

2018

# 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*

2018 proved that the only constant is change. After wrapping up five years of transition that saw us reorganize the museum's operation and collection management systems and shift focus to prioritizing strategic initiatives that increased the museum's visibility, 2018 brought the challenge of replacing our long-serving Interpretation and Public Program Coordinator as well as hiring a temporary Administrative Assistant/Registrar to fill a mat-leave vacancy. Though the two hires have proved invaluable assets, the transition period challenged our small team to minimize the impact and keep the momentum we'd gained in the past five years moving forward.

I am proud to say that our team succeeded: we had a 9.8% increase in general visitation in 2018 (over 2017), as well as a 9.7% increase in admission revenue; we dramatically increased our social media presence and engagement with a 26% increase in people who follow our Facebook Page and an 82% increase in our Twitter followers (over 2017). These were not accidents. These were the results of deliberate moves to increase our visibility and re-brand our social media presence. Most importantly, these were the results of a team that came together in the midst of change, committed to moving forward with our strategic goals despite the chaos around us and lack of resources.

In the midst of these changes we also made strides towards exciting future plans, including the complete re-development of the "children's room" which will re-open in 2019, the early planning stages of a very special art exhibit for 2020 (which at times felt like a Pandora's box), and progress on the museum's relocation plans for Brockville's 200<sup>th</sup> Anniversary in 2032.

Heading into 2019 there is a cautious sense of relief that we made it through 2018 paired with tempered excitement for the plans we expect to unroll in the coming months. There are a lot of unknowns in our future (a new Council for one) and a lot of proverbial balls in the air; but our team remains committed to our vision and determined to continue to produce meaningful results from our efforts.

## Reports

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## Governance

The Brockville Museum is governed by a publicly accountable Board of Management, appointed by the City of Brockville Council. In 2018 the Board of Management met nine times.

In 2018 the Board of Management included:

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

Back 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 April 3rd, to present the 2017 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 2018 budget (operating funds allocated by the City of Brockville) was \$249,115.

Expenses <sup>1</sup> :	
<b>Staffing</b>	\$ 248,153.00
<b>Professional Development</b>	\$ 2,692.00
<b>Office Expenses</b>	\$ 12,270.00
<b>Building Burden</b>	\$ 42,310.00
<b>Collections &amp; Exhibits</b>	\$ 11,584.00
<b>Programs</b>	\$ 3,926.00
	\$ 320,935.00

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 \$40,000 in 2018) 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 \$36,000 in 2018).

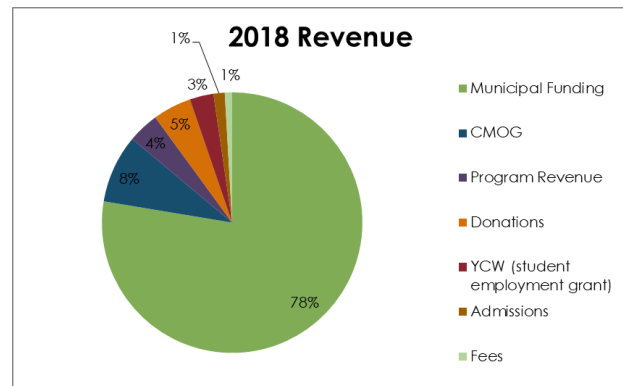
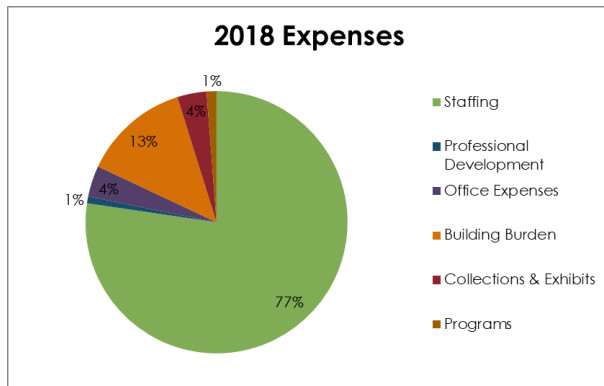
In 2018, the Brockville Museum received its annual Community Museum Operating Grant (CMOG) of \$27,176 towards operations; the Friends of the Brockville Museum covered over \$7,000 worth of expenses (including conservation supplies, exhibits, and advertising); and the museum received one Young Canada Works and one Summer Experience Program grant for a total of two summer students.

Revenue <sup>2</sup> :	
<b>Municipal Funding</b>	\$ 249,115.00
<b>CMOG</b>	\$ 27,176.00
<b>Program Revenue</b>	\$ 12,407.00
<b>Donations</b>	\$ 15,376.00
<b>YCW (student employment grant)</b>	\$ 9,472.00
<b>Admissions</b>	\$ 4,477.00
<b>Fees</b>	\$ 2,912.00
	\$ 320,935.00

A copy of the 2018 Brockville Museum's general ledger report can be found in the appendix of this document.

<sup>1</sup> Based on actual spent amounts as of March 20, 2019

<sup>2</sup> Based on actual revenue amounts as of March 20, 2019



## 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 2018:

Date	Event	Net	# participants
<b>March 23; April 20; June 1</b>	<b>Museum @ Night</b>	<b>\$610</b>	<b>94</b>
<b>August 21</b>	<b>Raising a Glass</b>	<b>\$1332</b>	<b>58</b>

The Museum@Night series built on the success of the series launch the previous year with three new events being created, all of which contained a strong programming component. The three events were as follows:

- **March 23: “Flashlight Tour”** – This event was inspired by the 20<sup>th</sup> anniversary of the 1998 Ice Storm. For this evening the lights were turned off throughout most of the museum thereby allowing participants to search for answers to questions contained within the museum’s exhibits using only a flashlight for illumination. Food, a cash bar and 1990s music was also provided.
- **April 20: “Canada’s National Treasure”** – A Canadian themed event, participants were given an “antique document” which would allow them to look for clues that would lead them to Canada’s national treasure hidden within the museum’s collection. Food, a cash bar and music by Matthew O’Halloran were provided.
- **June 1st: “History or Hearsay”** – In this “true or false” activity participants got to have a closer look at some of our artifacts and receive two stories about each. It was up to them to determine which story was the correct one. Food, a cash bar, and music by local Jazz trio, “Never Too Late” were also provided.

All Museum@Night events included food, music and a cash bar. At the final event a survey was undertaken to see how people felt about the Museum@Night series of event. The comments were overwhelmingly positive with respondents indicating that they enjoyed the activities that were offered and that they felt that they had come away having learned something new. Respondents also indicated that they felt they received good value for money, thought that spring was a good time to hold it and

encouraged us to run the series again next year. The survey also asked about the use of the cash bar, and participants did indicate that they felt this was a necessary part of the event. (Between the first two Museum@Night events the cost of a liquor license doubled, significantly increasing the cost of hosting these events).

2018 marked the seventh year for our ever popular “Raising a Glass” event. Musician James MacKenzie performed and Windmill Brewery, King’s Lock Distillery, and Blue Gypsy Wines provide beverage samples. Food samples were provided by the Georgian Dragon, the Noshery, the Brockberry, the Barley Mow, and the Union Jack Pub.

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 2018:

Date	Event	Net	# participants
<b>April 9-13</b>	Book Sale	\$2280	392
<b>October 12-13</b>	Silent Auction	\$2273	72

## Collections

*Respectfully submitted by Ellen O'Dair, Administrative Assistant/Registrar*

The Open Drawer Project continued in 2018, as volunteers continued working on re-catalogue records for the Museum's Archival collection. To date, a total of approximately 17,522 artifacts (3D and Archival) have been entered into the database, of that, roughly 8,861 have had images attached to their record. All new 2018 acquisitions have photographs attached, with summer students, co-op students, and volunteers working on photographing the remaining collection and attaching existing images to records in the database. In 2018 many Open Drawer volunteers finished entering in catalogue records for our photograph collection, and have moved on to our archival documents. Training for this new phase of the project was provided and all Open Drawer volunteers are expected to begin this phase in 2019.

In 2018 we were lucky to be able to hire two summer students. While these students were primarily working on programming, they also worked on Collections projects. The students photographed artifacts, scanned much of our postcard collection, and worked on organizing and cataloguing our collection of Murray negatives.

In 2018 we also received a co-op student from South Grenville District High School, who was with us full-time from September 2018 to January 2019. This co-op student primarily worked with the collection, undertaking tasks such as scanning archival documents, attaching photographs to records in the database, and tracking temperature and humidity levels in the Annex. The student's main tasks were helping to organize the Archives – identifying items to move to our Research collection, and creating an index of our archival items – as well as cataloguing a large number of serials from the Brockville Psychiatric Hospital.

The Museum accepted approximately 190 objects into its permanent collection during the 2018 year, from approximately 40 donors. While the number of objects we accepted this year is less than in previous years, the objects which were accepted are notable, several of which have already been put on display. Our continued lack of storage space also weighed heavily on our decisions to accept objects.

Several notable acquisitions were made in 2018. This includes a number of artifacts for our "Travel Trunk" exhibit (opening in 2019), such as a number of objects relating to Dr. Czigler, many of which will be featured in this exhibit. New items were also acquired for our "Made in Brockville" exhibit, which was updated in 2018. This includes items from Ketchum Manufacturing, which were acquired on a visit to the premises, the Buell sword, once owned by Jacob Dockstader Buell, and a D.H. Burrell cream separator, which was acquired from the Canada Science and Technology Museum. A final notable acquisition was made in November of a collection of items relating to the Schofield family. This includes correspondence, photographs, and three portraits painted by F.W. Lock.

Lastly, the Collection Committee (which met 4 times in 2018) continued to work on deaccessioning items from the collection. Some of these items were 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.

2018 also saw the review and significant updating of our collection policy. The new policy was approved by the Board of Management in November. A copy is included in the Appendix.

## Conservation

*Respectfully submitted by Ellen O'Dair, 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 2018 this included their funding of the purchase of a new digital camera and photographic equipment. This has allowed us to better document the condition of the collection, as well as to add high-quality images to our online database.

Minor conservation treatments were performed throughout the year, such as the cleaning and dusting of artifacts, and the removal of tape and other harmful substances from archival documents. The vehicles in the Carriage Hall were given a very thorough dusting, and a plan has been set to ensure these (and other artifacts on display that are not encased) are regularly dusted and their conditions reassessed.

One major conservation treatment was undertaken in 2018. A trunk from Dr. Czigler, to be used prominently in the "Travel Trunk" exhibit, was found to be suffering from red rot. Red rot is a type of deterioration that affects leather, causing it to disintegrate into a fine red powder. A consolidate was applied to strengthen and bind the leather, and seal it from further harm.

## Research

*Respectfully submitted by Jean Mather, Volunteer Researcher*

The Brockville Museum received a total of eighty-one research requests during 2018. Most were answered by staff or by the volunteer researchers. A few were passed on to the Genealogical Society, since the answer was considered more likely to be found in their material.

Some requests involved happenings on the St. Lawrence River, an important aspect of life in Brockville. One involved the sinking of the drill boat, J. B. King and another sought the identity of a barge that sank off Centeen Park some years ago.

Photographers Ian Inniss and A. C. McIntyre and artists Charles Gilder, Marjorie Winslow, Katrina Buell and Robert Wright were all the subjects of queries this year. Many people own or have inherited works by these individuals and are curious to know more about them.

Brockville has had many flourishing industries over the years and has produced products which were distributed far and wide and which continue to turn up from time to time. In one such case we were asked to confirm the Canada Carriage Company logo for an individual who had found a buggy which he wished to identify. At least two people requested information about Smart's Foundry; one was the owner of a double headed axe and the other, a waffle maker. We were also asked to provide information about other companies such as the Brockville Briscoe manufacturing facility and the Derbyshire Dairy Supply Company.

When one of Brockville's older homes changes hands, the new owner is often eager to learn about its past. Sometimes there is an interesting story to be found which we are able to share. Other times, as happened this year, the new owner has heard a fascinating account which needs corroboration. Such was the case of the ghost supposedly haunting a home on Buell Street. We were, unfortunately, unable to find anything to back up the tale!

Occasionally a query about a particularly interesting individual is made. We received a request about Dr. William Jackson. We were able to provide a photograph of the gentleman, the inventor of Pink Pills which later formed the basis for George Fulford's fortune and also to share the story of how he went on to do fascinating work with Alexander Graham Bell.

The volunteer researchers are involved in an ongoing effort to produce a computerized index of the extensive files of mainly newspaper clippings so that material can be quickly accessed. It is hoped that an index of the books in the Museum library can be compiled in the future to ensure that valuable sources of information are not overlooked.

It is very encouraging to the Museum staff and volunteers to realize the level of interest in Brockville's past as shown by the volume of enquiries received. It is most rewarding when useful information is found and can be passed on. We look forward to new challenges in 2019.

## Exhibitions

After three years of implementing an intense, overly ambitious, but successful exhibit schedule, 2018 saw us scale back slightly, opening just one temporary exhibit with an accompanying virtual exhibit. However, considerable energy was put into future exhibits planned for 2019 and 2020.

Our 2018 temporary exhibit was “Pieces of Brockville”. It looked at downtown Brockville buildings that have disappeared from our landscape through the lens of those pieces that were saved and preserved in our collection. The exhibit explored the reasons why old buildings disappeared and examined mechanisms for preserving heritage structures. Our summer student enhanced this exhibit by creating a virtual version of the exhibit for our online virtual museum page.

Exhibit	Description	Dates	Location	Type
<b>Pieces of Brockville (Phase II)</b>	Exploring the reasons why some old buildings disappear from our streetscapes through the pieces that remain.	June 8, 2018 – April 2019	Annex	Temporary
<b>Pieces of Brockville (Virtual)</b>	Exploring Downtown Brockville’s historical architecture with emphasis on renovations, preservation, and those buildings that have been destroyed.	Launched August 2018	Online	Virtual

In 2017 we hired Know History to carry out a research project on immigration with the goal of ultimately creating a children’s exhibit focused on that theme. In 2018 we circulated an informal RFP for the design and interpretation of the desired exhibit that would replace our existing children’s room. Letourneau Heritage Consulting in Kingston was hired and began work in the fall. During the consulting phase the project morphed into a more family-focused exhibit targeting children age 8-14 rather than specifically children. The exhibit will open on February 18<sup>th</sup>, 2019.

The most significant exhibit development of 2018 was the initiating of the 2020 exhibit, “Painting Picnic with Prudence Heward”. This exhibit will celebrate the Canadian artist by exploring the work she and her friends created while visiting her summer home at Fernbank. Since the Brockville Museum does not have any work by Heward in its collection, this ambitious project has meant reaching out to other museums and private collectors for loans. Thanks to assistance from the McMichael Collection of Canadian Art, the museum was able to secure works of Brockville by A.Y. Jackson. We have also been delighted by the response that we have received from private collectors, especially family members of Heward’s. Work on securing loan agreements will continue in 2019.

## Interpretation & Education

*Respectfully submitted by Peggy Hause, Interpretation and Public Programs Coordinator.*

2018 was an eventful year for programming at the Brockville Museum as a new Interpretation and Education Coordinator stepped into the role. With the staffing change came new programs, the discontinuation of older programs that did not generate good returns for the museum, and the continuation of perennial favourites. In total, 12 new History Talks, a walking tour, 5 school programs, and a redeveloped Discovery Pack (backpack program) were created this year.

This report presents the highlights for 2018 as well as an outline of our programming.

### Types of Programs

Our program offerings were very similar to what was offered in 2017 with a few adjustments. Descriptions of each program type can be found in this report, classified under the following categories:

- Off-site Senior programs (includes St. Lawrence Lodge, Sherwood Park Manor, Rosebridge Manor and Mapleview Lodge) 29%
- Hospital Programs (includes Artifact Therapy and BGH Day Hospice) 19%
- On-Site Adult Programs (such as Talk & Tea and Lecture Series) 16%
- Walking Tours (refers to our 'Brockville's Criminal Past' weekly tours & group bookings) 15%
- Other (includes speaking engagements, special events, etc) 9%
- School Groups (includes all school visits, of all ages, both on and off site) 6%
- Youth Groups (includes Guides, Scouts, day camps, etc.) 6%

### Hospitals, Nursing Homes and Seniors' Residences

Representing a combined 48% of total programs for 2018, off-site senior programs are an excellent way to bring the museum's message to the community. They allow participants to socialise and share stories. Often the information they share can be used to further enrich the program with additional information and to correct information that may have been incorrect (names, locations, etc.).

#### Hospital Programs

We regularly present programs at the Brockville General Hospital's Garden Street Site: Artifact Therapy, and bimonthly at the BGH Day Hospice Program.

For 31 years the Artifact Therapy program has been delivered to residents at the Garden Street Site, because of the generous funding provided by the Rotary Club of Brockville. Participants in this program are people waiting for/recuperating from surgery, or awaiting room in a nursing/retirement residence. This creates a diverse audience with a wide range of interests and comprehension.

#### Off-Site Senior Programs

The presentations developed for Artifact Therapy are also delivered monthly to local nursing homes and senior's residences. Programs regularly run at St. Lawrence Lodge, Rosedale, Royal Brock, and the Adult Day Program run by Community and Primary Health Care (CPHC). New this year, Bridlewood

Retirement home has received a few programs and has indicated they would like more in the future. There have been some scheduling changes in 2018 to accommodate staff changes. Fewer programs were run for Artifact Therapy, with 18 programs (twice a month) occurring. This change occurred as every program was new this year and had to be researched and written. Out of town programs were also discontinued as the return did not justify the museums time spent on them.

For 2018, 56 senior programs were delivered. This shows how popular these programs continue to be. They also generate a steady year- round income for the museum. Going forward into 2019 I would like to expand the number of senior programs to other local retirement and nursing homes.

### **On-Site Adult Programs**

On-Site adult programs represented 16% of the museum programming in 2018. These are programs created for adult audiences that require a sign-up fee or ticket. The majority of these programs are successful income generators for the museum, and offer unique experiences.

### *Annual Winter Lecture Series*

The museum's largest adult education program is the Annual Winter Lecture Series held every Tuesday in February and the first Tuesday in March. Despite staff changes occurring during the series, the Lecture series did well this year with 288 people attending 5 lectures. There were very few negative comments on survey forms that came back. The most common suggestions asked for local history. We may have to better advertise Talk & Tea which covers local history.

### *Talk & Tea*

12 Talk & Teas were held in 2018. We averaged 14 people per program. Talk & Tea is a monthly program held on the 2nd Thursday of the month at 2:00pm that run for 45- 60 minutes, with topics focusing on local history. These are informal lectures that are open for anyone to attend, participants are encouraged to discuss the topic, ask questions, and share stories. The topics that are presented are variations of the programs developed for Artifact Therapy and Off-Site Senior Programs. During 2018 museum members received this program as a value-added perk for free, and non-members paid \$2.00. The fee will be going up in 2019 to better represent the costs associated with preparing and delivering this program. We also work to better advertised Talk & Tea to help generate more interest.

### *Heritage Skills Workshop Series*

This was the 2nd year for the Heritage Skills Workshop Series, and it was again very successful with an average of 17 people attending each workshop (sell-out was 20). Participants could sign up for an individual program for \$15.00, or all 3 for \$36.00.

The theme this year was Pioneer Skills, each workshop focused on a skill that would have been used by early settlers. This included Natural Pharmacy, Preserving for the Winter, and Corn Husk Art- Folk Art. In each program the topic was connected to local history, and participants made something to take home. It may be beneficial to offer this program twice, during work hours and after.

### **Walking Tours**

#### *Criminal Past Walking Tour*

The Criminal Past Walking Tour came back this year with tours running at 4:00pm and 7:00pm each Friday in July and August. Our summer students did a great job leading tour groups around historic Brockville and captivating them with the historic crimes and criminals associated with the city.

This was a great year for the Criminal Past Walking Tour, 17 tours were delivered to an average of 8 people per tour (145 people). This is a tour attendance increase of 43%!

### *Waterfront Sunset Tour*

During the summer we tried a new tour called the Waterfront Sunset tour that told historic stories of Brockville's waterfront. Unfortunately these tours did not do well. Of the 5 tours offered in August, 1 had people attend. For 2019 I would suggest we try renaming the tours Historic Waterfront Tours and see if there is more interest, because when people found out what it was about they were interested.

### **Other**

#### *Speaking Engagements*

Throughout the year, the museum is asked to address groups or service clubs. In 2018 there were 2 of these engagements. For 2019 we will have to look into ways to advertise that this is a service.

#### *Slow Art Day Pop-Up*

For the first time we participated in the international Slow Art Day event. This is a worldwide event where heritage institutions are encouraged to get their audience engaged in art.

In April the museum participated in this event by bring 3 different pieces of art from the collection to City Hall. The goal was to get people to stop and look at a piece of art for 30 seconds. This is an event that we should continue as we prepare for the Prudence Heward exhibit in 2020.

#### *Street Fairs*

The museum participated in 2 sidewalk sales and Heritage Day this year. The exposure we get from these events is very beneficial. However it is unrealistic for the Museum Educator to always do these events. I would suggest finding some volunteers who would be willing to do these sorts of events.

#### *Time Travelers Drop In*

Time Travelers Drop- In program was meant to be a free value added program for families with young children over the summer months. Unfortunately this program failed to find an audience with the schedule it was on. For 2019 this program will be redeveloped and tried again with a different schedule.

### **School Groups**

School groups as far away as Wolfe Island participated in our programs this year, in addition to Brockville area schools. Out-of-town schools were able to make a full day program by either combining their visit with the Train Tunnel, Aquatarium, or booking 2 museum programs.

We delivered fewer school visits this year. This could have been because of the change in staffing, the closure of a number of local schools, increase in school bus costs, or changes in the public school board

that prohibit charging students for curriculum-based activities. There was interest from a number of teachers who inquired about programs but could not book one due to busing and funding issues.

There were 6 school programs ran at the museum in 2018, and 1 off-site talk to photography students at BCI. The most popular program this year was Unwritten Histories, where students learn about the Indigenous peoples who lived in the surrounding area before the Loyalists arrived. Christmas Traditions continued this year as well.

Every school group that has participated in a school program has enjoyed their time and has said that they will tell their colleagues to book programs with us.

There were no Homeschool groups this year. There is a different person planning their programming now which may explain their absence.

For 2019 it may be worth approaching the school board again to see how they would suggest we advertise our programs to teachers.

### **Youth Groups**

In 2018 we hosted 6 different youth groups at the museum in a wide array of programs.

### *Summer Camps*

We had 2 summer camps come in as part of their programming. The Gymnastics Club came for an afternoon, and the Developmental Services Summer Camp booked 3 different programs with us.

This may be an opportunity we should pursue further in becoming a part of other groups summer programs. Not only would this allow us to reach more children, it would also help strengthen our community connections, and keep our summer students free for other programs and projects instead of tied to a summer camp for a week.

### *Brockville Brownies and Guides*

The Brockville Brownies and Guides both came for programs at the museum this year. There was a new Girl Guide program introduced in 2018 with significant changes. It is still unclear what, if any, impact this will have on the museum.

### *Encounters With Canada*

In April, the Poppies, Poems, and Personal Effects program returned to Encounters With Canada, a program with the Historica-Dominion Institute in Ottawa for Vimy Ridge Week. This program brings 100 students from across the country to Ottawa for a week of themed sessions. This archive-based program has been well received, and it was the 8th year we have presented this program.

### **Summary**

Overall, I would consider 2018 successful. New this year, all programs that the museum delivers have working files. These files include all research generated to create the program, supporting materials, curriculum connections, a program outline, and talking points. The purpose of these files is that in the future other museum educators would be able to take the file and deliver the program.

Although audience numbers and income were down compared to other years, the change in staffing that resulted in a delay in regular programming does account for the majority of this, as does the discontinuation of programs to retirement residences and nursing homes outside of Brockville. Even with these changes, 117 (with 13 more cancelled due to illness, weather, etc.) education programs were delivered to almost 2,000 people, and over \$7,800 of profit was brought in.

As we continue to deliver worthwhile programs I have no doubt that our program audience will continue to grow.

## Physical Plant

The Brockville Museum's physical plant includes a c.1820s and c.1840s 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.

Each year the museum building experiences water-related issues that impact operations in some way. In 2017, high water levels closed the museum for four business days as a result of our sewage valve being closed (effectively shutting off water to our building) during heavy rains that overloaded the system's wastewater system. In 2018, we experienced this same issue on January 12. On February 22 the museum experienced flooding as a result of a sump-pump malfunction combined with a heavy thaw, heavy rain, and poor drainage around the museum. This flooding most notably impacted the classroom.

In 2018 the Brockville Museum was provided with a capital maintenance/repair budget that addressed some ongoing issues; we also found ourselves catching up with 2017 projects.

2017 projects completed in 2018 included:

- New emergency exit door on south side of Beecher House
- Replace all lighting with energy efficient lights

2018 projects completed in 2018 included:

- Window blinds for office areas
- Video Surveillance for public spaces

Projects which received funding in 2017 and 2018, but which were not completed in 2018, included:

- Lobby floor repair (it was decided to cover up the broken tile, but this did not happen)
- Repair loading dock door
- New Furnace for Beecher House

It is expected that the above projects will be completed in 2019.

However, we did utilize some of the 2018 allocated budget to cover unexpected costs in 2018 including air quality testing throughout the building in the aftermath of the February flooding and for core sample testing in Beecher House to identify possible asbestos and lead.

Air quality testing done in April 2018 identified three key issues:

1. The report indicated that there was no airborne mould in the classroom (where the most significant flooding occurred), but core samples from the drywall showed moderate mould growth.

ACTION: Facilities department hired a contractor to remove the impacted drywall, re-drywall and paint.

2. As expected there was considerable levels of airborne mould in the 1840s Beecher House basement; core samples of the wooden beams were also positive for moderate mould growth.

ACTION: Given the magnitude of this issue, the costs involved in mediating it, the likelihood that the issue would return even after treatment, and that this is a non-occupied space that doesn't seem to be affecting adjacent spaces, we will treat this space as restricted (essentially as it is now). The Genealogical Society who use the space to store their documents were informed and continue to discuss alternative storage options. If access to the space is required, a simple mask is being considered sufficient to reduce exposure.

3. Some airborne mould was detected in the office area, although the quantity was still less than could be found outside on a bad day in April.

ACTION: Follow-up air quality testing in the office area and attic will be performed in the future in order to establish a baseline and determine the origin of the mould spores. If the attic is the source of the air quality issues, we will investigate solutions for limiting air circulation between the two spaces (may mean looking at the furnace and duct work).

The November 2018 Lead and Asbestos testing found no significant concerns except for vermiculite located in the attic of Beecher House that has been falling through the ceiling into the staff office areas. The City assessed the situation, found no immediate danger to staff, and promised to perform some remediation in 2019 that would prevent future disturbance.

In December 2018 the furnace that serves the lobby area malfunctioned. A temporary fix was implemented, but failed after a week. A more permanent fix was expected to take place early in 2019.

As part of preparing for the 2020 special exhibit, "Painting Picnic with Prudence Heward" an updated facility report for the Annex was conducted and hygrothermograph readings were reviewed. We identified significant humidity issues with the space. These issues involve the ability to maintain consistent humidity levels necessary for the loan of artwork from other institutions. Work will continue into 2019 to identify a resolution.

The limited physical capacity and failures with the museum building continue to be our greatest physical plant challenges. We simply do not have the space to continue to acquire large donations of objects and documents. In 2017 the Museum Board of Management resolved to seek relocation options for the museum by 2032 (200th anniversary of Brockville incorporation). Throughout 2018 research into new museum build projects was conducted and efforts were made to increase the public's awareness of these issues. In December 2018 a "2032 Committee" was struck to further advance these plans.

## Community

*Respectfully submitted by Viktor Kaczkowski, Community Engagement Officer*

2018 built on the museum's 2017 focus on programming and visitation that help increase the museum's visibility within the broader community. In an effort to further grown our audience and visibility, a new focus was also placed on social media engagement.

On January 1st, at the request of the Mayor's office, the museum hosted the Mayor's annual New Year's Levee. In addition to local political figures, there were almost 150 people in attendance. This event provided the museum with an excellent opportunity to not only showcase what we have to offer to a broader audience but to also reveal our plans regarding the 2032 project.

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
1906	1885	270	7 (227)	48 (277)	29 (569)	9798

### Hours of Operation

During 2018, the museum was open to the public on 270 days totalling 1885 hours.

The Museum's regular hours of operation 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 2018:

- The Leeds & Grenville Genealogical Society
- United Empire Loyalists

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

- Artistic Stitchers
- Basket Weaving Guild
- 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, 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 2018, 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 19, Family Day activities
- April 28, Day of Mourning (for workers who lost their lives on the job)
- May 4, Dutch Day of Remembrance
- June 23, Ontario Heritage Trust's "Pop-Up" Doors Open
- July 7, Historic Places Day
- September 29, Culture Days

In addition, the museum was present and visible with a booth at several local community events between May and September. This involved not only offering information about the museum but also encouraging families to undertake special family activities designed by the museum.

- Sidewalk Sale (May)
- Downtown FunFest (August)
- Culture Days (September)

We will continue to focus on community initiatives like these that increase the museum's visibility in 2019, especially as we continue to work towards increasing general attendance.

## Volunteers

Our volunteers continue to be vital to our success, not only with regards to interacting with visitors, 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    | • Gardening                        |
| • Collections Management | • Fund Raising                     |
| • Education Programming  | • Bakers                           |
| • Visitor Services       | • Servers                          |
| • Docents                | • Friends of the Brockville Museum |
| • Maintenance            | Executive                          |

## Recruitment

The total number of active volunteers during 2018 stood at 60. Over the course of the year the number of active volunteers was remarkably stable. Six new volunteers (adult and student) were added to the roster, the majority of who were involved in visitor services, collections management and the Friends. Seven volunteers were removed from the roster primarily because they had either fulfilled their volunteer or co-op requirements (students) or because they had moved out of town.

For the past 18 years, clients of Career Services have been providing volunteers to the museum. In 2018, the museum had one such volunteer who is helping with collection management by scanning images.

During 2018, a new volunteer rack card to help promote museum volunteering was produced. This rack card has been made available at the museum's front desk and distributed at all of the museum's outreach activities.

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 19, 2018. 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 efforts of all of the museum's volunteers were recognized at a luncheon held at the Court House Lodge on October 18. There were 32 people in attendance. Words of appreciation were offered by the Board and by staff members, as well as by the Friends Executive. Catering was provided by The Brockberry. The event was sponsored by the Friends of the Brockville Museum.

### Hours

Our total volunteer hours in 2018 was 3,792, a decrease of 13.5% from the previous year. This decrease is due primarily to an expected reduction in the number of hours being devoted to the Open Drawer project as well as having fewer co-op students.

This decrease in overall hours has been significantly offset by an increase in the average number of hours committed by each volunteer, which during 2018 was 63.2 hours per volunteer, notably higher than the 5-year average of 57.7 hours per volunteer.

That said, work on the collection continues to make up much of the museum's volunteer efforts with 1,404 hours or 37.0% of total volunteer hours; community (front desk) accounts for 1,551.5 hrs. or 40.9%, with the remaining 21.1% of volunteer efforts being taken up by education (1.7%), physical plant (6.1%) and governance (14.2%). The proportions of hours for collections and community are virtually identical (almost 80%) to those seen in 2017. Physical plant and education programming saw a reduction in overall hours while governance saw a significant increase, largely due to increased activity by the Friends.

### 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. Thanks to assistance from the Friends of the Brockville Museum, new rack cards were printed and distributed during 2018. The museum has in fact expanded its rack card program to include notification of upcoming events and volunteering opportunities.

### **Television and Radio Appearances**

During 2018 museum staff made 6 television appearances and had 12 radio stints to promote museum activities. The museum also co-hosted the CFJR's morning show on one occasion in January.

While Cogeco and JRfm have been the focal points of our media presence, CKWS also invited the museum to appear on their news twice during 2018. The museum continued to partner with DCE Media and its 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 another 3 episodes added during 2018, bringing the total number of episodes thus far to 26. All are available on the museum's YouTube Channel.

Our most notable media coverage in 2018 came as a result of our Ice Storm exhibit, marking the 20<sup>th</sup> anniversary of the notable event. Both CKWS and the CBC Ottawa aired stories regarding the exhibit. These stories also garnered great traction on social media.

### **Print Media**

The Recorder and Times and SNAP'D 1000 Islands gave the museum excellent coverage over the course of 2018. In total 11 press releases were sent out, either promoting events or to ask for assistance with exhibits. SNAP'D 1000 Islands continues to make space for a monthly article from the museum based on historical photos. In addition, specific newspaper stories were run regarding both the Ice Storm and the Pieces of Brockville exhibits.

### **Website Presence**

The museum's website continued to serve as a resource for the public at large. The total number of website visitors for 2018 was 9,798, an increase of 6.8% over the previous year.

In addition to our own website, the museum also published on six other website's online event calendars, including Tourism Brockville, SNAP 1000 Islands, Cogeco (YourTV), Recorder and Times, 1000 Islands International Tourism council, and the DBIA.

### **Social Media**

The Brockville Museum maintains active social media accounts on Facebook, Twitter, and new in 2018, Instagram. We also have our own YouTube Channel.

2018 saw the creation of a new Social Media Plan, which was approved by the City's Social Media Committee and MIS department. The new plan details our key messages, and identifies how each social media platform will be used differently in order to attract the widest possible audience. (A copy can be found in the appendix of this report). The most noticeable difference to the new approach is that Twitter posts are unique from Facebook posts. We are no longer cross posting to both platforms. This strategy means that we are committing more time and energy to social media, but we are finding that we are successfully engaging new and larger audiences.

#### Facebook:

Our Facebook Page continues to grow and serves as our primary social media platform. It is an effective tool for communicating upcoming events to interesting parties, but we do find that the audience is most interested in historical information. Our audience on Facebook grew by 26% in 2018, bringing us up to 1,424 followers at the end of the year. We still don't have the reach we would like to see, but more and more posts are getting good traction and engagement.

Our most popular posts on average continue to be our Throwback Thursday (#TBT) posts. They are popular because they deal with a historical topic that most of our audience can remember (i.e. photos from 1950-1980). Posts about Con Darling always generate huge engagement.

Facebook has proved very useful for seeking public assistance. In 2018 we used this platform to find photographs for exhibits, ask for specific items, and most notably, seek assistance on identifying the origins of a majorette uniform that was "left on our doorstep". Although these posts are not always successful in generating the results we would like to see, some of them are amazingly successful (like the majorette uniform).

In November we ran a weeklong series commemorating the 100<sup>th</sup> anniversary of the end of WWI which generated a lot of engagement and even comments expressing gratitude for the series. Posts like these allow us to offer "virtual programming", engaging audiences who can't or don't attend events or programs at the museum, but who are interested in what we do.

#### Top Performing Facebook Posts of 2018:

	Reach
#OTD opening of the Seaway (Video)	9.5K
Looking for info on Majorette uniform	5.2K
#TBT Fairknowe Home & British Homechild Day	5.2K
#TBT Dave Jones Building (renovations)	5.1K
#InternationalDayofPeace – post about Con Darling	4.3K

#### Twitter:

2018 saw a new commitment to Twitter with unique posts that lent themselves to this platform. As we negotiated how best to utilize Twitter we found that it is actually most helpful as a networking site to help us connect with other museums and stay on top of museum trends and best practices. To this end, most of our followers are other museums and most of the pages we follow are museums. We continue to work on reaching a more public audience, but are finding tremendous value even with this limited sector-specific audience.

As a result of our efforts to boost our Twitter engagement we did see an 82% increase in Twitter followers, bringing us up to 213 followers at year's end.

The challenge we find with Twitter is the limited character count- it is a challenge to provide sufficient historical content for our posts in so few words. But this challenge gives us practices in the fine art of composing short label text.

Our most successful tweets are those that tag larger sites, especially when those sites re-tweet our posts. Along this same strategy, we try to participate in international museum hashtag events that garner a bigger, usually international, audience.

#### Top performing Tweets of 2018:

	Reach:
Attending Encounters with Canada	2.9K
#MusCake Day – Sophie Buell Letters (mention cake)	2.3K
@ICOM maximizing impact guide launch	2K
#HistoricPlacesDay announcement	1.9K
#WWII OTC @NFB film	1.6K

#### *Instagram*

We launched our Instagram account in February 2018. In order to make our presence on Instagram unique, we chose to approach it specifically from the role of Collections Technician. To this end, our Instagram posts focus on the daily tasks of the Collections Technician along with insights into our collection. Given the nature of Instagram we do not monitor individual post engagement, however, we did post 104 times in 2018 and reached an audience of 462 by year's end.

#### *YouTube Channel:*

Our YouTube Channel content continues to grow, though at a much slower rate than our other social media platforms. We added six videos in 2018, bringing us up to 45 videos. These videos are a mix of BMuse episodes (of which there are now 26), archival footage (13 videos), and a few miscellaneous clips. We have made attempts to organize the videos into playlists to facilitate a more enjoyable and engaging user experience. We closed the year with 32 channel subscribers (up from just 15 in 2017).

We are grateful for our ongoing partnership with HomeTownTV12 and DCE Media Productions which allows us to produce our BMuse episodes. Only three new episodes were developed in 2018 as a result of our staffing changeover, but this collaboration is a great asset for the museum.

It was through our partnership with DCE Media Productions that we were able to film our Museum Dance Off video in late 2017 for the spring 2018 competition. Although our Dance Off video came in a distant second in the Canadian competition, it definitely gave the museum some international exposure. The Dance Off video is our best performing video on our YouTube Channel with over 1,000 views.

One of the greatest advantages of our YouTube Channel is being able to link videos with our other social media posts. This is a good way of getting our digitised videos out 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.

The Curator/Director continued her membership on 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 once again 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 Downtown Brockville.

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

### **In-coming Bus Tours**

As part of our services, the Brockville Museum has special programming available for group tours. The museum currently offers two basic options, On-site visits or On-bus City Tours.

For on-site visits, groups are welcomed to the museum with a brief presentation highlighting our message and are introduced to the exhibits after which time they tour the museum at their leisure. As add-ons, groups may choose to have an informal lecture (like Talk & Tea), participate in our walking tour or have tea.

For on-bus tours, we offer a step-on guide (one of our volunteers) who will coordinate the route with the driver and offer a commentary on the historical highlights of downtown Brockville and its waterfront.

In total, seven incoming tours were received by the museum for the 2018 season for a total of 227 visitors. Of these tours, three were on-site visits and four were on-bus city tours. There were two cancellations. Here is a summary of tour bookings:

- Kingston Seniors Association: 1 museum tour
- 1000 Islands Tours & Travel: 3 on-bus city tours  
2 cancellations
- St. Lawrence Cruise Lines: 2 museum tours with special lectures
- Great Day Tours: 1 on-bus city tour

### **The Friends of the Brockville Museum**

In addition to having two successful fundraising events during 2018, the executive board of the Friends of the Brockville Museum continued to make progress in reviewing how it does its business and updating its governing policies.

The Friends of the Brockville Museum held their Annual General Meeting on Saturday March 3, 2018 at the Brockville Museum. As part of its regular business (i.e. the Treasurer's Report, the Curator's report, greetings from Board), the Friends confirmed the slate of directors as follows: Doreen Barnes, Carole Joling, Ralph Newson, Nancy Nicholson, Pat Remmer, Paul Sheppard, and Norma Wilkes.

During 2018 the Friends of the Brockville Museum covered over \$7,000 in expenses for marketing, programming, and exhibition development, along with covering the costs of the volunteer appreciation luncheon.

Toward the end of 2018 the Friends completed its review of its by-laws and adopted a number of updates and revisions, thereby allowing it to not only be more reflective of its current goals and operations but to also better reflecting existing legislation governing non-profit corporations.

## 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 2018 we hosted one high school co-op students.

2016 Staff Included:	
<b>Curator/Director</b>	Natalie Wood
<b>Interpretation and Public Program Coordinator</b>	Peggy Hause
<b>Administrative Assistant/Registrar</b>	Alison McMahon (until September 2018) Ellen O'Dair (starting September 2018)
<b>Community Engagement Officer (PT)</b>	Viktor Kaczowski
<b>Summer Students</b>	Declan Dawes (Summer Experience Program) Justin Vanderkloet (Young Canada Works)
<b>High School Co-op Students</b>	Hunter D. (September 2018 – January 2019)

Two notable staffing changes took place in 2018. First, our long-time Interpretation and Public Program Coordinator, Amy Mackie left the museum for a new position on January 6, 2018. As a result, we held a recruitment process for a new Interpretation and Public Program Coordinator. Peggy Hause was hired and started in mid-February 2018. This staffing change did impact programming significantly for several months, but by year's end we saw a return to normal programming levels. Our second notable staffing change was a result of a maternity leave for our Administrative Assistant/Registrar, Alison McMahon. In this case we were fortunate to be able to hire a previous summer student, Ellen O'Dair to take on the maternity leave position. Alison is expected to return in September 2019.

Given the notable staffing change in the position of Interpretation and Public Program Coordinator, we were very fortunate to be able to welcome previous summer student, Declan, back for a second summer as a result of Summer Experience Program funding. Declan was able to bring some consistency to our summer routines. Thanks to a Young Canada Works grant we were also able to hire Justin Vanderkloet to assist with summer programming.

New in 2018 we eliminated the summer weekend-only position. This was possible as a result of the 2017 elimination of Sundays and grant funding for two summer students. This change resulted in more productive Saturday staffing.

In the fall we welcomed a local high school co-op student who worked on scanning documents in the archives.

### Professional Development

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

In March, the (new) Interpretation & Public Program Coordinator attended the Ontario Museum Association's "Essential Engagement: Dialogic Interpretation" workshop in Toronto. She was able to

apply many of the learnings from this three-day workshop to her programming as well as into new planning for the new family-friendly “Travel Truck” exhibit set to open in early 2019.

The Curator/Director completed the four-part Association of Municipal Managers, Clerks and Treasurers of Ontario’s (AMCTO) Municipal Administration Program (MAP) in the spring.


In November, the Curator/Director attended the Canadian Museum Association’s “Marketing & Fundraising” Symposium in Calgary. The symposium provided very useful and timely insight into donor expectations and donor relations, specifically where large capital projects were concerned.

Throughout the year the Curator/Director also took advantage of some inexpensive (and free) in-person and webinar training sessions related to museum management and to tourism. These included the Ontario Museum Associations, “Managing Up, Down and Across: Change Management”; RTO9’s half-day workshop on “Content Marketing”; and RTO9’s “Tourism: a Career that Takes You Places” symposium.

## Appendix

- i. 2018 General Ledger
- ii. Exhibit Plan
- iii. 2018 Event Listing
- iv. Statistics Chart
- v. Infographics
- vi. Chronology of Events (1970-2018)
- vii. New Collection Policy
- viii. New Social Media Policy
- ix. 2018 Monitor Newsletters

## 2018 General Ledger

CITY OF BROCKVILLE					GL5330		Page : 1	
GL Department Report			BROCKVILLE		Date : Mar 20, 2019		Time : 10:28 am	
			CITY OF THE 1000 ISLANDS					
			Budget : Budget Values					

## 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)	June 2018 –April 2019	Annex	Temporary
Kid's Room (Remodeled): "Travel Trunk"	February 18, 2019	Beecher House	Permanent
"My Story, My Tattoo" (Wellington County Museum & Archives)	May 18-September 2, 2019	Annex	Travelling
"Farm Fresh Ontario" (Archives of Ontario)	September 2019 -March 2020	Annex	Travelling

## 2018 Event Listing

**January 1<sup>st</sup>** – City of Brockville New Year's Levee

**January 11<sup>th</sup>** – Talk & Tea “Ice Storm 1998”

**February 6<sup>th</sup>** – Adult Lecture Series – Jennifer Anderson “Libraries, Archives & Museums: More Relevant than Ever”

**February 8<sup>th</sup>** – Talk & Tea “Brockville and the Seaway”

**February 13<sup>th</sup>** – Adult Lecture Series – Danny Doyle “Míle Míle i gCéin: The Irish Language in Canada”

**February 19<sup>th</sup>** – Family Day

**February 20<sup>th</sup>** – Adult Lecture Series – Gord Beck “The Development & Use of Aerial Photography in WWI”

**February 27<sup>th</sup>** – Adult Lecture Series – Sarah Hood “What We Ate: A Cook's Tour of Canadian Food History”

**March 1<sup>st</sup>** – Seaway Ship Enthusiasts – Doug Smith “Senator Derbyshire”

**March 3<sup>rd</sup>** – Friends of the Brockville Museum Annual General Meeting

**March 6<sup>th</sup>** – Adult Lecture Series – Ken Watson “The Rideau Route: Exploring the Pre-Canal Waterway”

**March 8<sup>th</sup>** – Talk & Tea: “Meet and Greet – Get to Know Peggy”

**March 23<sup>rd</sup>** – The Museum @ Night “Flashlight Tour”

**April 9<sup>th</sup>-13<sup>th</sup>** – Friends Annual Used Book Sale

**April 12<sup>th</sup>** – Talk & Tea “Iroquois Confederacy” with guest Michael Hart

**April 20<sup>th</sup>** – The Museum @ Night – “Brockville's National Treasure”

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

**May 10<sup>th</sup>** – Talk & Tea “Royal Visits”

**June 1<sup>st</sup>** – The Museum @ Night “History or Hearsay”

**June 7<sup>th</sup>** – Seaway Ship Enthusiasts – Pat Sayeau “The Port of Johnstown”

**June 14<sup>th</sup>** – Talk & Tea “Women in Brockville History”

**June 23<sup>rd</sup>** – Heritage Trust Pop-up Doors Open

**July 6<sup>th</sup>** – Criminal Past Walking Tours

**July 12<sup>th</sup>** – Talk & Tea “Historic Buildings”

**July 13<sup>th</sup>** – Criminal Past Walking Tours

**July 20<sup>th</sup>** – Criminal Past Walking Tours

**July 27<sup>th</sup>** – Criminal Past Walking Tours

**August 3<sup>rd</sup>** – Criminal Past Walking Tours

**August 9<sup>th</sup>** – Talk & Tea “History of Smart’s Foundry”

**August 10<sup>th</sup>** – Criminal Past Walking Tours

**August 17<sup>th</sup>** – Criminal Past Walking Tours

**August 21<sup>st</sup>** – Raising a Glass for the Brockville Museum

**August 24<sup>th</sup>** – Criminal Past Walking Tours

**August 31<sup>st</sup>** – Criminal Past Walking Tours

**September 13<sup>th</sup>** – Talk & Tea “Newcomers”

**September 26<sup>th</sup>** – Heritage Skills Workshop “Natural Pharmacy”

**September 29<sup>th</sup>** – Culture Days

**October 11<sup>th</sup>** – Talk & Tea “Painting Brockville”

**October 12<sup>th</sup> & 13<sup>th</sup>** – Annual Kitsch and Collectibles Silent Auction (Friends)

**October 31<sup>st</sup>** – Heritage Skills Workshop “Preserving for Winter”

**November 8<sup>th</sup>** – Talk & Tea “Remembering the War on the Homefront”

**November 28<sup>th</sup>** – Heritage Skills Workshop “Corn Husk Art”

**December 6<sup>th</sup>** – Seaway Ship Enthusiasts – Doug Smith: “Some St. Lawrence Passenger Ships 1880-1920”

**December 13<sup>th</sup>** – Talk & Tea “Downtown Christmas”

## Statistics Chart

### 2018 Statistics Brockville Museum

Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL
General Admissions	78	48	69	61	149	222	422	407	256	132	47	15	1906
2017	32	63	55	49	99	205	357	439	252	111	53	20	1735
Incoming Tour Groups	0	0	0	0	0	21	70	77	25	48	0	0	241
2017				17	30	53	16	36		31	11		194
Youth Programs	0	0	14	40	22	69	29	42	0	14	25	53	308
2017	4	31	35	59	162	196	34	41	9	10	346	76	1003
Seniors Programs	0	14	0	97	80	53	67	63	83	70	118	44	689
2017	89	185	250	213	111	116	137	118	116	330	223	153	2041
General Interest Progra	18	254	76	18	17	36	82	101	29	50	23	46	750
2017	12	304	67	57	20	35	58	151	27	20	60	14	825
Workshops	13	25	23	38	27	14	8	2	41	40	34	11	276
2017	44	43	41	55	43	41	46	55	59	58	46	18	549
Community Outreach	138	0	0	30	75	0	0	72	78	16	0	0	409
2017					82	131		399	182		29		823
On-Site Events	0	0	35	449	30	136	0	58	0	78	0	0	786
2017	42		219	40	164	54		51		68			638
Off-Site Events	0	0	0	0	0	0	0	0	0	0	0	0	0
2017													
Facility Rentals	0	58	22	72	56	24	0	41	46	90	110	38	557
2017	12	14	8	86	61	26	0	36	12	42	47	13	357
TOTALS	247	399	239	805	456	575	678	863	558	538	335	207	5922

Genealogy Visitors	51	45	48	47	55		79	76	45	54	42	31	573
Research Requests	1	8	10	9	7	5	11	10	9	2	6	3	81
2017	4	11	17	6	6	4	10	14	4	14	9	6	105
Website Visitors	817	729	850	771	782	940	1191	1122	641	744	627	584	9798
2017	717	642	771	777	695	989	975	964	663	738	679	588	9198
Volunteer Hours	273	299.25	365.5	381	402.5	279.75	316.75	352.25	262.5	368.25	256.75	234.75	3792.25
2017	331	371.25	420	353	403	390.5	264.75	318.5	389.75	470.5	449.5	221	4382.75

# BROCKVILLE MUSEUM'S OPEN DRAWER PROJECT

Increasing Access to our Collection since 2014

In 2014, the Friends of the Brockville Museum, with the help of an Ontario Trillium Foundation Grant, purchased software allowing the Brockville Museum to put its entire catalogue of objects, documents and images online; this was the start of the **Open Drawer Project**. This project is making our entire collection catalogue accessible to the world over the internet. The success of this project would have been impossible without the tremendous effort of our volunteers.



15,508

objects searchable  
online



7,213

images of objects  
available attached  
to online



7,264

volunteer hours  
contributed to this  
project

2,615

personal  
interactions with the  
database in 2017



Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario

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[WWW.BROCKVILLEMUSEUM.COM](http://WWW.BROCKVILLEMUSEUM.COM)

## 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 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 (with Beecher House being the 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 and By-laws 181-77 and 59-77 of the Corporation of the City of Brockville. First meeting held.
- 1978 Museum Board commissions feasibility study for the conversion of Beecher House into the Brockville Museum.
- 1980 Feasibility study for the conversion of Beecher House into the Brockville Museum 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 completed. Official Opening of the Brockville Museum on June 21<sup>st</sup> 1981. First full-time professional Director appointed. Brockville Museum Statement of Purpose developed.
- 1982 Sesquicentennial Celebration of Brockville's incorporation. Collection policy and procedure established. Repair and renovations to Museum building ongoing.
- 1983 Brockville Museum Master Plan completed under Community Development Program of the Federal Government. 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 - 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    Drainage project and renovations to c1815 basement with the intent for it to be used as a programming area.  
Planning for Brockville Railway Tunnel Historic Site to be administered by the Museum.  
Museum Caboose open.
- 1989    New Director, Deb Emerton, hired October, 1989.  
Historical Society donates buggy made by Canada Carriage Company.  
Drainage project completed.  
First 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".
- 1993    Roof and masonry repairs.  
New Tunnel exhibit.  
Friends of the Brockville Museum incorporated; emphasis to be on fundraising, two raffles, hamburger sales , Pennies for the Past held.  
Storage at crisis level.
- 1994    Increased number of In-house programs.  
Strategic Planning Committee proposes construction of an addition.

- T.V. Show for Cable 10 'It's About Time' produced.
- 1995 New addition officially opened Saturday, October 21st.  
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'  
"Friends" increasing their activity, including the administration of membership.
- 1997 Staffing now includes one full-time Director, a part-time Education Co-ordinator a part-time Administrative Assistant, and a part-time Volunteer/Special Events Co-ordinator.  
Summer student designed Museum Web page with reference to Genealogical Society.  
Children's short stories entitled "Emma's Journey Into Brockville's Past" written about historic Brockville.
- 1998 Change in staff designation from Volunteer/Special Events Co-ordinator and Education Co-ordinator to Museum Assistant.  
Cemetery Tours held on Mondays each week during summer.  
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.  
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, made possible thanks to Algonquin College Heritage Restoration Program students.  
Halloween Fright Night was the largest special event of the year bringing in 1500 people.  
Cataloguing team has all artifacts catalogued to date.
- 2000 Museum hosts the Mayor's New Year's Levee with a record number of people in attendance.  
Summer student designed a Brockville Museum Web Page for children and uses this theme in the design of a hands-on component for children visiting the museum.  
Algonquin College students completed their restoration of Beecher House 1845 windows.  
New shingled roof was put on the back section of Beecher House.  
Four Queen's University students studied our education services.  
Halloween Fright Night brought in 1200 people.  
Retired Judge John Matheson spoke to over 100 Grade 5 students at Flag Day celebration.
- 2001 20th anniversary of the Brockville Museum; celebrations included 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. started.  
The collection expanded significantly as a result of the closure of Fulford Home and changes to the Psychiatric Hospital and Public Utilities.  
Museum hosts co-op program student Christopher Birtch from BCI.  
Museum Director was a guest speaker at the Ontario Museum Association annual conference.

- 2002 Storage areas are becoming increasingly cramped due to donations resulting from the closure of S.C.I. (Sanmina), the Recorder and Times moving to their new building and other numerous donations of artifacts and archival material,  
The volunteer Garden Committee wins the 'Communities In Bloom' award for the best public building gardens.  
The first 'Doors Open Ontario' was held resulting in over 3000 visits.  
Almost new exhibit cases were donated by S.C.I.  
Friends donate a sign, designed by Keith Heine of Heritage Signs, for the front lawn.  
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.  
Ontario Museum Association workshop "Ministry of Culture Standards for Community Museums in Ontario" held.
- 2003 1871 Fire Pumper returned from Gravenhurst.  
The restored Briscoe car was officially donated by the Industrial Heritage Foundation.  
The Community In Bloom again recognizes the museum for its gardens.  
The museum joined with other groups to host the first Brock Days Festival.  
Doors Open Ontario held for the second year; over 3,000 people attended.  
The 1945 Brockville Fire truck and the horse-drawn carriage were put into off-site storage.
- 2004 Museum participates in the Downtown Santa Claus parade, Multicultural Festival, Brock Days and Doors Open Ontario.  
First adult lecture series well received; guest speaker, Flora Macdonald drew a large crowd.  
The Collection Committee received a large collection of R. H. Lindsay items, including a marriage certificate, photos, paintings, and decorative box.  
Production of 'History of Brockville' book is underway by Dr. Glenn Lockwood and the History Book Committee.  
The Friends of the Brockville Museum and the Brockville Community Foundation have made it possible for people to make bequests to the museum, including the donation of real estate, stocks and bonds, cash, life insurance policies, art, and other assets.
- 2005 Friends of the Brockville Museum sponsor another successful House and Garden Tour.  
Museum participates in 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.  
Garden sprinkler system was made possible through donation made by Procter and Gamble.  
Artist Studio Guild Show and Sale brought 514 people to the museum.  
Local fire department took the fire pumper to the 1000 Islands Mall for Fire Prevention Week
- 2006 25th Anniversary of the Brockville Museum marked by a large blue and gold banner mounted on the north wall.  
A sub-committee of the Board of Management was formed to begin investigating the opportunities for physical growth.
- 2007 Digitizing of the collection begins.  
The city's MIS department and volunteers assist with the purchase of new computers/software.

Front foyer improved with a new desk, allowing for better traffic flow and giving a more professional and welcoming appearance.

Young Interpreters Program introduced with young students acting as guides during Doors Open Ontario, performing puppet plays, and helping with summer programming.

Steering committee to explore future physical expansion formed.

- 2008 Young Canada Works grant enables museum was hire a student to write fifteen oral histories and prepare them for publishing.  
Leeds and Grenville Brain Injury Group volunteers to assist with the gardens.  
“Christmas In Downtown Brockville” presented by the museum and the Brockville Farmers Market, the DBIA with most activities taking place at the museum including the indoor market which bought 758 people over three weekends.  
The first ‘Family Day’ event was held and was very successful.  
The military mural was officially unveiled during Doors Open on May 24<sup>th</sup>.
- 2009 A second oral history book “Brockville Voices Book II” was published. As a result the oral history committee was created to collection verbal stories of Brockville’s past.  
Off-site storage moved to a new location.  
Museum Educator position becomes year-round, full-time.
- 2010 Museum responds to potential loss of the museum’s parking lot as a result of proposed developments surrounding the Brockville Museum on Henry and Water Street. A parking lot report was sent to the Mayor, Council, CEO, Planning Department, Economic Development and the museum board.  
An expansion study for the museum was prepared by museum consultant, Fiona Graham of Goldsmith Borgal and Company Ltd. The study was based on the needs assessment completed by staff and volunteer as well as a site visit. Three possible options for expansion of the Henry Street site were provided.  
To celebrate the 150<sup>th</sup> anniversary of the railway tunnel, a banquet was held inside it on July 8. The Friends of the Brockville Museum sponsored this event with donations from VIA Rail and CN helping to cover the costs. The food and beverages was representative of 1860 and participants encourage d to come in costume.  
A new furnace was installed and part of the roof on the 1995 addition was replaced.  
The McCormick shipping and the Ian Inniss photography collections were added to the museum’s archival collection. An enormous amount of work and considerable dollars were needed to sort, catalogue, store, and promote these significant collections.
- 2011 2011 marked the museum’s 30th Anniversary; a special booklet was designed for distribution to restaurants, hotels/motels, and museum visitors.  
The lack of any development on the west side of Henry Street opposite the museum was of major concern. A steel fence surrounds a large pit which continues to be filled with green water. The developer, with the City Planner and the Fire Chief, visited the museum and made recommendations for changes to the entrance of the museum. The developer offered to pay for the work needed and is to be completed when construction begins on the condominium.  
A technology committee was created to explore a new collection management system. A member of the City’s MIS department agreed to serve as an advisor to the committee.  
With the acceptance of the ‘McCormick Collection’ a new group for ship fans, “Seaway Ship Enthusiasts” was created.

- 2012 Despite the lack of development on the west side of Henry Street, a sales office was erected in November and the sale of the proposed condominiums has begun. The large steel fence remains 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.  
Several new fund-raising initiatives proved to be profitable, entertaining and fun. These included the bus tour to Wolfe Island, the boat cruise to Cornwall, a book sale and a pizza night at Boston Pizza.
- 2013 After 27 years with the Brockville Museum, Bonnie Burke retired and Natalie Wood was hired as the new Curator/Director.  
The “Wayfarer” condominium project slated for the west side of Henry Street was put on “long-term” hold in December and the future of the site unknown.  
Thanks to museum volunteer Andrew Covert the museum’s collection of film was digitized. Some of the footage was turned into a two hour feature film, “Brockville’s Reel Heritage: Our City on Film 1920-1980”. The film debuted at the Brockville Arts Centre on November 2nd 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 The museum finally acquired a collections management system, MINISIS to enabling the creation of online catalogue. MINISIS was paid for by Ontario Trillium Foundation Grant and significant contribution by the Friends of the Brockville Museum. As a result the “Open Drawer” volunteer project was officially launched with over 5,000 three dimensional objects being entered into the new system during the first year.  
Museum Clerk/Typist, Cathy Bigalow retired from the museum after nearly thirty years. The 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 The museum’s web page was redesigned, along with new rack cards and exterior signage all based on a newly-created standardized visual identity.  
The “Brockville’s Criminal Past” historical walking tours were launched with 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 35th Anniversary of the Brockville Museum; a special booklet was designed and distributed to promote the anniversary.  
An “admission-by-donation” model was adopted which saw an increase in attendance and admission revenue.  
Plastering, repairs, painting, and the installation of new exhibits resulted in the completed makeover of three exhibit spaces, now known as People of Brockville, Brockville’s Rail Story, and Brockville’s River Story.  
The long-awaited Aquatarium opened in March.
- 2017 Launch of virtual museum website which includes virtual exhibits.  
Brockville Museum is closed for four days due to high water levels.

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 (200th 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.

- 2018    Peggy Hause becomes new Interpretation and Public Program Coordinator.  
Video surveillance system was installed in public areas of the museum to improve security.  
New Social Media Plan developed and implemented; started Instagram account  
Developed new Collection Policy

## Collection Policy

## Social Media Policy

## 2018 Monitor Newsletters