museums in Ontario.

2003

The return of the 1871 Fire Pumper from Gravenhurst was met with a great deal of excitement.

The beautifully restored Briscoe car was officially donated by the Industrial Heritage Foundation.

*The Community In Bloom* again recognized the museum for the flower beds, shrubs and trees that adorn the museum.

The museum joined with other groups to host the first Brock Days Festival.

This was the second year for Doors Open Ontario. Over 3,000 people attended.

The 1945 Brockville Fire truck was put in the museum storage unit along with the horse-drawn carriage.

2004

The museum participated in the Downtown Santa Claus parade, Multicultural Festival, Brock Days and Doors Open Ontario.

Adult lecture series was well received. Special guest speaker, Flora Macdonald drew a large crowd.

The Collection Committee was pleased to receive a large collection of R. H. Lindsay items, marriage certificate, photos, paintings, decorative box to name a few.

Work continues with Dr. Glenn Lockwood and the History Book Committee in producing the '*History of Brockville*'.

The Friends of the Brockville Museum and the Brockville Community Foundation have made it possible for people to make bequests to the museum, donate real estate, stocks and bonds, cash, life insurance policies, art, etc.

2005 Another successful House and Garden Tour sponsored by the Friends of the Brockville Museum.

The museum participated in the Santa Claus Parade, Multicultural Festival, Mayor's Walk, Brock Days and Doors Open Ontario.

Thanks to the Brockville Community Foundation, the new Gallery Theatre was opened.

The garden sprinkler system was made possible by the generous donation of Procter and Gamble.

Artist Studio Guild Show and Sale brought 514 people to the museum.

40<sup>th</sup> Anniversary of the birth of the Canadian Flag was held at the Art Centre for local school children. Excellent news coverage.

Local fire department took the fire pumper to the 1000 Islands Mall for Fire Prevention Week

2006 The year was marked with several events celebrating the 25<sup>th</sup> Anniversary of the Brockville Museum. A large blue and gold banner was mounted on the north wall for all to see. Staff and volunteers started to think seriously of future physical growth and notes were made under the title '*Securing the Future*'. A sub-committee of the Board of Management was formed to begin investigating the opportunities for physical growth.

2007 This year the digitizing of the collection began. Working with the city MIS department staff and volunteers purchased new computers and set up the new program. The front foyer saw a marked improvement with a new desk, allowing for better traffic flow and giving a more professional and welcoming appearance. The introduction of the Young Interpreters Program has given young students an important role in the museum. Acting as guides during Doors Open Ontario, performing puppet plays for youngsters, helping with summer programming are just a few of the tasks undertaken. One of the most significant changes in 2007 was the formation of a steering committee, to explore future physical expansion.

2008 Thanks to the "Canadian Museum Association" - 'Young Canada Works'

grant the museum was able to hire a student to write fifteen oral histories and prepare them for publishing. The gardens surrounding the museum were exceptionally beautiful this year thanks to volunteers, assisted by the Leeds and Grenville Brain Injury Group. The Brockville Farmers Market, the Downtown Business Improvement Association and the museum presented "Christmas In Downtown Brockville" with most activities taking place at the museum including the indoor market which brought 758 people over three weekends.

The first 'Family Day' event was held and was very successful.

The military mural was officially unveiled on May 24<sup>th</sup>, Doors Open Ontario, event.

2009 The Second oral history book "Brockville Voices Book II" was published. From this came the creation of an oral history committee - a group of volunteers dedicated to the collection of these all important stories of Brockville's past.

Moving the collection in the off-site storage unit to another site went very smoothly. The 1945 fire truck was not a problem for the two firemen.

Museum Educator position becomes year-round, full-time.

2010 The proposed developments for the Henry and Water Street areas surrounding the Brockville Museum raised concerns over the possible loss of the Henry Street parking lot. Museum staff completed a parking lot report which was sent to the Mayor, Council, CEO, Planning Department, Economic Development and the museum board. Also of concern is the future expansion of the museum. A museum consultant, Fiona Graham of Goldsmith Borgal and Company Ltd. was hired to review the needs assessment completed by staff and volunteers. She made a site visit and produced an expansion study. Three possible options for expansion of the Henry Street site were given.

On July 8 a banquet was held inside the Brockville Railway Tunnel to celebrate the anniversary of the tunnel. This event was a tremendous success. The Friends of the Brockville Museum sponsored this event, donations from VIA Rail and CN helped to cover the costs, the food and beverage was representative of 1860 and was beautifully presented. Most participants were in costume and musicians performed at the entrance of the tunnel. The large white tent, the white linens, crystal, china and flowers all added to the ambience.

A new furnace was installed and part of the roof on the 1995 addition was replaced. The gardens were once again a beautiful site for residents and tourists to enjoy thanks to museum volunteers.

Two very large archival collections were received. The McCormick shipping and the Ian Inniss photography collections were welcome

additions however an enormous amount of work and considerable dollars were needed to even begin sorting, cataloguing, storing and promoting.

2011 One of the major concerns this year was the lack of any development on the west side of Henry Street, opposite the museum. A steel fence surrounds a very large pit which continues to be filled with green water. Visitors very naturally want to know what is to be built and local residents want to know 'when'. The developer, along with the City Planner and the Fire Chief, visited the museum and made recommendations for changes to the entrance of the museum. The developer has offered to pay for the work which is needed. This will be completed when construction begins on the proposed condominium. Volunteers and staff recognized the need for a technology committee. A member of the City MIS department agreed to be on this committee as an investigation into new management systems continues. Community/Volunteer Co-ordinator started a new group for 'shipping enthusiasts'. This was prompted by the acceptance of the 'McCormick Collection'. Another example of how artifacts and archival materials are used to create public interest. 2011 marked the museum's 30<sup>th</sup> Anniversary. A special booklet was designed for distribution to restaurants, hotels/motels, and for the museum visitors.

2012 In 2012 we were concerned with the lack of development on the west side of Henry Street. Finally, in November a sales office was completed and sale of the proposed condominiums has begun. The large steel fence is still on the side of the street but more care has been taken in ensuring it does not intrude onto the roadway. Working with Save Ontario Shipwrecks, the museum was able to obtain a month of amnesty from the Ministry of Tourism, Culture and Sport for the acceptance of marine artifacts. This was a most interesting project, providing Brockville Museum staff and Save Ontario Shipwrecks volunteers the opportunity to work together and to realize the two organizations are interested in preserving and interpreting our past even though we come to the subject from different areas. Several new fund raising initiatives proved to be profitable, entertaining and fun. These include the bus tour to Wolfe Island, the boat cruise to Cornwall, a great book sale and a pizza night at Boston Pizza just to name a few.

2013 After 27 years with the Brockville Museum, Bonnie Burke retired and Natalie Wood was hired as the new Curator/Director. There was still no development on the condominium slated for the west

side of Henry Street. In fact, the “Wayfare” project, as it is known, was put on “long-term” hold in December. The future of the site is unknown. Thanks to the tremendous talent and dedication of volunteers the museum’s collection of film was digitized. Some of the footage was turned into a nearly two hour feature film, “Brockville’s Reel Heritage: Our City on Film 1920-1980”. The film debuted at the Brockville Arts Centre on November 2<sup>nd</sup> to a crowd of nearly 400. The film was then made available for sale on DVD.

The roof on Beech House (c.1840 portion) was replaced with shingles matching those on the 1995 addition.

- 2014 “Open Drawer” Project was officially launched, with over 5,000 three dimensional objects being entered into the new MINISIS online catalogue (project paid for by Ontario Trillium Foundation Grant and significant contribution by the Friends of the Brockville Museum).  
Museum Clerk/Typist, Cathy Bigalow retired from the museum after nearly thirty years. Job description re-evaluated.  
Sprinkler system in the garden was removed and the stone retaining wall at the front of Beecher House was re-pointed.
- 2015 Web page redesigned, along with new rack cards and exterior signage  
Launched the new initiative, “Brockville’s Criminal Past” Historical Walk Tour to much success.  
The exterior board and batten sections of the 1995 addition received a new paint colour.  
Office area was painted and the floors refinished  
Administrative Assistant/Registrar position becomes full-time (effective 2016)
- 2016 35<sup>th</sup> Anniversary of the Brockville Museum! (A special booklet was designed and distributed to promote the anniversary)  
Adopted an “admission-by-donation” model (and saw an increase in attendance and admission revenue).  
Three exhibit spaces were entirely made-over: plastering, repairs, painting, new exhibits installed: The People of Brockville, Brockville’s Rail Story, and Brockville’s River Story.  
The long-awaited Aquatarium opened in March.
- 2017 Brockville Museum is closed for four days due to high water levels.  
Launch of virtual museum website which includes virtual exhibits.  
After 10 years with the Brockville Museum, Interpretation and Public Program Coordinator, Amy Mackie leaves for a new opportunity.  
In order to address on-going physical capacity issues, the Board of

Management passes motion seeking relocation of the Brockville Museum by 2032 (200<sup>th</sup> anniversary of Brockville's incorporation).

Brockville Museum reduces its summer operating hours due to budgetary constraints- now closed on Sundays.

The Brockville Railway Tunnel opens from end to end (with engaging light show), significantly increasing Brockville's visibility as a tourist destination.

EMC - St. Lawrence News Jan. 19, 2017

## Brockville Museum celebrates Canada 150 by looking back at Centennial



**BY DOREEN BARNES**

To kick off Canada 150, several individuals attended the Brockville Museum's official opening of 'How Brockville Celebrated the Centennial', on Tuesday, Jan. 10, including Leeds-Grenville-Thousand Islands and Rideau Lakes MP Gord Brown, Leeds-Grenville MPP Steve Clark, and Brockville Mayor David Henderson.

As the proceedings started, Community Engagement Officer Viktor Kaczowski welcomed all and said, "2017 is filled with optimism and pride." Museum Curator and Director Nathalie Wood spoke about the thoughts as to what the Brockville Museum would be exhibiting for Canada 150 and theme that kept coming up was the notion of it doesn't have to be that old to be history.

"History happened yesterday and we do not have to talk about pre-war, as '67 is history," indicated Wood. "This is as much part of Brockville's history as 100 years ago or 150 years ago. What struck me most about 1967 was how Canada celebrated the Centennial, the pageantry, the projects and all of the community building that took place across the country, also, here in Brockville."

She related to the arena that was built, the new parks and how the community came together to celebrate. "I hope this exhibit brings back some memories and learn some of the things that happen in Brockville in 1967," said Wood. "Some of the comments were that people didn't know how Centen Park got its name or that the Windsor Drive subdivisions had started to build."

Kaczowski also invited the local political leaders to speak, with each indicating how young they were in 1967 and how the landscape has changed with the introduction of the 401, the big bulk stores and the residential expansion. The special guest for the event was Brockville Centennial Queen, Linda Eyre, whose display of memories includes her tiara and a beautiful white gown.

*Doreen Barnes/Metroland*

Linda Eyre stands beside the wonderful display of her being crowned by Miss Dominion of Canada Diane Coulter in 1967, as she represented Brockville as the Centennial Queen. On exhibit are Eyre's tiara, white gown, the program and more. This year-long display is the Brockville Museum's celebration of Canada 150. The exhibit is called "How Brockville Celebrated the Centennial"

See Museum page 23



*Doreen Barnes/Metroland*

To officially open the year-long exhibit and celebrate Canada's 150th, Brockville's 1967 Centennial Queen Linda Eyre (left) and curator and director Nathalie Wood (right) of the Brockville Museum cut the ribbon for the "How Brockville Celebrated the Centennial" exhibit on Tuesday, Jan. 10.

### DOWNTOWN

From page 22

"I never thought I would be old enough to have my treasures in a museum," said Eyre. "It was fun in 1967, to be in Brockville because it was jam packed full of activities. Along with Mayor Broome, Mrs. Broome and myself, we opened anything and everything. We were there for the opening of Windsor Heights, the Boy Scouts and whatever else."

Eyre remembered the pride Canadians had from coast to coast, the excitement in the air and to her, Brockville had the most spectacular year ever. "We dressed in period costume and the sewing machines around Brockville were going like crazy," reminisced Eyre. "Everyone made their own costume."

The crowning of the Centennial Queen event was held at Court House Square and, according to Eyre, it seemed rain, but no one cared. "We (Brockville) had this Centennial Caravan (about Canadian history) and it toured the country," mentioned Eyre. "Mr. (Terry) Hislop (chair of the Brockville Teen Centennial Committee), made sure that Brockville was not left off anything. We were amazed to see the Britannia, in our Bay, off Blockhouse Island and the Queen. They stopped overnight and it was delightful."

The Centennial Queen contestants and Eyre were entertained aboard the Royal Canadian destroyer HMCS Nipigon, which Eyre found to be a wonderful experience. Eyre had postponed her wedding to Harvey from July of that year to October, Thanksgiving Weekend.

"The first of July was supposed to be our wedding day and the outfit that my mother made was supposed to be my wedding dress," said Eyre. "When you won Miss Brockville Centennial you automatically got a spot in the Miss Dominion of Canada Pageant in Niagara Falls, and it was the first of July. When you try to name a highlight of (being Brockville's Centennial Queen) that year, it's very difficult because there was so much going on."

She did mention one delight in Niagara Falls while attending the Miss Dominion of Canada Pageant. While taking a ride from the hair salon, she met Ben Wicks, who was her driver. "I recognized him and he was really surprised by that," said Eyre.

She proceeded to tell him about the caricature that she remembered. Lo and behold, didn't he send her the original of that cartoon. "What I learned from '67 is service above self is a good thing," shared Eyre. "We are big achievers in Brockville; we think big and we get things done. Who we are is always determined by our past and the wonderful people we meet along the way."

Following was the ribbon-cutting leading to the colourful exhibit of Canada's 100th birthday, noting significant Brockville events.

There is film footage, period costumes, photos and artifacts of the time. As well, a memory wall is available for people to post their own recollections.

The museum is located on Henry Street just west of Hardy Park. For more information, visit [www.brockvillemuseum.com](http://www.brockvillemuseum.com).



## LOCAL NEWS

## Starting the sesquicentennial

Canada marks its 150th year of Confederation in 2017 and Brockville and area is celebrating

SABRINA BEDFORD  
THE RECORDER AND TIMES

The much-anticipated sesquicentennial year is upon us, and a number of local events are scheduled to celebrate 150 years of local and national history in 2017.

Canada's sesquicentennial anniversary, taking place on July 1, marks 150 years since the country's 1867 confederation and the city of Brockville has a well-marked place in the nation's historical timeline.

From its role in the War of 1812 and conflicts afterwards, to its location along the St. Lawrence River and the railways, the city has made considerable contributions to Canadian history throughout the years.

To honour this, a variety of celebrations and events are being held to put a local spin on the year-long national celebration.

A new exhibit at the Brockville Museum, called "How Brockville Celebrated the Centennial," will look back at Brockville in 1967 and



Brockville Museum curator Natalie Wood is shown Tuesday on the first day of the local exhibit of 'How Brockville Celebrated the Centennial,' an exhibit that will be on display for all of 2017.

SABRINA BEDFORD/THE RECORDER AND TIMES

to put a local spin on the year-long national celebration.

A new exhibit at the Brockville Museum, called "How Brockville Celebrated the Centennial," will look back at Brockville in 1967 and how the nation's centennial birthday was celebrated at the time. The exhibit opened Tuesday and runs all year long.

"We wanted to do something a little different," said the museum's curator Natalie Wood, who arrived at the idea for the exhibit about a year and a half ago.

She said while many sesquicentennial celebrations will focus on 1867, the museum's display will offer something different and local, with many of the memories still fresh in local minds.

"The 1960s - that's history now. We wanted to celebrate the pageantry, projects and enthusiasm that came with celebrating Canada's 100th birthday, which wasn't that long ago."

The exhibit is a good way to tie a piece of history into the latest national celebration of the country's sesquicentennial birthday, she said, adding it's one that will allow the museum to display the local centennial Queen's dress and tiara.

Throughout the room, artifacts of the time period include old telephones manufactured in Brockville

Brockville Museum curator Natalie Wood is shown Tuesday on the first day of the local exhibit of 'How Brockville Celebrated the Centennial,' an exhibit that will be on display for all of 2017.

SABRINA BEDFORD/THE RECORDER AND TIMES

by Automatic Electric, which later became Brock Telecom; ornamental plates and games from 1967; and many of the photos in the exhibit originate from *The Recorder and Times*, which Wood called the newspaper of record throughout the city's history.

Also within the exhibit is a memory wall for people to post their own reminiscences, film footage illustrating local events, "1867" costumes to try on as well as numerous photos and artifacts.

Elsewhere throughout the region, plans for celebration are well underway. In line with the national affair, the city will celebrate the grand re-opening of Canada's first and oldest railway tunnel, integrating into it the expanding Brock Trail and connecting it to the expansive network of hiking and biking trails leading throughout the region.

City councillor David LeSueur, chairman of the Brockville Railway Tunnel Committee, said work is well underway and an opening is scheduled for mid-August.

"The restoration seems to be going quite well," LeSueur said, explaining

**"The 1960s - that's history now. We wanted to celebrate the pageantry, projects and enthusiasm that came with celebrating Canada's 100th birthday, which wasn't that long ago."**

Natalie Wood

the chipping, mortar and 'rock bolting' is almost done. The committee hopes to start pouring the concrete path in March and April.

Once that is done, lighting, security cameras, sound system and vents will be installed.

"There's still quite a bit to work

on. But we did have a meeting before Christmas with most of the contractors just to make sure we do hit our target of August."

"Most of the chipping is out and the mortar is in. The next stage ...we'll be doing rock bolting."

The country's first rail tunnel was completed in 1860 for the Brockville and Ottawa Railway and later owned by the Canadian Pacific Railway until being acquired by the City of Brockville in 1983.

According to LeSueur, the tunnel is a remarkable example of Canada's pre-Confederation industrial heritage that the restoration project will repurpose for recreation, tourism and economic development.

The city is additionally planning a festival called 'Rails to Trails', scheduled for August 10-13, 2017 in Armagh S. Price Park and the Water Street parking lot.

LeSueur said funding has started pouring in and organizers hope to incorporate both the city's official

Canada's 150th anniversary and the opening of Brockville's revamped historic railway tunnel.

The ambitious event was proposed to include a Victorian-themed carnival, complete with a Ferris wheel, carousel and sideshow.

"For Canada's 150th, I see the tunnel as being one of the greatest historical assets to be added. I don't know of anything else that's older that will be open to the public this year."

Parks Canada, as well, is offering free admission for the entire year to Parks Canada places from coast-to-coast to coast, and locally, Thousand Islands National Park will be included in that year-long offer.

The museum exhibit's official opening is being held on January 10th at 2 p.m. at the museum.

On hand to cut the ribbon will be Linda Eyre, who reigned at the city's Centennial Queen when she was crowned Miss Brockville Centennial in 1967.



## Brockville Museum launches 2017 lecture series on Feb. 7

One of the Brockville Museum's most popular events is now in its 14th year.

The annual lecture series includes five speakers in 2017. The weekly presentations are on Tuesdays from 10 a.m. to noon, beginning on Feb. 7. "Finding topics that are relevant and engaging can sometimes be a challenge, but the museum always comes through," interpretation and public program co-ordinator Amy Mackie stated in a release.

The first lecture - The Fascinating History of Camp X - marks the return of cryptologist and historian Richard Brisson. He will examine the fact and fiction surrounding Canada's Second World War training school for spies. Second in the lecture series on Feb. 14 will be local historian Brian Porter, who will talk about Brockville's car industry from 1911 to 1922 and the restoration of the 1917 Briscoe housed at the museum.

The lecture series will conclude on March

7 with Murphy's Point Provincial Park: Heritage Brought to Life.

The presentations will take place in Carriage Hall at the museum, which is located on Henry Street just west of Hardy Park. Admission is \$8 per lecture, or \$35 for the entire series. Light refreshments will be served at each event. Pre-registration is required; call 613-342-4397 or email amackie@brockville.com. For more information, visit www.brockvillemuseum.com.

EMC Jan 26/17

## Watch artists battle it out at museum

Experience art live at the Brockville Museum in a unique fundraising event Friday, June 23 at 8 p.m.

Six talented Brockville artists will "battle" it out while you the audience determine who moves up to the final round. Take a piece of art home; once a winner has been crowned, the audience will have a chance to bid on each of the pieces.

Karen Fisher, Jesse McMahon, Fraser Radford, Mary-Louise Scapaticci, Peter Thorne, and Ed Vanderbaaren have all kindly agreed to participate. Each has a distinct style and have established a loyal following. The challenge for the artists is that they only have 25 minutes to complete each of their paintings so the pressure will be on them.

Live music and the energy and enthusiasm of the audience will help spur them along.

While watching them at work, sample the charcuterie table and step up to the cash bar (hosted by the Young Professionals Network) for a glass of rose, the latest wine trend; other choices will also be available.

Tickets are \$15 at the door. Tickets can be purchased in advance at the museum, which is located on Henry Street just west of Hardy Park.

For more information, visit www.brockvillemuseum.com

EMC June 20/17

St Lawrence News Aug 23/17



Submitted photo  
Friends of the Brockville Museum Treasurer Ralph Newson (left) and Marketing and Outreach Intern Sarah Gervais hold an archival quality box used to store and preserve textiles. The intern position and the textile storage box, in addition to the banner and bulletin board also pictured, have been made possible by a donation from the friends group.

## Museum friends give valuable support

The Brockville Museum recently received a gift of \$25,000 from the Friends of the Brockville Museum to assist the local community museum with the much-needed purchase of promotional materials, conservation supplies, and exhibit development.

The board-run, city-owned museum relies on donations like this to supplement its limited operating budget.

"We're in the enviable position that our building and staff salaries are covered by the municipality, but we still have to raise money through donations and grants to cover things like utilities, programs, advertising, and exhibits," Natalie Wood, curator/director, stated in a release issued on Thursday, Aug. 17. "That's about \$75,000 every year that we are responsible for raising, and that's just to cover the basics."

The \$25,000 from the friends will be used to purchase new equipment and supplies otherwise not possible within the museum's tight annual operating budget. This includes new outdoors signs, a new exhibit about the Brockville Railway Tunnel and Blockhouse Island, a new camera for documenting the collection, conservation and storage supplies for new acquisitions, and the long-overdue translation of the existing exhibits into French. The friends are also contributing to the partially grant-funded salary of a marketing and outreach intern this fall, a position that will allow the museum to have a presence at many fall events.

The Friends of the Brockville Museum was founded in 1993 to formalize a group of volun-

teers with the purpose of supporting, protecting and promoting the city museum. Since 1993, the Friends have helped raise money and support for the construction of an addition to the museum in 1995, as well as for a variety of other projects and initiatives in the years since, including the Open Drawer Project (2014), which has seen the creation of an online-searchable database of the museum's collection.

Every year, the Friends of the Brockville Museum hold a number of fundraising events, including the popular used book sale every spring, and the kitsch and collectibles silent auction in the fall (taking place Oct. 13-14). Members of the friends also support the museum by providing volunteer resources for museum events and programs. An individual annual membership with the Friends is \$20, which is used to support the museum's operation.

"The friends are here to do what we can to help the museum and the valuable cultural service they provide our community," said the group's President, Nancy Nicholson.

The museum serves as a depository for, and stewards of, objects and documents that represent the history of Brockville. The museum shares these objects and the stories they tell about Brockville's past through a schedule of public programs and through permanent and temporary exhibitions at their location on Henry Street.

To learn more about the museum's programs and exhibits or about the Friends of the Brockville Museum, visit www.brockvillemuseum.com.





Natalie Wood, curator of the Brockville Museum, poses by the facility's garden.



Raising A Glass for the Brockville Museum was held Aug 24th. The event featured refreshments from Beau's All-natural Brewing, Blue Gypsy Winery and King's Lock Craft distillery. Food was provided by The Brockberry Grill, The Georgian Dragon, The Mill, Nakhon Thai, & The Noshery. Guest musician was the talented Pat Johnson. See more pics on our website

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SNAPD Oct 2018

## TOURISM SUMMIT IN BROCKVILLE

Brockville Tourism held its annual Tourism Summit on November 15th at the Brockville Convention Centre. It was a great opportunity to enjoy a delicious breakfast and connect with key players in the local tourism industry. Attendees heard industry experts discuss the past year and what's coming up for 2018. Trainer, coach and Canadian best-selling author, Rosita Hall was the keynote speaker.

Event by Andy Wheeler  
Website code: pew65fe



Viktor Kaczkowski & Sarah Gervais from the Brockville Museum



Wendy Van Keulen, Alex Howard, Rosita Hall & Deb Hamilton

## 2017 Monitor Newsletters





## The Monitor is Back!

Hello Friends! Sorry it has been a year since the last issue of the Monitor was published. It has been a busy year and quite a few changes have taken place. But the newsletter is back, and hopefully you will see a return to regular issues again; our goal is to publish The Monitor three times a year.

You are receiving this newsletter because **you are a member of the Friends of the Brockville Museum**. This newsletter aims to keep you up to date on all the happenings at the museum, how Friends donations are being spent, and provide some insight into the museum's

operations and value to our community.

Between publications, we hope that you will follow us on [Facebook](#), where we are very active and where, in addition to upcoming events, we regularly post photographs from our collection. You can also find us on [Twitter](#) and [YouTube](#). We do publish our events to the Snapd calendar of events, and most of the local media outlets are pretty good about printing and sharing our press releases. We also update our website regularly with all our latest events, and distribute emails to Friends members letting you know what's coming up. If you're not getting these emails (and would like to), please contact Viktor ([vkackowski@brockville.com](mailto:vkackowski@brockville.com)) to ensure that you are on our distribution list.

As a member of the Friends of the Brockville Museum, your support is vitally important to the museum. Your membership fees and donations allow us to offer new programs and exhibits, and continue to serve our community.

On behalf of the museum staff and museum board of management, thank you for your membership and continued support! We hope that the stories and information in this newsletter will excite you, because it has been an exciting year (we think so at least).

*Submitted by N.W.*

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## Sorry if you missed it!

These events happened already, but we wanted to share some highlights of this year's events with you. Thank you for your ongoing support with these and other initiatives.

**Between February 1st and July 1st**, the museum ran a special Facebook series for Canada 150: "Brockville celebrates 150 years of history in 150 days for Canada 150". For each day leading up to Canada Day, we posted a photo to Facebook, representing a year in Brockville's history, we also included a brief description. This campaign proved very popular and helped to drive up our Facebook followers. The entire series was also turned into a virtual exhibit, still available for viewing on the Brockville [Museum's Virtual Museum](#) site, accessed from our web page.

**March 20th-24th**, the Friends of the Brockville Museum hosted their Annual Used Book Sale. The ever-popular event raised \$1,559 for the Friends.

**On the nights of April 28th, May 26th, and June 23rd**, the Museum held their first ever "Museum @ Night" series. Each night offered a unique cultural theme, and saw the museum turned into a café, a night club, and then an art studio! We had an average of 45 people attend each event, and raised a net of \$1,600. Thank you to all our baking and cooking volunteers who help supply goodies. Based on the success of this series, it will be back again in 2018 in some form.



*The Carriage Hall transformed into an Art Studio for the "Museum @ Night" event, June 23rd.*

**Every Friday night in July and August** our "Brockville's Criminal Past Walking Tour" returned for a third season. Tours departed from the museum at 4pm and 7pm for a historical tour through Brockville's downtown. The walking tours will be back next year, but with a whole new theme, so stay tuned for details.



*King's Lock Distillery joined the line-up at this year's "Raising a Glass" Fundraiser.*

**On August 24th**, 51 people attended the Annual "Raising a Glass" beer, wine and food tasting fundraiser. Beau's All-Natural Brewing Company Blue Gypsy Winery, and King's Lock Distillery provided the beer, wine, and spirits, while five local restaurants served up some amazing creations: The Noshery, Georgian Dragon, Brockberry Grill, The Mill, and Nakhon Thai. The always-popular event raised over \$1,100 for the museum.

**On September 27th**, we hosted the first of another new initiative, the "Heritage Skills Workshop Series". A sold-out group learned to cook with cast iron frying pans, like the ones made by Smart's. The next in the series, "Wartime Recipes" (taking place October 25th) is also sold out. The final workshop, "Candy Making" takes place November 29th. Based on this new initiative's success, it will be back again next year.

**October 13th & 14th** was the Friends' Annual Kitsch & Collectibles Silent Auction. This year's event raised just over \$2,000. A huge shout out to all the volunteers, donors, and bidders who helped make this event such a great success!

*Submitted by N.W.*

## Collection News

Did you know that the museum accepts over 400 new objects into our collection every year? Our collection committee is tasked with reviewing every item that is offered to the museum and deciding whether it is an appropriate fit for our collection and our mandate. Once accepted, every item is carefully catalogued and photographed and uploaded to our online database where it can be viewed from anywhere in the world (with an internet connection). Open Drawer Project volunteers are still working on getting our entire collection online, but every day we are getting closer! Thank you to all our Open Drawer Project volunteers, our Collection Committee volunteers, to everyone who offers their treasured heirlooms and Brockville antiques to the museum, and to the Friends of the Brockville Museum who financially support the preservation of this growing collection! Want to learn more about how an object becomes part of our collection, how we store and preserve objects? We have several [BMuse](#) episodes available on our [YouTube channel](#) with all the details!

*Submitted by N.W.*

### Buell Letters Come Home

In the spring of 2017, the Brockville Museum was fortunate to receive a large donation of approximately 150 letters and scrapbooks relating to the Buell family. Over the past several months staff and volunteers have been working tirelessly to transcribe this collection and make them accessible to the public.

The letters were written by Sophie (nee Bowie) Buell, daughter of Robert Bowie, owner of the Brockville brewing company Bowie & Co., and wife of William Senkler Buell, descendant of William Buell, one of the early settlers of Brockville.

They span the time from 1914 to 1919 when the Buell family moved from Brockville to England when William was stationed overseas during the First World War. The letters are of particular interest because they document the entire time the family spent overseas: from their journey over on the *Lusitania* in December of 1914 to their return home to Brockville in 1919.

The letters, which were written to family and friends back home in Brockville, offer a unique glimpse into everyday life in rural England during the War and how it compared to life back home in Brockville. Some notable themes include trips to the hospital in Cliveden to see the wounded, sewing sacks for sandbags to send to the front, and visits from a young Ted

Curry (a fellow Brockville soldier and future owner of Curry Drugs). This collection will be made available for the public to see in the coming weeks via the Brockville [Museum's online database](#).

Special thanks to Open Drawer Project volunteer, Cathy and museum intern, Sarah who helped transcribe the collection.

*Submitted by A.Mc.*



*YCW Intern Jessika carries out a conservation treatment on a Cossitt Collection object.*

### Cossitt Collection Online

Thanks to our YCW intern, Jessika, all 313 objects that make up the Thomas C. Cossitt collection were recatalogued, reorganized, preserved, photographed and uploaded to the online database last winter.



## From the Photographic Archive: Ice Storm '98



*On the grounds of the Psychiatric Hospital during Ice Storm '98.*

In this issue's "From the Photographic Archives", we take a look back 20 years to Ice Storm '98 with this photo taken on the grounds of the Psychiatric Hospital.

The Ice Storm of 1998 was one of the largest natural disasters in Canadian history. Between January 4th and 10th, 1998, sections of the St. Lawrence Valley from Kingston to Québec's Eastern Townships received up to 100 mm of ice pellets and freezing rain. The weight of the dense freezing rain on branches and lines toppled trees and hydro transmission towers.

In Brockville, the power went off on January 8th. Brockville promptly declared a state of emergency. Shelters were opened. Schools and businesses were closed for days. The local radio station, CFJR, turned into a live call-in talk show, running 24 hours a day to provide

assistance and comfort to listeners. It took three days for power to be restored to Brockville homes, but it took much longer for rural residents who were in the dark for upwards of twelve days.

*Submitted by N.W.*

Do you have an object that tells a story about your ice storm experience in Brockville? We're working on a special exhibit for January, "Ice Storm '98 Remembered" and are looking for objects (to be exhibited on loan) like a sleeping bag used at a shelter, a candle used during the blackout, or a radio used to listen to CFJR. Have something you're willing to loan us? Contact the museum for details.



## (EXTRA) From the Photographic Archive: Brockville's War Monument

Every Remembrance Day, we gather around the War Memorial and remember. But remembering is different for everyone. Imagine trying to design a monument that could represent the feelings of the community just after the end of the First World War.

Remember, there was no national fund to build memorials. Every community did their own fundraising and chose the artisans that would complete the project. Brockville's monument was unveiled in 1924.

It has been widely reported that Thain MacDowell and his actions on Vimy Ridge – for which he was awarded the Victoria Cross – was the sculptor's inspiration for the soldier on top. This is why 'our' soldier is rare: he's still fighting. Rare, but not unique. The mould used to cast the bronze statue was reused for the monument in Meaford, Ontario.

Brockville's War Memorial includes poetry, the names of battles, Bible verses and the town seal. Wreaths, helmets, swords and rifles are used as symbols to evoke ideas of remembrance. As time has gone on, new sections were added to mark the Second World War and the Korean Conflict. But there is one thing missing: names.

Instead, the names of the fallen were recorded on plaques and certificates around Brockville. Not having names inscribed is why our monument is not technically a cenotaph. Even without names etched in stone, they are remembered.

Each design element in the War Memorial was chosen for a reason. Reflecting on these choices shows us how important remembrance was for the designers of the War Memorial – that's why it's in the heart of downtown. Lest we forget.



*Submitted by A.M.*

## Facts about the Brockville Museum

The Brockville Museum was formally established in Beecher House in June 1981 with a mandate to preserve and promote the history of Brockville through exhibits and programs. Since then, the museum's programming offerings and collections have grown substantially, and underwent an expansion in 1995. Today the Brockville Museum is entrenched in this community as a vibrant hub of activity.

### What is a Museum?

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment." ~ International Council of Museums 2007

**Brockville's history is one of prominent manufacturers, formidable wealth, fascinating historical figures and vivacious ordinary people all interconnected by a dynamic river.**

~ Brockville Museum Key Message

### What we do and why

**We serve as a depository for objects and documents that represent the history of Brockville**

**Why?:** Because people want to secure a safe home for important historical objects and documents

**How do we know this?:** We accept over 400 new objects/documents every year (representing less than 20% of what is offered)

**We act as stewards of an ever-growing collection, which means:**

- Safe-guarding these objects for future generations
- Providing reasonable access to the information contained in this collection
- Providing interpretation and context for this information

**Why?:** People want local historical information (that isn't available through a "google search")

**How do we know this?:** We fill about 100 research request each year and starting in 2017, over 200 people/month access the museum's new online database

**We use exhibits and public programs to share this collection and promote Brockville and its history to residents and visitors**

**Why?:** People want to learn about Brockville's history

**How do we know this?:** We are asked to deliver over 250 public programs annually

*Submitted by N.W.*



## Facts about the Brockville Museum (Continued)

In 2014 we prepared a 5-year strategic plan for the museum with several goals, including increasing admissions, maintaining community support levels, and building professionalism, with a vision that: The Brockville Museum will strive to provide an engaging, dynamic, professional, relevant, responsive and overall quality experience for all visitors.

### Objectives & Results

#### Goal: Increase tourist visitation

##### Actions:

- Improved visibility with new signs around the museum
- Developed new promotional material and new website
- Updated exhibits
- Switched to admission-by-donation in 2016

##### Results:

- 39% increase in general admissions (2014-2016)
- 46% increase in website traffic (2015-2016)

#### Goal: Maintain community support levels

##### Actions:

- Introduced on-site programming geared to locals
- Promoted room rental opportunities
- Removed financial barriers to access by introducing admission-by-donation

##### Results:

- Doubled rental space users (between 2015 and 2016)
- 19% increase in room rental revenue (between 2014 and 2016)
- 37% increase in revenue from general admissions (2014-2016)
- Over 100 volunteers still contribute over 5000 hours annually to the museum

#### Goal: Improve organizational efficiencies and professionalism

##### Actions:

- Created all new job descriptions for staff
- Made one PT position FT
- Implemented on-line collection database
- Implemented electronic room booking calendar
- Re-organized spaces and collection storage

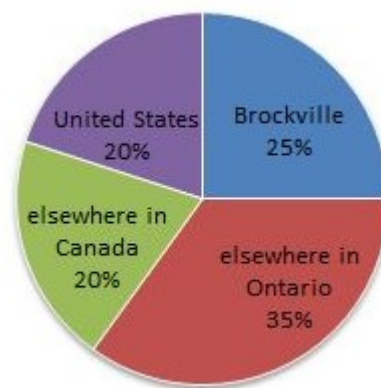
##### Results:

- Over 14,500 objects/documents have been entered into the online database (as of October 2017)
- Reduced office supply expenses (paper) by 80% (2014-2016)

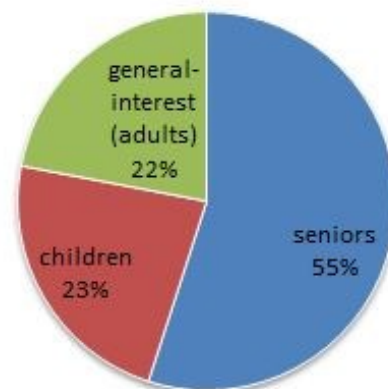
### Did you know?

We serve both locals and visitors through our varied exhibition and programming schedule.

75% of our summer patrons are **tourists**:



Our year-round public programs cater to a diverse **local** audience and reach over 3,200 people:



## Friends News

### Friends contribute significant funds to museum projects in 2017

The Friends of the Brockville Museum have made several significant financial contributions to the Museum this year for which we are extremely grateful.

In May, The Friends were awarded a \$5,000 grant from the Brockville Community Foundation. The grant was to assist the museum in the development of a new children's exhibit focused on Immigration Stories. The Friends turned over the \$5,000 in addition to their matching \$5,000 to the museum and we were able to hire research consultants to start the first phase of this project: conducting research on local immigration waves and interviewing recent immigrants. We hope to open the new exhibit in 2018.

The Friends also contributed new funds for the purchase of promotional material and conservation supplies. Further monies were allocated for the translation of our permanent exhibits into French (which should happen in 2018), and a new digital camera for cataloguing artifacts. All told, this commitment (including the \$10,000 for the children's exhibit) comes to about \$30,000 for 2017.



Friends Treasurer, Ralph Newson stands with intern Sarah, in front of the new outdoor bulletin board funded by the Friends as well as the new promotional pop-up banner and textile storage box, also paid for by the Friends.

The Friends annually contribute between \$5,000 and \$8,000 to the museum to assist with exhibits, programming, and conservation supplies. In 2014, the Friends contributed \$40,000 to initiate the Open Drawer Project. Without the annual support from the Friends we would be unable to develop new exhibits or programs, or promote the museum. A sincere thank you for your membership and donations.



*Know History, a research consulting firm from Ottawa, were contracted to carry out research and conduct interviews for a new children's exhibit about immigration being developed by the museum for 2018. The Friends were awarded a matching-funds grant to help pay for the research and eventual exhibit. Pictured here, Know History staff set-up at the Brockville Public Library where they conducted interviews with six local immigrants back in August.*

*Submitted by N.W.*

### New Board Members

The Friends of the Brockville Museum held their Annual General Meeting on Saturday, April 8th, 2017 during which they voted on a new slate of board directors:

Chair: Nancy Nicholson

Treasurer: Ralph Newson

Secretary: Carol Joling

Members: Doreen Barnes, Peter Egan, Pat Remmer, Paul Shepard, and Elliot Parker

*More board members are needed, if interested, contact the museum and we'll get you in touch with the board.*



## Thank You to Young Canada Works & Canadian Heritage

The Brockville Museum has had an exceptional year this year to be able to bring on extra staffing through two different Young Canada Works (YCW) grant programs funded by Canadian Heritage.

Between October 2016 and March 2017 we had a Collections Intern, Jessika, partially funded by the YCW Building Careers in Heritage program. The Building Careers in Heritage programs aims to provide meaningful and relevant work experience to recent post-secondary graduates in the heritage sector in the hopes of bridging the gap between school and full-time employment. Jessika worked on the Open Drawer Project, re-cataloguing the Cossitt Collection and making it available online. The internship was especially successful for Jessika, who was offered full-time employment with the City of Kingston in their Cultural Services Department immediately following her internship with us.

For the summer of 2017, we received two YCW Summer Jobs in Heritage program students, Declan and Dan. The Summer Jobs in Heritage program aims to provide a meaningful work experience to students. Declan, who is studying history at the University of Toronto, spent the summer leading our walking tours. Dan worked on the Open Drawer Project, cataloguing the Murray Studio collection. When Declan returned to school in September he was able to obtain part-time employment at the University's library thanks to his experience at the Museum. Dan was able to start his post-secondary phase of life with a real-world work experience under his belt.

Another YCW Building Careers in Heritage internship grant came through in July. This one was to help fund the position of a Marketing and Outreach intern (supplemented by the Friends of the Brockville Museum). Sarah, a recent graduate from the Fleming College Curatorship and



*YCW summer student, Declan, appearing on Cogeco's (Your TV) program, FYI with Doreen Barnes, promoting the walking tours.*

Museum Management post-graduate program hit the ground running just weeks before the Rails to Trails Festival, strategizing how to promote the museum at various community events. Sarah will be with us until December.

The museum has benefited tremendously from the extra help this year, and we hope that we have been able to give all these students and recent grads a meaningful work experience.

To learn more about these amazing young people and their contributions to the museum, please check out the [BMuse](#) episode they produced, available on our YouTube channel (accessible through our website).

*Submitted by N.W.*



*YCW intern, Sarah, with the museum's booth at the Rails to Trails Festival.*

## Have you watched our on-line series, BMuse, yet?

As we mentioned last year, one of our current strategic goals is about increasing the profile and visibility of the museum in the community as well as raising awareness about what the museum does and why we do it. One way we are tackling this is by partnering with DCE Media Productions and HomeTown TV12 to produce an online video series called BMuse.

We started this partnership in 2016, but since then have produced over twenty episodes. BMuse includes a look at upcoming events, but mostly focuses on behind the scenes operations, collections 101, programming, and the many ways the museum has impact in our community. Our Interpretation and Public Programming Coordinator, Amy Mackie serves as our online personality and helps bring the museum to life for the online audience. New episodes of BMuse are posted to Facebook and are also available on the HomeTown TV12 website: [www.hometowntv12.ca](http://www.hometowntv12.ca). Past episodes are available on the [Museum's YouTube channel](#) (accessible from the museum's website).

Is there something you would like to know more about that could be covered in a future episode? We'd love to hear your suggestions for a future BMuse episode. Contact Amy with your ideas ([amackie@brockville.com](mailto:amackie@brockville.com)).

A selection of BMuse episodes available our YouTube channel:

- Turning a story into an exhibit (episode 7)
- How to Search our Database (episode 10)
- Beecher House (episode 12)
- What a Museum Does & Why (episode 18)

**By the way, you can also find some great archival videos on our YouTube Channel!**



*Submitted by N.W.*



## Museums Gardens Delight

Brockville participated in Communities in Bloom this year, with judges coming through town on July 19th. The Brockville Museum was a featured stop on their tour, and our garden volunteers made sure the judges weren't disappointed.

Brockville was awarded four blooms, out of a possible five, and won the tidiness award.

Thanks to a \$400 donation from the Friends of the Brockville Museum, garden volunteers were able to put a special Canada 150 spin on the gardens, with lots of red and white flowers, and the addition of a rose garden. Special thanks to all our garden volunteers who work so hard to keep our gardens alive and beautiful every year!



Do you use the popular travel recommendation site, Trip Advisor? The Brockville Museum is currently rated #7 on the list of things to do in Brockville. We have fantastic reviews, but could always use more. Please help promote the museum as a worthwhile thing to do when visiting Brockville by doing a review and rating us. (and encourage your friends to do the same).



## More New Exhibits Opened in 2017

In 2017 we built on the success of 2016's ambitious exhibition schedule with two more new exhibits: a temporary exhibit for Canada 150, "How Brockville Celebrated the Centennial", and the final piece of our permanent "River and Rail" exhibit, "Blockhouse Island and the Railway Tunnel".



*"How Brockville Celebrated the Centennial" opened January 3rd as a year-long exhibit celebrating 1967 and the pageantry and projects that marked Canada's Centennial year in Brockville. The exhibit will remain on display until December 15th, 2017.*



*"Blockhouse Island & The Railway Tunnel" opened as part of the Rails to Trails Festival in August. This permanent exhibit ties together last year's "Rail" and "River" exhibits.*

A huge thank you goes out to the Friends of the Brockville Museum for supporting our exhibition schedule. Without the financial support of the Friends, we would not be able to develop these exhibits.

### Virtual Exhibits

In 2017 we also launched two virtual exhibits online through our new virtual museum website. These virtual exhibits allow visitors who can't make it to Brockville to explore these stories. "How Brockville Celebrated the Centennial" was turned into a virtual exhibit, as was our Facebook series, "150 years of Brockville History for Canada 150". We are hoping to add some new virtual exhibits in 2018. The [virtual museum](#) can be accessed through our website on the exhibits page.

### Coming in 2018...

We are currently working on two new temporary exhibits for 2018: "Ice Storm '98 Remembered", which will mark the 20th anniversary of the 1998 Ice Storm in January, and "Pieces of Brockville", which will look at Brockville's architectural and building heritage through the "pieces" that remain. We are currently seeking the community's help in sourcing objects for both these exhibits. Contact the museum for more information.

Thanks to funding from the Friends and the Brockville Community Foundation, we are also working on redeveloping the children's room with a children-friendly exhibit about local immigration experiences.

***We are always looking for sponsors to help us make these exhibits a reality.***

***Please contact us to find out how you can help.***

## Programming Notes

### *Talk & Tea*

Have you come out for a Talk & Tea yet? Talk & Tea is a casual lecture about various historical themes where you're encouraged to share your own stories and memories over some tea (or just listen to others). Talks usually last about 45 minutes and take place on the second Thursday of each month (except February and March due to the lecture series). Talk & Tea is free for members, or just \$2 for non-members. (Prices will be changing in 2018). Is there a topic you would like to see covered? Let Amy know! [amackie@brockville.com](mailto:amackie@brockville.com)

### *Heritage Skills Workshop Series*

This fall we launched a new initiative, the Heritage Skills Workshop Series. The series focuses on historical cooking techniques and trends. The first workshop in the series, Cast Iron Cooking (September) was a sell-out, as is the second one, Wartime Cooking (October). Due to the popularity of the series, we have already added a second Cast Iron Cooking workshop for the evening of November 15th. If you're interested in it, or our final workshop, (Candy Making- November 29th), please call to book your spot before they sell out!

### *15th Annual Winter Lecture Series*

Our Annual Winter Lecture Series will be returning for its 15th season in February and March 2018. The list of speakers will be released in early January. Be sure to visit our website, check our Facebook page, or call the museum in January to find out the details and book your spot. Please note that due to the popularity of the series, reservations can only be made with payment (we can accept credit card payment over the phone). Lectures take place every Tuesday morning at 10am in February and the first week in March.

Follow us to go behind the scenes & stay up to date:



## 5TH ANNUAL HISTORICAL DINNER EVENT

# Tiki-tennial

History-inspired Dinner, Entertainment & Dance

Music by DJ Atomik | Catering by the Brockberry Grill  
Special appearance by Brockville Centennial Queen, Linda Eyre

**Saturday, November 4 @ Court House Lodge**

## Fall Calendar of Events

### **November 4th:**

5th Annual Historic Dinner Event: **Tiki-tennial**  
*A Canada150 Celebration & Museum Fundraiser*

### **November 9th:**

Talk & Tea @ 2pm  
Local First Nations Settlements

### **November 15th:**

**EXTRA** Heritage Skills Workshop Series @ 6:30pm  
*Cast Iron Cooking (AGAIN)*

### **November 29th:**

Heritage Skills Workshop Series @ 1pm  
*Candy Making*

### **December 14th:**

Talk & Tea @ 2pm  
*Local Theatres*

## Looking Ahead to 2018:

### **January 1st:**

Mayor's New Year's Levee  
*(hosted at the Brockville Museum)*

### **Thursday, January 11th:**

Talk & Tea @ 2pm  
*Ice Storm '98 Remembered*

**Tuesdays in February & March 6th:**  
15th Annual Lecture Series

For more information on any of these events please check out our website at [www.brockvillemuseum.com](http://www.brockvillemuseum.com) or call us at 613-342-4397