

2019

Annual Report



Brockville Museum

Table of Contents

Mission Statement and Statement of Purpose	2
Curator's Message	3
Reports	4
Governance	5
Finance	6
Collections	9
Conservation	10
Research	11
Exhibitions	12
Interpretation & Education	14
Physical Plant	19
Community	21
Human Resources	26
Appendix	28
2019 General Ledger	29
2019 Event Listing	30
Statistics Chart	32
Word Cloud	33
Chronology of Events	34
Report 2019-058-05 Facility Condition	42
Strategic Plan	49
2019 Monitor Newsletters	66

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

2019 was a stellar year for The Brockville Museum.

General visitation to the museum increased by 16% over 2018. This continues our 7-year upward trend with the largest single year increase we've seen since 2016. Overall, general visitation has increased by 82% since 2013! There are several factors influencing this growth, including an earnest push in Brockville to increase tourism and market the unique experiences this region has to offer, which is dovetailing nicely with our own initiatives.

A significant piece of this year's success was the opening of the new exhibit, "Travel Trunk: Unpacking Brockville's Cultural Stories" in February. This long anticipated, hands-on, family-friendly exhibit was met with all the excitement we had hoped for and kicked the year off with exciting attendance numbers. Travel Trunk went on to earn the Brockville Museum the 2019 Ontario Museum Association Award of Excellence for Exhibitions. This project was made possible through the generosity of the Friends of the Brockville Museum.

Another significant initiative this year was the introduction of a pop-up museum program that saw the museum head out into the community on a weekly basis during the summer with two rotating displays. We "popped-up" in area businesses including Metro and Starbucks to remind locals about the museum and to promote our exhibits and programs. This program was made possible by a grant from the Brockville and Area Community Foundation, obtained by the Friends of the Brockville Museum.

2019 brought a significant staffing change to the position of Administrative Assistant/Registrar in August. This transition proved remarkably seamless and afforded the opportunity to increase the talent and skill-set of this position. We can expect to see new initiatives coming in 2020 as a result of this exciting staffing change.

Despite the staffing change, the Open Drawer Project continued unhampered. This project, initiated in 2014, aims to see our entire collection re-catalogued and made accessible online. Thanks to the tremendous work by volunteers this project continues to make significant progress: as of the end of 2019, 21,201 objects (including archival documents) have been entered into the online database, of which almost half have images attached to their record. On average, this online database is now accessed over 400 times a month.

While all of this was taking place, the museum was also developing a new Strategic Plan for 2020-2025, which takes into account recent successes, current challenges, future possibilities, as well as community feedback. Our team is excited to move forward with these well-defined priorities.

So, what is next? There are two exciting initiatives on the immediate horizon: our 2020 special art exhibit, "Painting Picnic with Prudence Heward" and our plans to pursue the museum's much needed relocation, which most immediately involves the need to complete a Feasibility Study. 2020 will be a busy year for the museum team, full of both excitement and pressure, and likely unanticipated challenges, but we remain optimistic about our goals and the museum's potential.

Reports

1. Governance
2. Finance
3. Collections
4. Conservation
5. Research
6. Exhibitions
7. Interpretation and Education
 - Senior Programs
 - On-Site Adult Programs
 - School Groups
 - Walking Tours
 - Bus Tours
 - Youth Groups
 - Speaking Engagements
 - Other
8. Physical Plant
9. Community
 - Statistical Summary
 - Hours of Operation
 - Community Co-operation
 - Volunteers
 - Media Outreach
 - Friends of the Brockville Museum
10. Human Resources

Governance

The Brockville Museum is governed by a publicly accountable Board of Management, appointed by the City of Brockville Council. In 2019 the Board of Management met eleven times.

In 2019 the Board of Management included:

- Chair: Chuck Quick
- Secretary: Margaret Lawrence
- Members: David Buck, Dr. John Arnott, Paul Naylor, Neil O'Brien, Haley Veronyak
- Council Member: Nathalie Lavergne

The Curator/Director reported to the Economic Development and Planning Committee (EDP) on April 2nd, to present the 2018 Annual Report.

Strategic Planning

In 2019 the Board of Management in conjunction with staff conducted several strategic planning sessions with the aim of creating a new Strategic Plan for 2020-2025. This plan was created as a result of a six-month process that took place between June and December 2019 that involved the Museum Board of Management, museum staff, and the community.

A copy of the new Strategic Plan can be found in the appendix of this document.

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 municipal allocation for 2019 (operating funds allocated by the City of Brockville) was \$271,051.

Expenses:	
Staffing	\$ 272,099.00
Professional Development	\$ 1,415.00
Office Expenses	\$ 11,198.00
Building Burden	\$ 54,718.00
Collections & Exhibits	\$ 16,009.00
Programs	\$ 3,867.00
	\$ 359,306.00

The City of Brockville contributed an addition \$16,534 of capital funds for Facility Maintenance.

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 \$45,000 in 2019) 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 \$42,000 in 2019).

In 2019, the Brockville Museum received its annual Community Museum Operating Grant (CMOG) of \$27,176 towards operations; the Friends of the Brockville Museum covered about \$20,000 worth of expenses (including conservation supplies, exhibits, and advertising); and the museum received two Young Canada Works grants for a total of two summer students.

Revenue:	
Municipal Funding	\$ 255,701.00
Transfer from 2018	\$ 15,200.00
CMOG	\$ 27,176.00
Program Revenue	\$ 14,609.00
Donations (inclu. from the Friends)	\$ 24,323.00
YCW (student employment grant)	\$ 15,056.00
Admissions	\$ 5,147.00
Fees	\$ 2,093.00
	\$ 359,305.00

A copy of the 2019 Brockville Museum's general ledger report can be found in the appendix of this document.



Fundraising Activities

In order to meet our operational needs, the Museum undertakes fundraising initiatives throughout the year. These fundraising initiatives also help garner community support for the museum and increase our visibility in the community. Fundraising activities appear as part of programming in our general ledger.

The following chart shows the total monies raised at all special and fundraising events held by the Brockville Museum during 2019:

Date	Event	Net	# participants
March 29; April 26; May 31	Museum @ Night	\$767	76
July 16	Raising a Glass	\$849	45

2019 marked the 3rd Annual Museum@Night Series. Three new themes were created for 2019, all of which contained a strong programming component. The three events were as follows:

- **March 29: 70s THROWBACK:** DJ Atomik (Amund Christensen) played 70s music while guests searched around the museum hunting for answers to what Brockville was really like in the 1970s. Period board games and toys were provided as were make-your-own macramé and pet rock stations! Prizes were given out for the best 1970s costumes.
- **April 26th: STEAMPUNK INVASION:** This Steampunk-themed event built on the success of our past “History or Hearsay” theme, where guests were asked to look at various artifacts and determine which one of two stories provided was the true. There was also a chance to make your own steampunk accessories as well as live Steampunk art demonstrations. Prizes for best Steampunk attire were awarded.
- **May 31st: INKED:** Designed to complement the “My Story, My Tattoo” exhibit guests had a chance to explore tattooing as an artform. There was a live tattooing demonstration courtesy of Lux Tattoo & Piercing and opportunities to create tattoo style art or get your own temporary one.

All Museum@Night events included food, music and a cash bar. The museum is grateful to the Brockville Arts Centre for the loan of glasses, the Spitfire Café for the liquor license, the Young Professionals Network, for tending the bar, and DJ Atomik (Amund Christensen) for taking care of the music.

Although this event continues to garner enthusiasm, after three years we are still not seeing sufficient return to continue this series in its current form. Combined with site security restrictions coming in 2020, it has been determined that 2019 will be the final year we offer this series.

2019 marked the eighth year for our ever popular “Raising a Glass” event. Beverages were provided by Windmill Brewery, King’s Lock Distillery, and Blue Gypsy Wines provide beverage samples. Food samples were provided by the Barley Mow, the Georgian Dragon, the Mill, the Moose McGuires, while DJ Atomic provided the music. “Raising a Glass” continues to attract a reasonable audience and return. Although site security restrictions will limit how we offer this event in 2020, we will explore options for continuing with this popular event.

Collections

Respectfully submitted by Veronica Vareiro, Administrative Assistant/Registrar

The Open Drawer Project continued in 2019 as volunteers continued working on re-cataloguing records for the Museum's Archival collection. To date, a total of approximately 21,201 artifacts (3D and Archival) have been entered into the database, a growth of 3,679 catalogued items from 2018. Roughly 11,084 have had images attached to their record, an increase of 2,223 items with images from 2018. To date 17,272 objects are accessible online to the public. All 2019 acquisitions have been accessioned and catalogued. Staff, co-op students, and volunteers continue working on photographing the remaining collection and attaching photos to the database. In 2019, many Open Drawer volunteers have moved on to our archival documents and will continue to catalogue all archival boxes. 2020 will see the planning for the next phase of Open Drawer project.

Towards the end of 2019 and to be continued into 2020, the MINISIS Database features have slowly been altered to allow us to maximize the database's capabilities. In 2019, work has already begun on scanning all collection forms and attaching them to their corresponding data filed, re-adding a deaccession tab that is only accessible by select staff, adding digital collection forms that can be auto filled by the database, and creating a dedicated place to save object inventory records.

In 2019 we were lucky to be able to bring on an intern from the Fleming Collage Museum Management and Curatorship program. She concentrated on cataloguing and organizing the archives, assisted with incoming donations, and photographed objects for our database.

In 2019 we also received a co-op student from Thousand Island Secondary School, who was with us full-time from September 2019 to January 2020. This co-op student primarily worked with the collection, undertaking tasks such as scanning archival documents, attaching photographs to records in the database, and maintaining a cleaning schedule for collections on display and exhibit areas. The student's main tasks were helping to organize various aspects of our collection management systems— creating charts for recording light readings, creating inventory lists for objects in the archives map cabinet, creating charts identifying objects that need images attached to its records and working with our volunteer photographer on a weekly basis. The student also created uniformed professional archival box labels in our archives.

The Museum accepted approximately 194 objects into its permanent collection during the 2019 year, from approximately 45 donors. This is consistent with the number of items accepted in previous years. The continued lack of storage space to provide safe storage conditions to accepted objects remains to weigh heavily on our decisions to when accepting objects.

Several notable acquisitions were made in 2019. This includes objects from the Smart's factory: stool, Dutch oven, frying pan; and various archival documents from the Brockville Concert Band, Black & Decker drills and radial arm saw, photos albums and a painting by local artist Ruth Eliot.

Lastly, the Collection Committee (which met 4 times in 2019) continued to work on deaccessioning items from the collection. Some of these items have been moved to the research room, 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 Veronica Vareiro, 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 2019 this included their funding of the purchase of museum quality cleaning supplies and storage materials. This has allowed us to start an exhibit cleaning schedule and to continue safely housing objects in permanent storage.

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 are given a very thorough dusting weekly, as well as the Scull boat and all display cases and maintained weekly.

2019 also saw several procedures created and implemented to facilitate the preservation of the collection. This includes creating and following an exhibit cleaning schedule, recording and correcting high lux light levels in exhibits, and creating a chart to assist with the calibration of our environmental monitors.

Research

Respectfully submitted by Jean Mather, Volunteer Researcher

The Brockville museum received 73 requests for information during the past year. Some were answered by staff, others by two volunteer researchers and a number were referred to the Genealogical Society.

Answers for many of these queries were found in the files of mostly newspaper clippings which the volunteers maintain, as well as from a small library of books pertaining to the history of the area and from the Museum database.

Requests, as usual, were many and varied. Several concerned local artists. Among those about whom information was found were Frances Richards and Katrina Buell. The location of the church in a Prudence Heward painting was also identified. Information was also sought concerning the Brockville Art School which flourished here for many years.

Details about current and long gone retail establishments always generate considerable interest and these included the Thousand Islands Mall and Globe Clothing House. No year would be complete without at least one photo of a Smarts Foundry product crossing our desks and this year brought photos of both a skillet and a Dutch oven. The owners of these pieces wanted to learn more about the massive manufacturing plant that once occupied what is now parkland.

There were many requests from enthusiastic new home purchasers, eager to learn any interesting tidbits about their dwellings. Occasionally we are able to provide more than a simple list of former occupants. One astute observer had noticed a number of homes with patterned mosaic tile roofs and, with a little digging, we were able to identify the Ogdensburg-based architect who was responsible for most of them.

Another perennial favourite question involves seeking information about the Drill Boat Disaster. Unfortunately, despite having considerable material on this tragic event, we were unable to find anything on the specific individual in this year's request.

Other searches this year include the history of the Fulford Home, the Bohemian Club, the Brockville YMCA, the Shepherd's Grist Mill, and the Brockville Jail. We were able to provide the Brockville Library with information for a new plaque.

When there are no requests to work on, the volunteers are involved in the ongoing project of writing histories to accompany the descriptions of artifacts in the collection. As more and more of these are done, we anticipate that individuals will be able to go online and do much of their own research.

The Brockville Museum is very encouraged by the level of interest shown in Brockville's history as demonstrated by the number of requests and it is always rewarding to be able to provide assistance. We look forward to continuing with this work in 2020.

Exhibitions

Considerable effort was put into exhibitions this year, ultimately opening one new permanent exhibit, hosting one travelling exhibit, and putting on one new temporary exhibit. One of our summer students also worked to develop two unique “pop-up exhibits” that “popped-up” at local businesses during the summer months; one of these pop-ups was also turned into a virtual exhibit. We were also invited to install a display in the lobby of City Hall.

In February, we opened the long anticipated, hands-on, family-friendly exhibit, “Travel Trunk: Unpacking Brockville’s Cultural Stories”. This exhibit replaced the old “Children’s Playroom”. This new exhibit was met with all the excitement we had hoped for and kicked the year off with exciting attendance numbers. Travel Trunk went on to win the Ontario Museum Association Award of Excellence for Exhibitions.

During the summer months we hosted a unique travelling exhibition from the Wellington County Museum and Archives, “My Story, My Tattoo”. Part art installation, part cultural history, this exhibit was very different than anything we’d shown recently and proved alluring to a whole new audience.

For the fall we augmented a travelling exhibit from the Archives of Ontario, “Farm Fresh Ontario”, with local agricultural history, stories, and objects.

Exhibit	Description	Dates	Location	Type
Travel Trunk	Family-friendly and interactive exhibit about immigration, past and present.	Opened February 18	Beecher House	Permanent
My Story, My Tattoo	Travelling exhibit from Wellington County Museum and Archives featuring the art of tattoos and the personal stories behind them.	May 18-September 2	Annex	Travelling
Dr. Czigler	A look at the immigration story and life of the Hungarian Refugee and well-known Brockville Doctor.	July & August 2019	Various	Pop-Up
Brockville Pets	An exploration of Brockville's century-old relationship with their pets through unique family photographs and objects from our collection.	July & August 2019	Various	Pop-Up
Made in Brockville	A showcase of products once made in Brockville, including items currently being made in Brockville.	Installed August 2019	City Hall Lobby	Off-Site
Brockville Pets	An exploration of Brockville's century-old relationship with their pets through unique family photographs and objects from our collection.	Launched September 2019	Online	Virtual
Farm Fresh Ontario (Our Agricultural Past)	Travelling exhibit from the Archives of Ontario celebrating Ontario's agricultural history combined with local content from the museum's collection.	September 28 – December 20	Annex	Temporary

Throughout 2019 we also worked on preparing for 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. In November we were able to hire an intern (through the Young Canada Works internship program) to work on the logistics of this exhibit, including arranging shipping for loans and communicating with lenders. The exhibit will open March 31, 2020.

Interpretation & Education

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

2019 was a busy year for programming, with an increase in school programs, speaking engagements, and the introduction of new programs.

This report presents the highlights for 2019 as well as an outline of our programming.

Types of Programs

Our program offerings were very similar to what was offered in 2018 with a notable change. Bus tours are now booked and recorded by the Interpretation and Public Programs Coordinator. Descriptions of each program type can be found in this report, classified under the following categories:

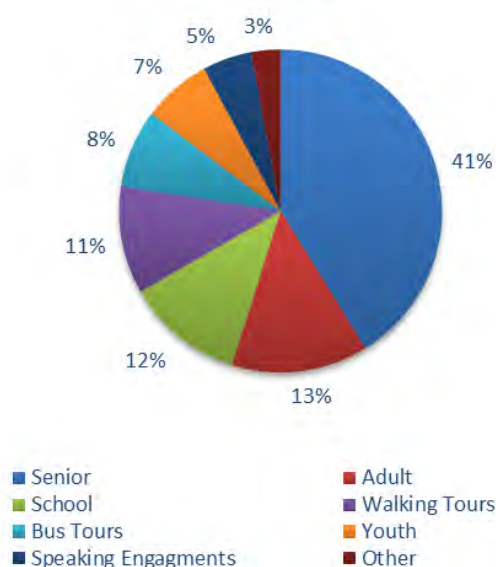
- Senior Programs
- Adult Programs
- School Groups
- Walking Tours
- Bus Tours
- Speaking Engagements
- Youth Groups
- Other

Senior Programs

- Programs Delivered: 71
- Combined Attendance: 712

Representing a combined 42% of total programs in 2019, 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 programs with additional information. All programs were conducted off-site.

**Museum Education Programs
2019**



Hospital Programs

We regularly present programs at the Brockville General Hospital's Garden Street Site. Artifact Therapy is presented twice a month at Garden Street, and approximately bimonthly at the BGH Day Hospice Program.

For 32 years the Artifact Therapy program has been delivered to residents thanks to funding provided by the Rotary Club of Brockville. Participants in this program are people waiting for or recuperating from surgery or awaiting room in a nursing/retirement residence.

The BGH Day Hospice Program is a part of the hospital's palliative care program. The museum program offers participants a chance to come together socially to reminisce, ask questions, and learn.

Retirement/ Nursing Homes

Presentations developed for Talk & Tea are also delivered monthly to: St. Lawrence Lodge, Rosedale, Royal Brock, and the Adult Day Program run by Community and Primary Health Care (CPHC). Bridlewood Manor has received a few programs as well.

These programs continue to be popular with residents, with devoted groups attending at each location. They also generate a steady income for the museum.

On-Site Adult Programs

- Programs Delivered: 23
- Combined Attendance: 509

On- Site adult programs represented 14% of the museum programming in 2019. These are programs created for adult audiences that require a sign-up fee or ticket. Many 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. The Lecture series did well this year with 256 people attending 5 lectures, a slight decrease from last year that may be explained by a postponed lecture due to weather. The fee for the lecture series was \$50/series of five or \$15/lecture. New this year, tickets were sold exclusively through the Brockville Arts Centre.

2019 lecture series speakers and topics were:

- Dr. Terri-Lyn Brennan: "Indigenous History 101 – How do WE know what you know?"
- Dr. Brian Foss: "Prudence Heward and the Beaver Hall Group"
- Dr. Michael Eamon: "Public History: How the Present Uses and Abuses the Past"
- Dr. Matthew Bellamy: "Under the Influence: How Labatt and its Allies brewed up a Nation of Beer Drinkers"
- Dr. Tonya Davidson: "Decoding Monuments and Memorials"

Like last year, the most common suggestions asked for local history. During the 2020 series we will have to push Talk & Tea as the program with local history.

Talk & Tea

Twelve Talk & Teas were held in 2019, averaging 16 people per program. Talk & Tea is a monthly program held on the 2nd Thursday of the month at 2:00pm that runs for 45- 60 minutes, with topics focusing on local history. These are informal lectures open for anyone to attend, participants are encouraged to ask questions, and share stories. For the 2019 season the pricing changed but was well received. Members of the Friends of the Brockville Museum pay \$3.00 per person, and non-members pay \$5.00. We are looking to augment this program in 2020 through sponsorship with a local café.

2019 Talk & Tea topics were:

- Brockville's Automotive Industry
- Brockville Confectionaries

- Ogle Gowan & The Loyal Orange Lodge
- Brockville Churches
- Brockville Dance Halls
- Brockville Hotels
- Phillips Cables
- Boat Building in Brockville
- Brockville's Social Clubs
- Brockville's Dairying Past
- Brockville's Early Industries
- A History of Shopping Downtown

Heritage Skills Workshop Series

Six Heritage Skills workshops were held this year with classes running at 1:00pm and 6:00pm. While attendance numbers did not increase from 2018, a new audience was found by adding the 6:00pm time slot. Afternoon programs averaged at 15 (20 was sell-out) and evening programs averaged 6 people. Participants signed up for individual programs for \$15.00, or for the series of 3 for \$40.00.

The theme this year was Victorian Skills, focusing on a skill inspired by the businesses or people of Brockville. This included Milk Makes Its, The Hand Painted Sign, and Victorian Ornaments.

Although evening program numbers were low it has been decided that evening programs will continue into 2020 to see if an audience can be built.

School Groups

- Programs Delivered: 21
- Combined Attendance: 533

School Groups represented 12% of museum programming in 2019. Most school groups were local schools, with a few out-of-town schools booking 2 museum programs to create a full day program. In total there were programs booked for 10 different schools.

There was interest from several teachers who were interested in programs but could not book/ or who had to cancel due to funding issues, or work to rule/strikes that started in October and have yet to be resolved at the end of 2019.

The most popular program this year was Old Fashioned Games. This program was booked by several schools in conjunction with the new program, Painting Picnic, to create a full day program.

There were 3 Homeschool groups this year. Homeschoolers are paying \$2.00 more per child if their group is smaller than the minimum of 10. There is a new group of homeschoolers after having a year off from programming that are very enthusiastic about trying the different programs the museum offers.

The museum delivered Poppies, Poems, and Personal Effects for Encounters with Canada during Vimy Week. This program, run by Historica Canada, brings together teens from across Canada to spend a week in Ottawa learning and exploring. This is the 9th year the museum has been asked to participate.

Walking Tours

- Programs Delivered: 18
- Combined Attendance: 81

Walking tours represented 11% of museum programming this year. This year we brought back the Criminal Past Walking Tour and the Historic Waterfront Tour (renamed from Waterfront Sunset Tour). Tours ran at 3:00pm and 7:00pm on Thursdays and Fridays from the end of June to end of August.

Unfortunately, these tours did not find an audience this year with our numbers much lower than 2018. This could have been due to bad weather, different events happening in town, etc. This year, 18 tours were delivered but attendance was down 55%. Between the two tours, 22 tours were cancelled (no attendees).

It has been decided that in 2020 these tours will be replaced with Haunted Histories. Tourism has agreed to give the museum the Ghost Walks which will be redeveloped during the winter in 2020.

Bus Tours

- Programs Delivered: 13
- Combined Attendance: 447

Bus tours represent 8% of the museum's programming. Bus Tours include tours from cruise lines, coach tours, and step-on bus tours.

Tour group numbers were up substantially for 2019. This was due to high water levels which prevented the cruise ships, Canadian Empress and Victory II, from docking at some of their usual locations (not in Brockville) and as a result, substituting Brockville as a destination.

6 programs were delivered to boat cruise groups. 3 were self guided tours that included having staff introduce the group to the museum and being around to answer questions, and 3 had an added seaway lecture provided by Viktor.

5 programs were step-on bus tours where the Peggy got on a group's bus and took them on a 45-minute tour of Brockville. 2 of these groups also added on a walk through the Railway Tunnel.

2 of these tours were incoming bus tours that received an introduction to the museum and had staff around to answer questions outside of the museum's posted hours.

Youth Groups

- Programming Delivered: 12
- Combined Attendance: 132

Youth programs represent 7% of the museum programming. Youth programming is not currently a primary focus for the museum; however, it is something that has been identified to be investigated and increased over the next few years. Most youth programming is for Girls Guides and Boy Scouts.

Drop In

After being piloted in 2018, the Drop-In program continued in 2019 under a different format from 2018 to see if an audience could be found. It ran as an activity a family with young children could do as a value-added on Saturdays over the summer months. While numbers were not what was hoped for 4 programs did run. This program is under review and will likely not return in 2020 due to poor attendance.

Speaking Engagements

- Programs Delivered: 7
- Combined Attendance: 167

Speaking engagements represent 5% of the museum programming. Throughout the year, the museum is asked to address groups, service clubs, local church groups, historical societies and more. This is a great way to promote upcoming exhibits and events as well as building community relations.

Other

- Programs Delivered: 6
- Combined Attendance: 194

Misc. programs make up 3% of museum programs. These can include tours for other organizations and out-reach activities with a programming component.

Island Breakfast Tours

To promote the Walking Tours, a free Island Tour was offered during the Thursday and Friday of Island Breakfast on Refugee Island in June. Despite heavy rain one day, 75 people in total took the tour. For 2020 it has been decided that a tour will be offered everyday of the Breakfast, as many people were disappointed that they could not participate.

Sunset Cruise

As part of the Big River Festival in August, the museum was approached to do a special history tour with 1000 Islands and Seaway Cruises. This tour went very well and offered a unique tour of the islands and river. Positive feedback is still being received about the tour.

Summary

Overall, I would consider 2019 a successful year for Interpretations and Public Programming. 3 new educational programs have been developed that schools are interested in, and older programs have been updated to bring back old audiences.

During the summer, one of our students worked with the Interpretation and Public Program Coordinator to connect with all area schools and gather information on what schools were looking for and how best to communicate our offerings with them. Some valuable new information was gathered from this exercise. It was just unfortunate that work to rule actions in the fall immediately removed any progress we were making.

One concern that has arisen in 2019 is missed opportunities. Many people want to book programs during the weekends such as bus tours, special groups, and birthday parties. However, few of these requests can be met because of limited staffing and resources. In 2019, 3 birthday parties had to be denied. 3 school classes were also turned away because the museum could not accommodate large classes in the fall/ winter without the use of outdoor space and summer students.

Work to Rule and strike actions have affected programming numbers, but despite challenges 169 programs were delivered in 2019 to 2,767 people, bringing in \$12,721.03.

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.

Of particular concern in 2019 was the continuing water-related issues (water penetration/flooding) and relative humidity levels in exhibition rooms. As a result of these concerns making their way to the Economic Development, Recreation, and Tourism Committee, the Operations Department was tasked with conducting a Facility Report in April. This assessment included a review of the museum's roof, humidity levels, sump pump function, lobby floors, Beecher House basement, and Beecher House attic. As a result of this report, improvements were made to the sump pump system. A copy of the report is attached in the appendix of this document.

As in previous years, we did continue to experience water issues in 2019:

- January: minor water penetration in electrical room (thaw)
- April 20: water was shut off (heavy rain)
- April 26: minor water penetration in electrical room and lobby (heavy rain)
- October 31: flooding in classroom, kitchen, hallway, collection rooms (heavy rain)
- November 1: water was shut off (heavy rain)

New in 2019 was the inclusion of the museum in the City's Pest Management Program. This involves monthly inspections by a pest control company. The cost of this service was incorporated in the museum's "building burden" budget.

A new air conditioner was installed in the Carriage Hall in September with the hope that it would help with relative humidity issues in that space. There was mild improvement in RH levels during air conditioning months.

We experienced a loitering problem in the fall with a well-known local homeless individual. Police recommended imposing a no trespass order on this individual. He was removed three times by police.

The following capital projects were undertaken in 2019:

- Energy efficient florescent light tubes installed throughout the basement (this complements 2018 work that replaced all other lights throughout the building).
- Repointing parts of the exterior of Beecher House
- Installing accessible door buttons for the main floor washrooms
- Repairs to two humidifiers in the Carriage Hall
- Repairs to the loading dock door
- Installing an electric shop heater in the Genealogical Society space to improve heat levels

The limited physical capacity and failures with the museum building continue to be our greatest physical plant challenges. We simply do not have the adequate 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 and in December 2018 a "2032 Committee" was struck to further advance these

plans. In 2019, the 2032 Committee, with Council approval, put out a Request for Proposals for the completion of a Feasibility Study and followed-up with a grant application to Canadian Heritage to help fund the Study (with the Friends of the Brockville Museum committing to funding half the study). The grant application was turned down, citing that the project was still in too early of a stage for grant program eligibility. It is expected that this portion of the funding will be incorporated into an incremental capital request in the 2020 Budget.

In the meantime, an application was submitted to the Canadian Conservation Institute for a Facility Assessment that would focus on assessing the building's current capacity for caring for our collections and making recommendations for improving their care. We were successful with this application and expect to have the assessment completed in the spring of 2020.

Community

Respectfully submitted by Viktor Kaczkowski, Community Engagement Officer

Statistical Summary of Visitation and Museum Usage

# visitors	hours open	days open	# incoming tours	# workshops	# room rentals	# website visitors
2242	1929	271	15 (543)	44 (234)	24 (470)	9609

Hours of Operation

During 2019, the museum was open to the public on 271 days totalling 1929 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.

Community Co-Operation

Building on the museum's much-increased community presence during the previous year, 2019 focused on greater physical visibility within the broader community. In addition to existing programs, the museum prioritized and put human resources to attending a greater number of public events. Emphasis was also placed on strengthening existing partnerships and fostering new ones.

User Groups

The following community groups called the Brockville Museum home in 2019:

- The Leeds & Grenville Genealogical Society
- United Empire Loyalists

In addition, the following groups met regularly at the Museum in 2019:

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

In anticipation of new security requirements being adopted by the Board in 2020 (as a result of the exhibit, "Painting Picnic with Prudence Heward"), the RCAF were approached with regards to their use of the facility. Regrettably, they were not able to comply with the museum's Facility Rental Terms and Fees and went elsewhere effective October 2019. The museum's need to balance resources, security, costs, and facility use will continue to impact our ability to meet the needs of prospective and current user groups.

Community Events

As part of our ongoing commitment to engaging the community, the museum once again hosted and/or participated in a variety of community initiatives, both onsite and offsite. (A complete list of all special events, exhibits, and fundraising events is included in the appendix).

The following community events were held onsite:

- February 18: Family Day activities
- April 28: Day of Mourning (for workers who lost their lives on the job)
- September 28: Culture Days

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

In 2019, the Brockville Museum participated in:

- Farmers Market – Valentines Day at the Aquatarium: Feb. 9
- Community Day at the Aquatarium: April 13
- Brockville Multicultural Festival: May 3 & 4
- DBIA Street Eats: May 25
- 60th anniversary of the Opening of the Seaway at the Aquatarium: June 22
- DBIA FunFest: August 17
- Culture Days: September 28
- Local Government Open House: October 28

During 2019 the museum also developed its “pop-up” exhibit strategy, the idea being that not only were we able to have things on display at events such as the sidewalk sale, but over the summer random pop-up exhibits appeared at various locations throughout the city. Over the course of the summer, seven pop-ups took place on Wednesday afternoons at various local businesses with 171 people being engaged.

Community Partnerships

In 2019 the Brockville Museum continued to foster working relationships with a variety of organizations and individuals who 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.

In January the Brockville Museum worked with the Employment and Education Centre’s (EEC) “Tourism Sector Training” Program to provide a two-day work placement for a mature student. During this placement, the student learned about the museum, the services we provide, and how we promote the museum using limited resources.

Similarly, the museum continued to work with local high schools to provide meaningful co-operative education placements. New in 2019 was the execution of a similar program at the College level.

The Museum continued to work with the Young Professional’s Network to host a bar at our Museum at Night Series.

The museum was once again part of Communities in Bloom, providing historical information about the city to the organizing committee and serving as a stop for the judges tour.

New this year, the Brockville Museum partnered with the Island Breakfast Committee to hold programming on the island during that popular annual event. This new programming was very well received and will continue in 2020. Similarly, the museum worked with organizers of the Big River Festival to provide commentary on a special Sunset Cruise.

City Relationships

With a change in management at City Hall in 2019 came a new commitment at that level for better cooperation and communication amongst city departments, services, and facilities. For the museum, this has included a seat at Management Team Meetings for our Curator/Director, inclusion at the “Local Government Open House”, and better overall awareness that has led to increased visibility in the community. We have also strengthened our ties with the Brockville Arts Centre by utilizing their box office to sell tickets for event such as the Lecture Series. This means that our events show up on the Arts Centre’s website which significantly enhances our exposure.

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’etre 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 (Open Drawer Project)
- Research
- Education Programming
- Visitor Services (Front Desk)
- Gardening
- Event Helpers
- Bakers
- Servers
- Friends of the Brockville Museum Executive

Recruitment

The total number of active volunteers during 2019 stood at 58, comparable to the 60 the year prior. Over the course of the year the number of active volunteers was remarkably stable. Five new volunteers were added to the roster, the majority of who were involved in visitor services, collections and the Friends. Most of those who ended their volunteer time with us left due to health issues or moving out of town. Special mention should be made of the departure of long-time volunteer Doris Stewart, who after 25 years of service to the Brockville Museum, and at the age of 94, decided to retire. A special tea was held in her honour on May 16.

For the past 19 years, Career Services has been providing volunteers (clients) to the museum. In 2019, however, Career Services found itself with a lack of staff resources to provide support to their one volunteer who had been helping with collections by scanning images. As a result, this partnership was terminated.

While a strong community presence, word-of-mouth, and the museum’s website has been an effective way of sustaining our volunteer base it is likely that a more direct effort to recruit new volunteers will have to be made in the future as our existing volunteers continue to age.

It should be noted that co-op students are no longer being counted as volunteers, which is also contributing to the apparent decline in volunteer hours. A record of co-op student activity may be found in the Human Resources section of this report.

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 November 14, 2019. Anniversary pins were distributed as part of the Ministry of Culture's Volunteer Service Award program. Five museum volunteers were recognized at this event.

All of our volunteers were recognized with a potluck luncheon held at the Brockville Museum on November 19. There were 19 people in attendance. Words of appreciation were offered by the chair of the Board of Management, Chair of the Friends of the Brockville Museum, and by all staff members.

Volunteer training

While most volunteer training is done on a one-to-one basis, the museum's visitor services volunteers (as well as any other interested volunteers) were invited to a training session held during the month of May. This gave volunteers not only a chance to review new museum programming and revised front desk procedures but included a tour of the Genealogical Society of Leeds and Grenville's research facility in Beecher House. This not only highlighted the museum's partnership with the "Genies" but also reminded them of the complementary nature of the two organizations.

Volunteer Hours

Our total volunteer hours in 2019 was 3418.75, a decrease of 9.8% from the previous year. This decrease is due primarily to the cancellation of the Friends Silent Auction usually held in the fall, a reduction in the number of hours being devoted to the Open Drawer project, as well as because the hours for co-op students are no longer being counted as volunteer hours.

This decrease in overall hours has been significantly offset by an increase in the average number of hours committed by each volunteer, which during 2019 was 58.9 hours per volunteer, comparable to the 5-year average of 57.9 hours per volunteer.

Consistent with 2018, work on the collection (Open Drawer Project) and visitors services (front desk) continue to make up the majority of the museum's volunteer hours with 1,312.25 or 38.4% and 1,372.5 or 40.2 % respectively. The remaining 21.5% of volunteer efforts were taken up by education (1.9%), gardening (4.7%), and governance (14.9%).

Media 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

Cogeco and JRfm have been the focal points of our traditional media presence for many years, thanks to the ongoing support of both companies. During 2019 museum staff made 7 television appearances on Cogeco's FYI program and had 13 radio stints on JRfm to promote museum activities.

Print Media

In total 10 press releases were sent out, either promoting events or to ask for financial support or assistance with exhibits. SNAP'D 1000 Islands continued to make space for a monthly article from the museum featuring historical photos. The Recorder and Times carried stories about the museum's need to relocate, and picked up stories regarding both the Travel Trunk exhibit opening and the museum's OMA Award for that particular exhibit. Interest in that exhibit also resulted in an article in "Muse" (the Canadian Museum Association's monthly magazine), which gave us publicity at a national level. The Mural (out of Athens) was consistent with printing our press releases and attending our media events.

Website Presence

The museum's website continued to serve as a resource for the public at large. The total number of website visitors for 2019 was 9,569, an increase of 0.4% over the previous year.

In addition to our own website, the museum also published on the online event calendars of: Tourism Brockville, SNAP 1000 Islands, and the DBIA.

Social Media

The Brockville Museum maintains active social media accounts on Facebook, Twitter, and Instagram. We also have a YouTube Channel.

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 28% in 2019, bringing us up to 1,827 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). In August we ran a five part #ThenAndNow series which provided very popular with a number of posts exceeding a reach of 1,000 (the most popular of which was of Hardy Park which had a reach of 3.4K)

In 2018 our top five posts averaged a reach of 5.8K while in 2019 our top five posts averaged a reach of 13K.

Top Performing Facebook Posts of 2019:

	Reach
#TBT War Memorial and Thain McDowell	22.2K
#TBT Video of King St. at City Hall	14.9K
#OTD Ice Storm	11.5K
Tall Ships Festival Starts Today (photo of Bluenose 1920s)	8.5K
#OTD Drill Boat Disaster	8.1K

Twitter

While we continue to utilize Twitter, we don't prioritize it the same way we do Facebook given the limited reach we see with this platform. We continue to find, however, that Twitter is 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.

Despite the lower priority placed on Twitter, we still saw a 39% increase in Twitter followers, bringing us up to 297 followers at year's end.

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.

In 2018 our top four posts averaged a reach of 2.2K while in 2019 our top four posts averaged a reach of 3.3K.

Top performing Tweets of 2019:

	Reach:
#MuseumSelfieDay	5.9K
Re-Tweet Knapp's Roller Boat	2.6K
Welcome to our new YCW intern	2.2K
Word cloud describing the Museum	2.2K

Instagram

We only launched our Instagram account in February 2018. In 2019 we continued to use Instagram to focus on the daily tasks of the Collections Technician along with insights into our collection. We posted 76 times in 2019 and reached an audience of 795 by year's end. This is a growth of 72% over 2018. Our conservation postings were featured on the Canadian Association for Conservation's Instagram posts on Conservation in Canada. We also received encouraging comments and engagement from the public on their enjoyment of seeing our posts along with positive support from other museum institutions.

YouTube Channel

Our YouTube Channel content continues to grow, though at a much slower rate than our other social media platforms. We only added two videos in 2019, bringing us up to 47 videos. One video was information on the new Travel Trunk exhibit and the other was archival footage (of which there are now 14 clips on the channel). We closed the year with 35 channel subscribers.

One of the greatest advantages of our YouTube Channel remains 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. Although we added only two new videos in 2019, we made use of previously uploaded videos in some of our other social media posts.

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. This is especially true for our BMuse episodes. Although no new BMuse episodes were created in 2019, we hope to revisit this successful initiative in 2020.

The Friends of the Brockville Museum

The Friends of the Brockville Museum operate as a separate and distinct organization in support of the Brockville Museum. They hold charitable status and are governed by a member-elected volunteer executive board. Their primary objective is to raise funds to support museum programs, exhibitions, and other initiatives.

The executive board of the Friends of the Brockville Museum continued to face significant challenges in 2019 including another change in Presidents. The museum's Board of Management selected a second board representative to attend Friends meetings and to provide support. Although they did hold their Annual Book Sale in the spring, the Friends were unable to hold their annual fall Silent Auction.

In 2019 the Friends made the decision to align memberships with their fiscal year so that all memberships would run from October 1 until September 30. As part of this realignment, they also moved the date of their AGM from February to November; in 2019 this meant there were two AGMs: February 19th and November 30th.

Regarding new fundraising strategies, at the urging of museum staff, the Friends set up an online account with Canada Helps to aid in the collection of donations online.

The Friends continued to make significant financial contributions to the museum in 2019 upwards of \$20,000 worth of expenses. On the special projects side, this included the balance of the expenses for "Travel Trunk" and the balance of the salary for the YCW intern helping with "Painting Picnic". The Friends also covered the loan costs for the travelling exhibit, "My Story, My Tatoo". Further, the Friends made the commitment in 2019 to covering 50% of the expenses related to the Feasibility Study planned for 2020.

The Friends of the Brockville Museum also financially support several annual operating expenses, including conservation supplies and our entire marketing budget. Ads in the Brockville Tourism Visitor Guide and Map, the blue 401 signs (TODS), and promotional rack cards, are all funded by the Friends. These are essential costs covered by the Friends that total around \$2,000 annually and which are incorporated into our operating budget.

As a separate and distinct charitable arm of the Brockville Museum, the Friends continue to play an essential role in accessing grant programs that the Brockville Museum on its own would not be eligible for as part of the municipality that help fund specific projects and initiatives that help us grow our audience and capacity. This year, this included the Brockville and Area Community Foundation, which, through the Friends, contributed \$1,500 towards the museum's "pop-up exhibit" program; the Brockville Legacy Fund, which contributed \$850 towards the purchase of GPS units for a popular school program; and the Ross W McNeil Foundation, which contributed \$2,500 towards the museum's 2020 exhibit, "Painting Picnic". All told, that's almost \$5,000 in 2019 in project-specific funding that the museum would otherwise have been unable to access.

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, summer students, interns). In 2019 we also hosted one college intern and two high school co-op student.

2019 Staff Included:	
Curator/Director	Natalie Wood
Interpretation and Public Program Coordinator	Peggy Hause
Administrative Assistant/Registrar	Ellen O'Dair (until August 2019) Veronica Vareiro (starting August 2019)
Community Engagement Officer (PT)	Viktor Kaczkowski
Summer Students	Edward Ross (Young Canada Works) Ally Sweet (Young Canada Works)
YCW Intern	Brooke Keirstead (November 2019-March 2020)
College Co-op Intern	Katy M. (May – August 2019)
High School Co-op Students	Richie L. (March -June 2019) Riley H. (September 2019 – January 2020)

As in the past year, we did have a notable staffing change in 2019. In September 2018 our Administrative Assistant/Registrar, Alison, went on parental leave and we had hired Ellen as her temporary replacement. In April 2019, however, Alison gave notice that she would not be returning to the Brockville Museum. A new competition for the full-time permanent position was held. As a result of this competition, Veronica was hired and came into the position on August 6th. Veronica has blended seamlessly into the museum team and has brought new skills that she is excited to share with our community.

New this year was a placement of a College Co-op Intern. This unpaid internship provides real-world work experience and course credit for a student currently enrolled in a post-graduate museum program. Our student, Katy, joined us from Fleming College and worked in the archives. This program is a great resource for the museum, though there are not always students in the area who are able to do a placement in Brockville.

We were fortunate again this year to receive funding for a Young Canada Works Intern. This paid internship program allows the museum to hire a recent graduate on a contract to bridge their entry into the workforce; YCW provides half of the position's funding. In November 2019 we hired Brooke on this program to help with logistics for the 2020 exhibit, *Painting Picnic with Prudence Heward*. The Friends of the Brockville Museum committed to covering the balance of the position's salary.

In both the spring and the fall we once again welcomed local high school co-op students, who worked in the archives.

2019 made it clear that the museum requires additional permanent staffing. The existing permanent staff is increasing feeling maxed out, especially as the team takes on more and more ambitious projects. This

need has been exasperating by declining volunteer commitments and abilities. This need is reflected in the new Strategic Plan.

Pay Equity Review

In 2018 the City initiated a pay equity review of all non-union employees. This process was completed in late 2019. As a result, all permanent museum staff received some increase, most very minimally (due to staffing changes in recent years most positions had been reviewed relatively recently), but some positions, particularly the Community Engagement Officer position, experienced a more notable increase to better align remuneration with the responsibilities of the position.

Professional Development

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

The City of Brockville implemented some new online training opportunities for managers and supervisors. As a result, our Curator/Director completed several courses: “How to Motivate Employees from Within”, “Effective Communication”, “Handling Difficult Employee Conversations”, and “Coaching and Mentoring”.

The Curator/Director attended the Canadian Museum Association’s Annual Conference in Toronto in April, attending workshops on “The Digital Visitor Experience”, “Stakeholder Engagement Strategies in Capital Projects”, and “Interpretation Outside a Museum Building”.

Our Administrative Assistant/Registrar attended the Archive Association of Ontario’s workshop “Archival Preservation and Updates in Preventative Care” in Ottawa in October.

Our Interpretation and Public Program Coordinator attended the Ontario Museum Association’s Annual Conference in Brantford in October.

Awards

Our Curator/Director, Natalie, and Board of Management member, Haley, were both recognized by the Young Professionals Network in the inaugural “Brockville’s Top 40 Under 40”, drawing some notable attention to the museum.

Appendix

- i. 2019 General Ledger
- ii. 2019 Event Listing
- iii. Statistics Chart
- iv. Word Cloud
- v. Chronology of Events (1970-2019)
- vi. Report 2019-058-05: Facility Condition
- vii. New Strategic Plan
- viii. 2019 Monitor Newsletters

2019 General Ledger

CITY OF BROCKVILLE			GL5330			Pa			
GL Department Report			Date: Feb 20, 2021			Tir			
Year : 2019			Budget : Budget Values						
Period : 12									
Description			CC1	Current	Year To Date	Committed	Budget	Variance	% Used
MUSEUM									
770022 Museum-Ont Specific Grants				-27176	-27176	0	-27176	0	100
770031 Museum-Fees & Service Charges				-2333	-31564	0	-29000	2564	109
770101 Museum-Wages & Benefits				-7007	-15056	0	-8000	7056	188
770616 Museum-Exhibitions				-7600	-15200	0	0	15200	0
770618 Museum-Programs				-1183	-14609	0	-18000	-3391	81
770101 Museum-Wages & Benefits				27321	272099	0	264157	-7942	103
770115 Museum-HR Mgmt				0	1415	0	1900	485	74
770125 Museum-Office Expense				2214	11198	0	11883	685	94
770131 Museum-Building Burden				13190	54718	0	51254	-3464	107
770615 Museum-Curatorial				57	213	0	5650	5437	4
770616 Museum-Exhibitions				315	15796	0	12000	-3796	132
770618 Museum-Programs				1329	3867	0	6500	2633	59
770775 Museum-Facility Mtnce				3701	16534	0	11000	-5534	150
MUSEUM Total				2828	272235	0	282168	9933	96

2019 Event Listing

January 10th – Talk & Tea “Brockville’s Automotive Industry”
February 5th – Adult Lecture Series – Dr. Terri-Lyn Brennan “Indigenous History 101 – How do WE know what you know?”
February 14th – Talk & Tea “Brockville Confectionaries”
February 18th – “Travel Trunk – Unpacking Brockville’s Cultural Stories” exhibit opening (and Family Day)
February 19th – Adult Lecture Series – Dr. Brian Foss “Prudence Heward and the Beaver Hall Group”
February 23rd – Friends Annual General Meeting
February 26th – Adult Lecture Series – Dr. Michael Eamon “Public History: How the Present Uses and Abuses the Past”
March 5th – Adult Lecture Series – Dr. Matthew Bellamy “Under the Influence: How Labatt and its Allies brewed up a Nation of Beer Drinkers”
March 7th – Seaway Ship Enthusiasts – Ron Beaupre “The Images of James M. Kidd”
March 12th – Adult Lecture Series – Dr. Tonya Davidson “Decoding Monuments and Memorials”
March 14th – Talk & Tea “Ogle Gowan & The Loyal Orange Lodge”
March 29th – Museum@Night “70s Throwback”
April 5th-12th – Friends Annual Used Book Sale
April 11th – Talk & Tea “Brockville Churches”
April 26th – Museum@Night “Steampunk Invasion”
May 3rd - 4th – Multicultural Festival at the Memorial Centre (information booth)
May 9th – Talk & Tea “Brockville Dance Halls”
May 18th – “My Story, My Tattoo” exhibit opening
May 25th – Street Eats- Booth on King St.
May 31st – Museum@Night – Inked
June 6th – Seaway Ship Enthusiasts – Bob Graham “The Hall Corporation”
June 13th – Talk & Tea “Brockville Hotels”
June 20th – 21st – Island Breakfast (Walking Tours on the island)
June 20th – Criminal Past and Historic Waterfront Walking Tours
June 21st – Criminal Past and Historic Waterfront Walking Tours
June 22nd- 60th Anniversary of the Seaway Celebration (information booth at the Aquatarium)
June 27th – Criminal Past and Historic Waterfront Walking Tours
June 28th – Criminal Past and Historic Waterfront Walking Tours
July 3rd – Pop-Up Museum Display at Metro
July 4th – Criminal Past and Historic Waterfront Walking Tours
July 5th – Criminal Past and Historic Waterfront Walking Tours
July 10th – Pop-Up Museum Display at Metro
July 11th – Talk & Tea “Phillips Cables”
July 11th – Criminal Past and Historic Waterfront Walking Tours
July 12th – Criminal Past and Historic Waterfront Walking Tours
July 16th – Raising a Glass for the Brockville Museum
July 17th – Pop-Up Museum Display at Walmart

July 18th – Criminal Past and Historic Waterfront Walking Tours
 July 19th – Criminal Past and Historic Waterfront Walking Tours
 July 24th – Pop-Up Museum Display at Bank of Montreal
 July 25th – Criminal Past and Historic Waterfront Walking Tours
 July 26th – Criminal Past and Historic Waterfront Walking Tours
 July 31st – Pop-Up Museum at Pet Valu
 August 1st – Criminal Past and Historic Waterfront Walking Tours
 August 2nd – Criminal Past and Historic Waterfront Walking Tours
 August 7th – Pop-Up Museum at YMCA
 August 8th – Talk & Tea “Boat Building in Brockville”
 August 8th – Criminal Past and Historic Waterfront Walking Tours
 August 9th – Criminal Past and Historic Waterfront Walking Tours
 August 14th – Pop-Up Museum at Leeds and Grenville Family Health Team
 August 15th – Criminal Past and Historic Waterfront Walking Tours
 August 16th – Criminal Past and Historic Waterfront Walking Tours
 August 17th – FunFest- Booth on King St.
 August 21st – Pop-Up Museum at Starbucks (across from TISS)
 August 22nd – Criminal Past and Historic Waterfront Walking Tours
 August 23rd – Criminal Past and Historic Waterfront Walking Tours
 August 29th – Big River Festival – Sunset Cruise
 September 5th – Seaway Ship Enthusiasts – Viktor Kaczkowski “Pre-Seaway Salties”
 September 12th – Talk & Tea “Brockville’s Social Clubs”
 September 25th – Heritage Skills Workshop “Dairying: Milk Makes It”
 September 28th – Opening of “Our Agricultural Past” exhibit (and Culture Days)
 October 10th – Talk & Tea “Brockville’s Dairying Past”
 October 28th – Local Government Expo at Memorial Centre
 October 30th – Heritage Skills Workshop “The Hand-crafted Sign”
 November 14th – Talk & Tea “Brockville’s Early Industries”
 November 27th – Heritage Skills Workshop “Victorian Ornaments”
 November 30th – Friends Annual General Meeting
 December 5th – Seaway Ship Enthusiasts – guest speaker
 December 12th – Talk & Tea “A History of Shopping Downtown”

Statistics Chart

2019 Statistics Brockville Museum

Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL
General Admissions	27	53	141	54	216	263	435	586	271	106	63	27	2242
Incoming Group*	78	48	69	61	149	222	422	407	256	132	47	15	1906
Youth Programs	0	0	29	14	94	65	171	85	37	48	0	0	543
Seniors Programs	0	0	0	0	0	21	70	77	25	48	0	0	241
General Interest Programs	13	70	60	58	42	159	107	0	19	55	37	41	661
Workshops	0	0	34	40	22	89	29	42	0	14	25	53	308
Community Outreach	53	84	69	58	46	55	59	73	53	62	70	60	742
On-Site Events	0	14	0	0	30	53	67	53	83	70	113	44	589
Off-Site Events	6	188	123	18	8	43	54	71	46	36	37	46	676
Facility Rentals	18	254	76	18	17	86	82	101	29	50	23	46	750
Volunteer Hours	22	27	26	37	27	13	21	14	14	23	10	0	234
Genealogy Visitors	13	25	23	38	27	14	8	2	41	40	34	11	276
Research Requests	0	54	0	80	187	81	99	193	50	41	0	0	785
Website Visitors	153	0	0	30	75	0	0	72	78	16	0	0	409
Volunteer Hours	0	42	21	255	23	0	44	0	0	0	0	0	385
TOTALS	0	0	35	449	30	136	0	58	0	78	0	0	786
	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0
	14	47	31	72	29	93	0	39	40	16	59	30	470
	0	58	22	72	56	24	0	41	46	90	110	38	557
TOTALS	135	553	500	621	672	772	990	995	530	384	276		6738

Genealogy Visitors	40	32	52	59	76	65	70	74	54	47	26	19	614
Research Requests	7	4	8	4	16	7	7	3	7	3	6	1	73
Website Visitors	1	8	10	9	7	5	11	10	9	2	6	3	81
Volunteer Hours	860	812	899	900	878	1027	935	923	806	686	450	433	9609
	917	729	850	771	782	940	1191	891	541	744	627	584	9569
Volunteer Hours	234.75	268.75	272	442.5	335.75	242.25	262.75	272.75	243.5	358.5	264.5	220.75	3418.75
	273	299.25	365.5	381	402.5	279.75	316.75	352.25	262.5	368.25	256.75	234.75	3792.25

*March 2019 name changed from "Incoming Bus Tour" to "Incoming Group" to better represent the statistics we are capturing (Groups other than youth groups i.e. Girl Guides)

[illegible]

33

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 21st 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 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 Communities 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.

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 24th.
- 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 150th anniversary of the railway tunnel, a banquet was held inside it on July 8. 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 is 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.
- 2019 "Travel Trunk: Unpacking Brockville's Cultural Stories" opens and goes on to win the Ontario Museum Association's Award of Excellence for Exhibitions.
Veronica Vareiro becomes new Administrative Assistant/Registrar.
New Strategic Plan developed.

Report 2019-058-05 Facility Condition

APRIL 26, 2019

REPORT TO ECONOMIC DEV., REC. & TOURISM COMMITTEE – May 7, 2019

**2019-058-05
BROCKVILLE MUSEUM -
FACILITY CONDITION**

**C. COSGROVE, P.ENG.
DIRECTOR OF OPERATIONS**

RECOMMENDED

THAT Report 2019-058-05 be received for information purposes.

PURPOSE

The purpose of this report is to provide an update regarding the state of repair of the Brockville Museum building.

BACKGROUND

At the April 2, 2019 meeting, the EDRTC passed the following resolution:

THAT the appropriate City Staff be directed to prepare a preliminary report for the May EDRTC meeting to address the immediate needs at the Brockville Museum caused by deteriorating physical conditions.

For: Councillor Fullarton, Member Barabash, Councillor Wren, Member Barnes, and Mayor Baker

Against: Nil

CARRIED 5-0

ANALYSIS

The Director of Operations and the Arenas and Facilities Supervisor met with the Curator/Director of the Brockville Museum to review the facility maintenance activities planned for 2019, and the longer term needs. Attachment 1 is a memo summarizing the outcome of the meeting.

It is anticipated that the humidifier repairs, sump pump indicator light, and lobby floor tiles and benches can be completed within the budgets approved for 2019. The roof repairs, sump pump floats and alternate discharge may require allocations in the 2020 Building Maintenance budget, depending upon the costs identified. The Beecher House concerns should be considered in the longer-term facility planning for the Museum.

POLICY IMPLICATIONS

Nil

FINANCIAL ANALYSIS

None at this time.

CONCLUSION

Facility maintenance at the Brockville Museum should proceed as outlined in this report.

C.J. Cosgrove, P.Eng
Director of Operations

D. Dick, CA, CPA
Director of Corporate Services

M. Pascoe-Merkley
Interim City Manager



MEMORANDUM

OPERATIONS DEPARTMENT

Date: April 23, 2019

To: Natalie Wood
Curator/Director – Brockville Museum

From: Conal Cosgrove
Director of Operations

Subject: Brockville Museum – Facility Condition

File No. A20-00

This memo summarizes the areas of concern regarding the Museum building, and the steps to be taken.

Roof

Les Johnston will be inspecting the various roof areas this spring with the roofing consultant and preparing a list of repair/replacement projects.

Humidifiers

The two humidifiers installed as part of the expansion project will be inspected and repaired.

Sump Pumps

An indicator light confirming power to the sump pumps will be installed.

An improved method for checking that the sump pump floats are operating will be implemented.

The sump pumps cannot discharge when the sewer backflow valve is closed. An alternate discharge point for the sump pumps will be investigated.

Lobby/Reception Area Floor

There has been some settling of the floor in the lobby/reception area. This floor is directly on compacted gravel (no basement). Removing the entire floor structure would be very costly. In the short to medium term, replacement and leveling of floor tiles on an as needed basis as well as building benches along the wall over the areas that are settling, is recommended.

Beecher House

The basement is not an optimal location for the genealogical office and records storage. This area will always have moisture and humidity, which can lead to mold problems.

The attic areas are not optimal for storage of documents and artifacts. Appropriate climate control is not possible and keeping the area free of small animals, birds and bats will be an on-going challenge.

Vermiculite has been documented in several locations, which is problematic for office use and storage.


CJC/jw

Strategic Plan

A black and white photograph showing a group of people walking away from the camera on a wooden boardwalk bridge. In the background, there is a two-story brick building with a central arched doorway and several windows. The scene is surrounded by trees and a street lamp is visible on the right.

Brockville Museum Strategic Plan

2020-2025

Introduction

Purpose

This plan aims to articulate the goals and objectives of the Brockville Museum for the period of 2020-2025 by establishing priorities that will be used in the decision-making process of how resources, both human and financial, are allocated during this period.

Method

This plan was created as a result of a six-month process that took place between June and December 2019 that involved the Museum Board of Management, museum staff, and the community. In June, a brief survey was circulated to the Board of Management and staff to evaluate progress on the museum's existing Strategic Plan (2014-2019). A brain-storming session with the Board of Management was conducted at the July meeting, with a follow-up session at the September meeting. In October an online and print survey was circulated through the community, which included distribution to Members of the Friends, Museum Volunteers, City Staff, Facebook and Twitter followers, and was further circulated by Downtown Brockville through Facebook to their followers. A previous community survey conducted in December 2017/January 2018 was also used in the development of this plan.

Mission

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.

Message

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

Vision

To be consistently *relevant* (relate our place in local and international conversations), *unique* (as stewards of this community's irreplaceable material culture), and *inspiring* (sharing human stories of challenge and success)

- Visitors and residents of all ages and backgrounds feel welcome and inclined to actively support the museum
- Offer unique and professional products (programs and events), experiences (exhibits and programs), and services (research and collection care and access)
- Meet or exceed provincial museum standards and best practices
- Actively participate in creating tomorrow's Brockville

Summary

The Museum has done well to achieve most of the goals it set out in 2014. Visitor attendance has almost doubled, most of the exhibits are all-new (with one winning a provincial award), great progress has been made to get most of the collection online, and the museum has made some progress identifying solutions to outstanding physical plant issues. Our challenge moving forward will be to continue to increase the visibility of the museum, to deliver the desired levels of programming within our limited resources, and to continue to attract tourists and a more diverse audience. Our success will lie in our ability to continue to professionally deliver the core services synonymous with “museum” while strategically pushing boundaries and expectations in the subject matter we cover in our programs and exhibitions. We will also have to continue to assertively advocate for the museum’s position in Brockville’s growing tourism economy and for the museum’s long-term physical plant needs. The goal in all we do should be to reflect our mission, vision and to demonstrate our relevance to our community.

The goals outlined in this document support the current Council’s priorities in terms of focusing on the city’s Tourism and Cultural assets. (September 10, 2019)

Long Term Goal

This plan aims to identify short-term priorities and actionable items based on the five year period 2020-2025; however, these plans do not exist in a vacuum. All short-term plans detailed in this document are designed to support the museum’s primary long-term goal:

- The expansion of the Brockville Museum through its relocation, to occur by April 2, 2032, as the desired solution to addressing increasing physical plant pressures (space), issues (flooding), and needs (environmental controls, standards and best practices) that exist, and which cannot be overcome, at the museum’s current location.

Strategic Pillars

All priorities and action items identified in this plan support six guiding principle objectives:

- A. Continue to Increase Museum Visitation
- B. Diversify and Increase Revenue by Increasing Participation
- C. Grow Community Support for the Museum and for the 2032 Project
- D. Improve and Update Governance and Reporting Structures
- E. Be Good Stewards of Our Community’s History
- F. Pursue our Vibrant Future by working towards 2032 Plans

Short Term Actions

In support of the six strategic pillars and our need to demonstrate relevance, nine specific short-term priority actions were identified by the Board of Management. The public was asked to help rank those priorities. As a result of this input, these nine short-term priority actions have been divided into “high priority” and “low priority”, but all nine will remain guiding actions over the next five years.

High Priority Actions

1. Focus on continuing to offer a dynamic and aggressive schedule of new, temporary, travelling, and changing exhibits that are relevant and engaging
2. Work to enrich the museum-going experience for families, children, and youth by incorporating more hands-on, experiential, and youth-focused activities into new and existing exhibits
3. Increase the museum's profile and visibility in the community by attending more local festivals and events with engaging and mission-driven displays and seeking out new and unique opportunities to reach new audiences through pop-ups and barrier-removing outreach initiatives
4. Continue to engage the online community through social media posts that share Brockville's history and show the work we do to save and share Brockville's past
5. Finish the Open Drawer Project: ensure that every object in our collection has been re-cataloged, made available online, and has an image attached

Low Priority Actions

6. Investigate and pilot PA Day and March Break programming opportunities with the aim of increasing the museum's profile as a family-friendly attraction and to help develop the next generation of museum supporters
7. Explore opportunities to increase the museum's hours of operation to better serve all audiences
8. Develop and offer more events specifically geared towards the 19+ audience which offer unique museum-going experiences after-hours and expand the museum's audience
9. Install free public wi-fi throughout the museum galleries to better serve tourists and promote social sharing; simultaneously develop enriched exhibit content available online in-gallery

"Other" Actions

Additional actions were identified by the Board of Management and staff for most of the principle objectives. These "other" actions are less public in nature and are based more in governance and operation. These "other" actions are defined where appropriate.

The Strategic Plan

Achieving Success

The Brockville Museum is focused on its long-term goal of relocating to a larger and more suitable building by 2032. In order to achieve this goal, the museum must demonstrate relevance, continue to build community support, and increase its visibility in the community. Increased programming and community presence have been identified by the public as a primary means for reaching this level of support and visibility, but are regrettably not realistic with the current museum staffing levels. Many of the goals described in this document are dependent upon securing an increase in staffing resources and funding levels.

The Plan

The following pages break down the museum's principle objectives with specific goals and actions.

Brockville Museum 5-Year Strategic Plan 2020-2025

A. Continue to Increase Museum Visitation

Between 2013 and 2019 the Brockville Museum was able to almost double general admission to the museum. In 2016, the museum switched from a set admission fee to admission-by-donation. Although per-person admission rates decreased slightly, overall admission revenue steadily increased alongside visitation. In 2017 the Museum reduced its summer hours of operation by not opening on Sundays (5 hours per week), although evening hours were added starting with two hours on Fridays in 2015, increasing to a total of four hours spread over Thursdays and Fridays in 2019.

Goals: <ul style="list-style-type: none"> • Increase visitation by 50% • Increase admission revenue by 50% • Increase incoming group tours by 50% • Increase “children and youth” visitors to a consistent 20% of total visitation 	Key Performance Indicators: <ul style="list-style-type: none"> • General Admissions • Group Admissions (not including school groups) • Revenue from Admissions • Length of Visit • Percentage of visitors categorized as “youth” and “young children” (not including school groups, summer season only) • Hours Open • Number of Social Media Followers • Number of New, Temporary, and Travelling Exhibits
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High Priority Actions		Standard	Resources	Timeframe
1. Focus on continuing to offer a dynamic and aggressive schedule of new, temporary, travelling, and changing exhibits that are relevant and engaging	<ul style="list-style-type: none"> ○ aim for 2 temporary exhibits per year ○ aim to update/renovate 1 permanent exhibit every two years <ul style="list-style-type: none"> ▪ source funding opportunities to cover exhibit expenses ▪ establish budget account line of \$10,000 annually for exhibits 	Exhibitions	<ul style="list-style-type: none"> • Curator/Director (time) • Requires increased funding for exhibits (budget, Friends, donations) • Reference 5 year Exhibit Plan 	On-Going
2. Work to enrich the museum-going experience for families, children, and youth by incorporating more hands-on, experiential, and youth-focused activities into new and existing exhibits	<ul style="list-style-type: none"> ○ find funding to cover costs ○ re-develop backpack program to encourage new and repeat family visitation 	Exhibitions & Interpretation	<ul style="list-style-type: none"> • Curator/Director (time) • Interpretation & Public Program Coordinator (time) • Requires new funding (grants, budget, Friends, donations) • Incorporate strategies into 5 year exhibit plan 	On-Going
3. Increase the museum’s profile and visibility in the community by attending more local festivals and events with engaging and mission-driven displays and	<ul style="list-style-type: none"> ○ allocate staffing resources specifically to this task <ul style="list-style-type: none"> ▪ seek summer employment funding to hire summer students 	Community, Interpretation & Exhibitions	<ul style="list-style-type: none"> • All Staff (time) • Requires investment in additional funding (summer students/part 	On-Going

Brockville Museum 5-Year Strategic Plan 2020-2025

seeking out new and unique opportunities to reach new audiences through pop-ups and barrier-removing outreach initiatives	<ul style="list-style-type: none"> to carry-out this task seasonally ○ attend 6 community events and carry-out 10 mini pop-ups annually and reach 500 people through these activities 		<ul style="list-style-type: none"> time staffing) • Networking with community partners to identify opportunities 	
4. Continue to engage the online community through social media posts that share Brockville's history and show the work we do to save and share Brockville's past	<ul style="list-style-type: none"> ○ develop content that is on-brand and which adheres to our social media policy <ul style="list-style-type: none"> ▪ review social media policy annually and adjust as necessary to meet changing demands ○ identify tools for measuring success and impact of social media efforts (beyond number of followers) recognizing that social media does not always translate into visitation 	Community, Interpretation & Education	<ul style="list-style-type: none"> • Curator/Director (time) – Facebook and Twitter • Registrar (time) – Instagram • Interpretation & Public Programmer (time) – YouTube (BMuse) 	On-Going
Low Priority Actions		Standard	Resources	Timeframe
7. Explore opportunities to increase the museum's hours of operation to better serve all audiences	<ul style="list-style-type: none"> ○ seek additional staffing resources to permit increase in hours ○ work towards re-opening on Sundays during the summer and extending weekend hours into the shoulder season 	Community	<ul style="list-style-type: none"> • Requires new funding to increase staffing levels • Board to lobby • Curator/Director work to incorporate into future budgets 	By 2025
9. Install free public wi-fi throughout the museum galleries to better serve tourists and promote social sharing; simultaneously develop enriched exhibit content available online in-gallery		Community, Interpretation & Exhibitions	<ul style="list-style-type: none"> • Curator/Director to get into budget and develop policy (Capital Program incremental item) • Curator/Director and Interpretation & Public Programmer to develop enriched content (time) 	Wi-Fi by 2022 Enriched content by 2024
Other Actions		Standard	Resources	Timeframe
Investigate opportunities to increase marketing reach (accessing more marketing funds, collaborating on marketing initiatives, working with the City/Tourism to improve ability to leverage marketing dollars)		Community	<ul style="list-style-type: none"> • Community Engagement Officer (time) • Curator/Director (time) to work with Economic Development and Tourism Office 	On-Going
Promote specific new exhibits to		Community	<ul style="list-style-type: none"> • Community Engagement 	On-Going

Brockville Museum 5-Year Strategic Plan 2020-2025

potential incoming tour groups			Officer (time) liaise with Tour companies	
Train front desk volunteers and tourism partners to best explain “admission-by-donation” in a positive manner that doesn’t imply “free”, but rather solicits donations		Community	<ul style="list-style-type: none"> Community Engagement Officer (time) implement new recruitment, screening and training plan 	On-Going
Ensure that the museum-going experience offers engaging entertainment for an average of 40 minutes or more		Exhibitions	<ul style="list-style-type: none"> Curator/Director as part of exhibition design and collection of data through Front Desk Monitored through front desk visitor surveys 	On-Going

Brockville Museum 5-Year Strategic Plan 2020-2025

B. Diversify and Increase Revenue by Increasing Participation

The Brockville Museum has limited earned revenue opportunities and most of these opportunities require considerable staffing resources. Revenue opportunities include: admission, program fees, events, room rentals, and service fees (i.e. research). At present, program revenue (including events) and donation revenue (including gifts from the Friends), account for 4% of revenue each, while service fees (including room rentals) and admissions each only account for 1% of the museum's revenue each, for a total of just 10%.

Goals:

- increase annual revenue from donations to > \$25,000
- increase annual program and event revenue to > \$25,000
- increase annual revenue from fees for service to > \$5,000

Key Performance Indicators:

- Revenue from Admissions
- Number of Room Rentals
- Revenue from donations (including Friends)
- Revenue from Programming (including Events)
- Number of FTE permanent staff
- Percentage of funding from Municipality
- Percentage of funding from Province (CMOG)

Low Priority Actions		Standard	Resources	Timeframe
6. Investigate and pilot PA Day and March Break programming opportunities with the aim of increasing the museum's profile as a family-friendly attraction and to help develop the next generation of museum supporters	<ul style="list-style-type: none"> ○ seek additional staffing resources to permit increase in number of programs offered ○ increases revenue from new programming 	Interpretation	<ul style="list-style-type: none"> • Requires new funding to increase staffing levels • Board to lobby • Curator/Director work to incorporate into future budgets • Interpretation & Public Program Coordinator to research and design new programming options 	By 2024
8. Develop and offer more events specifically geared towards the 19+ audience which offer unique museum-going experiences after-hours and expand the museum's audience		Community & Interpretation	<ul style="list-style-type: none"> • Community Engagement Officer and Interpretation & Public Program Coordinator • Requires additional staffing resources • Requires more space (and appropriate space) for event functions 	2021-2024
Other Actions		Standard	Resources	Timeframe
Increase staffing resources by 1.3FTE to enable the museum to accommodate		Human Resources	<ul style="list-style-type: none"> • Board to lobby • Curator/Director to work 	By 2025

Brockville Museum 5-Year Strategic Plan 2020-2025

more room rentals and programs			to incorporate necessary funding into future budgets	
Develop a fee structure, based on a cost recovery model, for research requests (that count volunteer time and maintenance of research materials as costs)		Research	<ul style="list-style-type: none"> Registrar (time) to work with Curator/Director and Board to create policy 	By 2022
Establish a donor recognition program		Community	<ul style="list-style-type: none"> Community Engagement Officer (time) research and develop plan 	On-Going
Review fees for programs and increase fees as justified		Interpretation	<ul style="list-style-type: none"> Interpretation & Public Program Coordinator to review fees and make recommendations to Curator/Director and Board 	By 2021

Brockville Museum 5-Year Strategic Plan 2020-2025

C. Grow Community Support for the Museum and for the 2032 Project

Maintaining and building community support is essential for accomplishing the goals of the Brockville Museum and delivering on its mandate. At its core, the Brockville Museum is a community museum, in the service of the community. The Brockville Museum currently relies on volunteers for front desk operations and for helping with the collections through the Open Drawer Project.

Goals: <ul style="list-style-type: none"> Maintain volunteer levels (in relation to need) 	Key Performance Indicators: <ul style="list-style-type: none"> General Admissions Origin of Visitors (locals vs. tourists) Number of Social Media Followers Number of Volunteers Revenue from Donations (including Friends) Board of Management Vacancy Rate Number of Programs Delivered Funding Raised for 2032 (in the c/o the Friends)
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High Priority Actions		Standard	Resources	Timeframe
3. Increase the museum's profile and visibility in the community by attending more local festivals and events with engaging and mission-driven displays and seeking out new and unique opportunities to reach new audiences through pop-ups and barrier-removing outreach initiatives	<ul style="list-style-type: none"> allocate staffing resources specifically to this task <ul style="list-style-type: none"> seek summer employment funding to hire summer students to carry-out this task seasonally attend 6 community events and carry-out 10 mini pop-ups annually and reach 500 people through these activities 	Community & Exhibitions	<ul style="list-style-type: none"> All Staff (time) Requires investment in additional funding (summer students/part time staffing) Networking with community partners to identify opportunities 	On-Going
4. Continue to engage the online community through social media posts that share Brockville's history and show the work we do to save and share Brockville's past	<ul style="list-style-type: none"> develop content that is on-brand and which adheres to our social media policy <ul style="list-style-type: none"> review social media policy annually and adjust as necessary to meet changing demands identify tools for measuring success and impact of social media efforts (beyond number of followers) recognizing that social media does not always translate into visitation 	Community & Interpretation	<ul style="list-style-type: none"> Curator/Director (time) – Facebook and Twitter Registrar (time) – Instagram Interpretation & Public Programmer (time) – YouTube (BMuse) 	On-Going
Low Priority Actions		Standard	Resources	Timeframe
6. Investigate and pilot PA Day and March Break programming opportunities	<ul style="list-style-type: none"> seek additional staffing resources to permit increase in number of programs 	Interpretation	<ul style="list-style-type: none"> Requires new funding to increase staffing levels 	By 2024

Brockville Museum 5-Year Strategic Plan 2020-2025

with the aim of increasing the museum's profile as a family-friendly attraction and to help develop the next generation of museum supporters	<ul style="list-style-type: none"> ○ offered ○ increase revenue from new programming 		<ul style="list-style-type: none"> • Board to lobby • Curator/Director work to incorporate into future budgets • Interpretation & Public Program Coordinator to research and design new programming options 	
7. Explore opportunities to increase the museum's hours of operation to better serve all audiences	<ul style="list-style-type: none"> ○ seek additional staffing resources to permit increase in hours (seeking 5FTE positions) ○ work towards re-opening on Sundays during the summer and extending weekend hours into the shoulder season 	Community & Human Resources	<ul style="list-style-type: none"> • Requires new funding to increasing staffing levels • Board to lobby • Curator/Director work to incorporate into future budgets 	By 2025
Other Actions		Standard	Resources	Timeframe
Ensure Volunteer program is fulfilling and engaging	<ul style="list-style-type: none"> ○ establish a matrix for measuring volunteer fulfillment and engagement ○ investigate and evaluate volunteer incentive programs ○ include volunteer opportunities in next phase of Open Drawer Project ○ establish consistent volunteer recognition program (that doesn't cost money) ○ maintain a public listing of current volunteer opportunities and promote opportunities regularly 	Community	<ul style="list-style-type: none"> • Community Engagement Officer (time) 	On-Going

Brockville Museum 5-Year Strategic Plan 2020-2025

D. Improve and Update Governance and Reporting Structures

The Brockville Museum Board of Management was established by a City by-law in 1981. That by-law has been amended several times up until the 1990s to adjust the number of board positions, but has never been completely updated. Communication and reporting structures between the museums staff, the board, and City Hall have never been fully understood or written in policy. In 2019 the City of Brockville hired a new City Manager who seems inclined to make changes in this area. The Friends of the Brockville Museum have continued to be a vital source of financial support for the Brockville Museum, but the charitable organization has struggled over the past five years to clearly define themselves and to take a leadership role in fundraising.

Goals: <ul style="list-style-type: none"> Decrease board vacancy to 10% or less Increase staffing levels by 1.3FTE (bringing levels up to 5FTE) All policies are revised and updated Friends organization is self-sufficient and successful in fundraising efforts 		Key Performance Indicators: <ul style="list-style-type: none"> Number of missed opportunities Board of Management vacancy rate Number of FTE staff 		
Other Actions		Standard	Resources	Timeframe
Update Board of Management Terms of Reference and By-law	<ul style="list-style-type: none"> Establish “board member” job description Identify needed skills 	Governance	<ul style="list-style-type: none"> Curator/Director with support of the Board in conversation with the City Manager – requires Council approval 	By 2023
Update all Museum Policies	<ul style="list-style-type: none"> Review policies annually Complete review of all policies (except Collections which was updated in 2018) 	Governance	<ul style="list-style-type: none"> Curator/Director (time) to review and update policies for approval by the Board 	By 2023
Support the Friends to help them prosper	<ul style="list-style-type: none"> ensure consistent and effective Board representation at Friends meetings 	Governance & Community	<ul style="list-style-type: none"> Community Engagement Officer (time) Board of Management 	On-Going
Create a staff succession plan	<ul style="list-style-type: none"> Keep job descriptions current 	Human Resources	<ul style="list-style-type: none"> Curator/Director (time) with support of all staff and board of management 	On-Going

Brockville Museum 5-Year Strategic Plan 2020-2025

E. Be Good Stewards of Our Community's History

All the community-facing services provided by the Brockville Museum (programs, exhibitions, and research) are supported by an irreplaceable collection of objects, documents, and photographs that represent Brockville's history. The first priority of the Brockville Museum must always be the stewardship of our community's history through the preservation, care, and maintenance of this collection.

Goals: <ul style="list-style-type: none"> The entire collection is online De-accessioned items have found new homes 		Key Performance Indicators: <ul style="list-style-type: none"> Number of deaccessioned items Number of items acquired Number of research requests Number of times the online database is accessed 		
High Priority Actions		Standard	Resources	Timeframe
4. Continue to engage the online community through social media posts that share Brockville's history and show the work we do to save and share Brockville's past	<ul style="list-style-type: none"> develop content that is on-brand and which adheres to our social media policy through posts, educate the public about the work we do with our collection 	Community & Collections	<ul style="list-style-type: none"> Curator/Director (time) – Facebook and Twitter Registrar (time) – Instagram Interpretation & Public Programmer (time) – YouTube (BMuse) 	On-Going
5. Finish the Open Drawer Project: ensure that every object in our collection has been re-catalogued, made available online, and has an image attached	<ul style="list-style-type: none"> Develop plan for including volunteers in next phases of Open Drawer Project Identify outstanding projects and assign volunteer resources to completing them where appropriate 	Collections & Community	<ul style="list-style-type: none"> Registrar (with the support of volunteers) Community Engagement Officer – recruitment of appropriate volunteers 	By 2025
Other Actions		Standard	Resources	Timeframe
Complete a thorough review of the entire collection and make all necessary deaccessioning recommendations before 2025	<ul style="list-style-type: none"> hold a public third-party auction by 2025 and use revenue to support the collection as per museum ethics and standards 	Collections	<ul style="list-style-type: none"> Curator/Director (time) in collaboration with Registrar and Board of Management (including Collection Committee) 	By 2025
Continue to actively collect in a responsible manner adhering to the museum's Collection Policy	<ul style="list-style-type: none"> focus on collecting priorities identified in the Collection Policy identify cost-effective storage solutions that make better use of existing storage to allow for a growing collection 	Collections	<ul style="list-style-type: none"> Registrar (time) 	On-Going
Meet or exceed museum standards for the care and maintenance of a collection, including environmental controls and	<ul style="list-style-type: none"> advocate for the collection's needs to Council and Facilities Department 	Collections, Conservation & Physical	<ul style="list-style-type: none"> Registrar Curator/Director with assistance from the 	On-Going

Brockville Museum 5-Year Strategic Plan 2020-2025

preventative conservation best practices		Plant	Board – making case to Council and Facilities Departments	
Create a digital preservation strategy	<ul style="list-style-type: none"> ○ carry-out research into best practices ○ work with Board to approve policy 	Conservation & Collections	<ul style="list-style-type: none"> • Registrar (time) 	By 2025
Build a relevant education collection to engage and inspire audiences	<ul style="list-style-type: none"> ○ communicate with prospective donors of need for education artifacts ○ identify and solicit for desired pieces 	Interpretation	<ul style="list-style-type: none"> • Interpretation & Public Program Coordinator with the assistance of the Registrar 	On- Going

Brockville Museum 5-Year Strategic Plan 2020-2025

F. Pursue our Vibrant Future by working towards 2032 plan

In 2017 the Brockville Museum Board of Management identified the need to seek relocation of the museum into a different and larger facility. Heading into 2020 and beyond, significant progress will need to be made towards the goal of opening a new museum in 2032, the 200th anniversary of Brockville's incorporation.

Goals: <ul style="list-style-type: none"> 25% of costs raised 		Key Performance Indicators: <ul style="list-style-type: none"> Amount of funding raised for 2032 (in the c/o the Friends) 		
Other Actions		Standard	Resources	Timeframe
Begin Fundraising Campaign	<ul style="list-style-type: none"> Create Reserve Fund Establish a donor recognition program (i.e. donor wall, levels and benefits, focus on corporate donors) 	Community, Physical Plant, Governance & Finance	<ul style="list-style-type: none"> Community Engagement Officer working with the Friends Curator/Director (time) working with City Hall Friends organization work on fundraising 	On-Going
Make notable progress on 2032 Project	<ul style="list-style-type: none"> Feasibility Study is completed (which identifies size requirements and other considerations) Location for new museum is selected Secure Council support for the project (i.e. Council is allocating funds annually to this project and it is on the city's 10-year plan) Establish "key" community partners/supporters who can help move project forward 	Governance & Physical Plant	<ul style="list-style-type: none"> Curator/Director working with Board of Management, 2032 Committee, and liaising with Senior City Management 	By 2025

Vision:
The Brockville Museum is relevant, unique and inspiring.

Pursue our Vibrant Future

Complete Feasibility Study for a new museum
Begin Fundraising with a Reserve Fund and donor recognition program in place
Get the new museum (for 2032) on the City's long-term plan

Increase Visitation

Offer a dynamic schedule of new, temporary, and changing exhibits that are relevant and engaging and which incorporate hands-on, experiential, and youth-focused activities
Investigate opportunities to increase marketing reach
Explore opportunities to increase hours of operation

Be Good Stewards of our Community's History

Finish the Open Drawer Project and ensure that our entire collection is online
Continue to collect with a focus on our established collecting priorities
Complete a thorough review of the entire collection and make all necessary de-accessioning recommendations

Increase Participation

Investigate and develop programs and events geared towards children and families as well as a 19+ audience
Increase staffing resources in order to provide more programming opportunities
Review service fees and establish donor recognition program

Improve and Update Governance

Update Board of Management Terms of Reference and By-law
Update all Museum Policies
Support and promote the Friends of the Brockville Museum organization

Grow Community Support

Attend more local festivals and events with engaging "pop-up museum" displays
Continue to engage the online community through social media posts that share our collection and work
Review and promote volunteer program and opportunities

**Brockville Museum
Strategic Plan
2020-2025
Summary**

Mission

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.

www.brockvillemuseum.com

2019 Monitor Newsletters



The Monitor

The Brockville Museum Newsletter

Volume 35, Issue 1: Spring 2019

Attendance keeps going up ahead of busy summer season!

Let’s start this issue of the Monitor off with one heck of a good news story: general visitation to the museum for the period of January 1 – May 31 has more than doubled this year as compared to the same period in 2013! Now that’s something to celebrate.

We’ve been fortunate to have been able to report a steady increase in annual visitation with every issue of the Monitor since 2013, and indeed, we can see a steady increase for the January-May period every year since then, with the exception of spring 2017 which took a bit of a hit as a result of flooding and Canada150 planning.

But this year in particular we’ve been blown away by a marked increase in visitation specifically during March Break and the Victoria Day Long Weekend. We believe that we can, in part, attribute these two dramatic spikes to the opening of the family-friendly, “Travel Trunk: Unpacking Brockville’s Cultural Stories” exhibit (for the former), and the opening of “My Story, My Tattoo” exhibit (for the latter), as well as a general increase in the number of tourists coming to Brockville for the Railway Tunnel.

Whatever the reason, we’re excited by these stats, and they drive us to continue to increase our presence and visibility, and continue to inspire us to challenge ourselves to develop unique and engaging exhibits and programs.

Throughout this (long over-due, sorry about that) issue of the Monitor, we hope that we will inspire you to visit, recommend, or, yes, even donate to, the museum. We hope that you will discover a new initiative that grabs your attention or a project that revitalizes your commitment to the Brockville Museum.

There is a lot happening at the Brockville Museum and along side our ambitious goals, innovative undertakings, and popular annual events, we are rising to the challenge of a number of changes. Thank you joining us on this ride and for your continued support!

In this issue:	
In case you missed it	2
Vision 2032	3
Exhibit News	4
From our Art Collection	5
Staffing News	6
Breakfast Tour	7
News from the Friends	8
Spotlight on Volunteers	9
Upcoming Events	10

Sorry if you missed it

There is always something going on at the museum. The best way to stay up to date on all our happenings is to follow us on Facebook. We also keep the “What’s On” calendar on our website current, and use the published Snapd Calendar of Events. A list of upcoming events is also available at the museum’s front desk. Here are some highlights since our last edition of the Monitor.

Heritage Skills Workshop Series: Last fall we presented our second annual Heritage Skills Workshop Series. It was so successful that it will be back this fall with all new topics, AND we’re going to offer both afternoon and evening workshops! Pictured is our Corn Husk Art workshop from November.



Lecture Series We had another fantastic group of speakers from across the province this past February and March. We appreciated everyone’s patience as we implemented a new reservation partnership with the Brockville Arts Centre which significantly cut down on the administrative time required by museum staff, and allowed us to offer on-line sales.



A near-full house for the lecture by Dr. Brian Foss on the Beaver Hall Group.



Winners of our Museum@Night: Steampunk Invasion costume contest.

Museum@Night We’re two-thirds through our Museum@Night series. This year the series took on a “counter-culture” theme. In March we had a 70s night, and in April we had a “Steampunk Invasion”, and *invasion* is definitely the right word! Our last Museum@Night event takes place on May 31 and the theme is “Inked!”



Friends Book Sale: The Friends of the Brockville Museum hosted their annual used book sale April 8-12. Funds raised help support museum programs, exhibitions, and other initiatives.

A Vision to 2032 & a New Museum

Our Curator/Director and Board of Management have made a couple of appearances lately at the City's Economic Planning, Recreation, and Tourism Committee discussing the critical failures of the museum's current building, especially its lack of space that is impacting our ability to collect, preserve, and share our community's history. We thought that now was an important time to share some more information on our exciting plans for the future.

In November 2018 the Board of Management passed a motion identifying the shortcomings of the museum's current building and identified a desire to seek relocation in time for the City's Bicentennial in 2032. Since then, we have been quietly working to build support, including the publication of a brochure about the museum's services, and speaking with Council and Mayoral Candidates during the municipal election last fall.

In December our Board struck a "2032 Steering Committee". The committee includes two Board Members, a member of the Friends Executive, and the Chair of the Leeds and Grenville Genealogical Society (a key stakeholder and building tenant).

In April we put out a Request for Proposals seeking bids from museum consultants to conduct a Feasibility Study that would provide guidance for the size, location, construction, mandate, and operation of a relocated and expanded Brockville Museum, taking into account the needs of the community and of our growing collection.

We received four excellent proposals from well-qualified industry consultants and we are in the process of submitting a grant proposal for funding to help cover some of the costs of the study. If all goes well, we expect to conduct the study in early 2020. This study will provide us with the much needed plan and road map that will get us through the next

twelve years and help us achieve our ambitious, but much needed goal.

This will be a long but exciting process that we hope will lead to the development of a new museum building worthy of our community's unique history and our meaningful collection. We believe that 2032 is a realistic, albeit ambitious, time frame and a relevant anniversary year for the celebration of our community's history.

As we continue to develop these plans and head towards 2032, we will be embarking on some significant fundraising campaigns. We hope that you will continue to support our programming and exhibition initiatives as well as our 2032 vision in the years to come.

We can't wait to share the findings of our Feasibility Study with you, but we're a year away from that. In the meantime, if you would like to know more about the issues we face at our current location or how you can help us achieve our 2032 vision, please feel free to contact the museum.

How you can help NOW:

- Make a monetary donation to the Friends of the Brockville Museum
- Consider making a bequest—putting our 2032 project in your will
- Letting others know about why you support the Brockville Museum
- Attend our programs and events and share your experience on social media (and get others to come too!)
- Tell your elected officials (municipal, provincial, and federal) that the Brockville Museum is important to our community and needs their support

Exhibit News

An important strategic priority for the Brockville Museum is a dynamic exhibition schedule that includes the renewal of older exhibitions, the creation of unique temporary exhibits, and interesting partnerships that bring engaging travelling exhibits to Brockville from other museums.

In 2018, our exhibition program included two temporary exhibits: “Remembering Ice Storm ‘98” and “Pieces of Brockville”.

As we headed into 2019 we took on the ambitious redevelopment of our old Children’s Playroom. Thanks to generous funding from the Friends of the Brockville Museum we were able to hire exhibit consultants to help us create an important and interactive family-friendly exhibit about immigration. The exhibit opened on Family Day (February 18).

Refugees for Brockville posted a review of the new exhibit on Facebook: “This amazingly inclusive and interactive exhibit details newcomer experience, journeys, motivations, and backgrounds. It is a must-see for every family—and every person—living in Brockville and area. Thank you to the Brockville Museum for celebrating diversity and fostering inclusion and awareness through beautiful storytelling and innovative engagement!”



A young visitor explores the new “Travel Trunk” exhibit.



Our temporary exhibit room has been turned into an art gallery for “My Story, My Tattoo”, summer 2019.

“My Story, My Tattoo”

On May 18, we opened the travelling exhibit “My Story, My Tattoo” from the Wellington County Museum and Archives. This unique art exhibit displays stunning photographs of tattoos accompanied by the personal stories behind each piece of art. “My Story, My Tattoo” is on display until September 2, 2019. Special thanks to the Friends of the Brockville Museum for covering the rental and shipping costs of this travelling exhibit.

“Farm Fresh Ontario”

September 16 – December 20, 2019 we’ll be hosting the Archives of Ontario’s travelling exhibit, “Farm Fresh Ontario”. The illustrative exhibit details the history of farming in the province. We will be augmenting the exhibit with agricultural pieces from our own collection.

“Painting Picnic with Prudence Heward”

Work continues on our ambitious 2020 temporary exhibition celebrating the Brockville and area artwork created by Beaver Hall Group member, Prudence Heward. We have secured the loan of some spectacular pieces from galleries and museums across the province. We are still seeking support from the community to help cover the costs of this unique exhibit.

From Our Art Collection

The Brockville Museum is thrilled to announce the recent acquisition of a piece of art by the late Ruth Eliot (1913-2001). The oil painting depicts a shoreline scene as viewed from the family cottage at Fernbank.

The Eliot cottage was located next door to a cottage owned by the Heward family. The Hewards were members of the Montreal establishment, but were related to the prominent Brockville Jones family. Prudence Heward (1896-1947) was a member of the distinguished Beaver Hall Group of painters based in Montreal, but she spent her summers at the family cottage at Fernbank and was friends with the Eliots.

Although Prudence Heward is best known for her portraits, which she painted from her studio in Montreal, a number of her paintings depict Brockville and area scenes, including the Blue Church at Maitland, the Black Church near Athens, and the Brockville rail yards, among others. Her friends, including Group of Seven artist, A.Y. Jackson, would visit her at Fernbank in the summer for “painting picnics”, creating their own works of the area. Neighbour Ruth Eliot would often join Prudence and her friends on these painting picnics, and is recognized to have studied under both Jackson and fellow Group of Seven member, F.H. Varley, among others.

The Brockville Museum will be celebrating Prudence Heward’s Brockville connection with a very special exhibit, “Painting Picnic with Prudence Heward” in summer 2020. The exhibition will include works by Heward (and Jackson) that feature Brockville and area scenes. The Brockville Museum does not have any Heward paintings in its collection, but will be borrowing works from both private collectors and other museum institutions to assemble this unique story. The recently acquired Eliot painting will appropriately be included in this exhibition.



Curator/Director, Natalie Wood poses with the newly acquired Eliot painting in our textile and art collection storage room.

The Brockville Museum wishes to extend a sincere thanks to Evelyn Walters for the donation of the Eliot painting to the museum’s collection and for her assistance in locating Brockville-related Heward works for the purpose of this exhibition. Walters is the author of “The Women of Beaver Hall” and “The Beaver Hall Group and Its Legacy”.

The museum is looking for help funding the creation of this unique exhibition. We’re looking for sponsors and supporters to help cover the costs of the required loans, shipping, and exhibit fabrication. Contact the museum for more information.

Did You Know...

Group of Seven artist A.Y. Jackson had his own connection to Brockville! His grandfather, Henry F.J. Jackson had a Real Estate and Loan Agency in Brockville in the 1890s.

Staffing News

As many of you know, our Administrative Assistant/Registrar, Alison, has been on maternity leave since September. In April, however, Alison notified us that she had accepted a wonderful new position with the City of Kingston as the Civic Collection Technician. Ellen, who has been filling in on the maternity leave, will remain in the role until a permanent replacement can be found. We expect to be able to announce the new Administrative Assistant/Registrar by September.

A word from Alison...

To all of the amazing museum volunteers, members and staff...

While I am sad that I never had the opportunity to say goodbye to many of you, I want you to know that I am very grateful to have had the opportunity to meet and work along side you over the past few years.

Brockville is an amazing City that has such passionate citizens who care and understand the importance of telling Brockville's remarkable history. I am truly lucky to have been a part of such an amazing community.

Thank you for making my time in Brockville a memorable one. I wish you all the best.



Alison, with baby Charlotte, in front of one of the City of Kingston's "artifacts", the Spirit of Sir John A.



Summer students, Ally and Edward.

Introducing our Summer Students

The Brockville Museum is fortunate to have two summer students this season assisting with family-friendly programming, outreach activities, and with our walking tours

Edward joins us as our Tour Guide/Museum Ambassador, and will be leading most of our walking tours and taking our "pop-up museum" out into the community this summer. Edward grew up in Cornwall, but his family has just moved to Brockville. He is a recent Master's graduate from the University of Hong Kong and will be starting his PhD in the coming academic year.

Ally will be working to increase the number of children and youth who visit the museum, either as part of a visiting family, or as a school group. She will also be helping lead our walking tours. Ally grew up in the Brockville area, and is currently enrolled in the Biomedical Sciences program at the University of Ottawa.

Both students are joining us on a Young Canada Works grant funded by the Government of Canada.

Funded by the
Government
of Canada

Canada 



Interpretation & Public Program Coordinator, Peggy, went out to Refugee Island on May 23 to scope out the island's walking trail.

Join us for Breakfast and a Tour!

We are thrilled to be partnering with Brockville's signature Island Breakfast event this year to provide guided historical walking tours of Refugee Island. The walks will be offered on Thursday, June 20th and Friday, June 21st, and are included with your Island Breakfast ticket!

Our tours on the island will be relatively short, but will offer a prelude to what you might expect on one of our traditional historical walking tours, especially our Brockville's Historic Waterfront tour. Given the high water levels this, we do recommend rubber boots if you're heading out to Island Breakfast, and especially if you plan on joining on our exciting tour of the island.

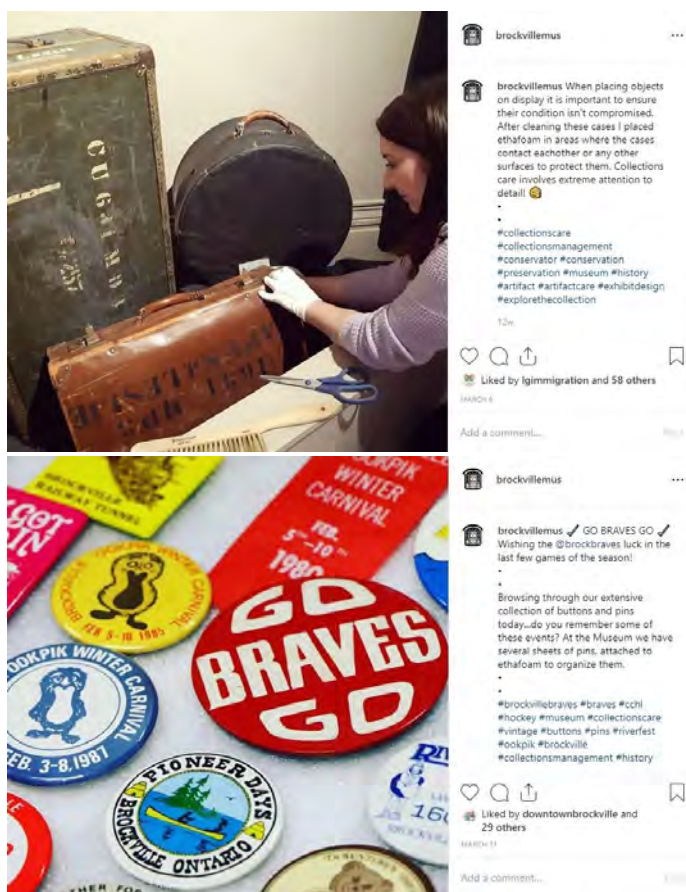
Ticket for Island Breakfast are available at the Brockville Tourism Office and are just \$12/adult if purchased in advance.

Follow Us on Instagram!

The Brockville Museum joined the "Insta" community in February 2018. Since then, we've earned over 600 followers!

Our Instagram features a behind-the-scenes look at our collection and the work we do to preserve, maintain, and share the objects, photos and documents that represent our community's past (we also take part in some nerdy museum hashtag events). We love sharing the unique, quirky, and sometimes just photogenic objects we get to work with everyday.

So, if you're not already following us on Instagram, we highly recommend it! (We're also on Facebook, Twitter, and YouTube, and we recommend following us there too).



Sample Brockville Museum Instagram posts



Exciting Grant Announcements

The Friends of the Brockville Museum are excited to announce the recent awarding of two community grants that will help the museum develop and deliver new and engaging programming in the community.

Brockville and Area Community Foundation: \$1,500 towards the purchase of equipment and materials for a pop-up museum display that will literally “pop-up” at local businesses and festivals this summer. Follow us on Facebook to learn more about when and where you can expect this new pop-up cultural experience!

Brockville Legacy Fund: \$850 for the purchase of new handheld GPS units that will be used for our school programming that combines orienteering, mapping and Brockville’s “hidden” past. Details of this program will be in our new 2019/2020 educational program brochure.

Recent Friends Contributions

The Friends of the Brockville Museum contribute thousands of dollars annually towards museum programs, exhibitions, marketing, and collection care.

Notable recent projects include:

- Costs for French Language translation of all exhibits
- Camera and professional lighting equipment for photographing the collection for the online database
- “Travel Trunk” research and exhibition development costs
- Rental and shipping costs of “My Story, My Tattoo” travelling exhibit
- Rack Cards, Visitor Guide, and highway sign advertising
- “Brockville Oral Histories” interview series airing on YourTV

Your financial donations to the Friends helps the museum develop and deliver new and innovative programming and initiatives.



Friends chair, Nancy Nicholson (second from left) helped open the “Travel Trunk: Unpacking Brockville’s Cultural Stories” exhibit following the Friends AGM on February 23.

Friends Seek New Board Members

The Friends of the Brockville Museum held their Annual General Meeting on February 23. The meeting coincided with the official grand opening of the “Travel Trunk” exhibit, a project that was sponsored by the Friends and a Canada150 Community Foundation grant.

The 2019-2020 Executive Board of Directors was elected and included: Nancy Nicholson, Ralph Newson, Paul Sheppard, Pamela Davies, and Carole Joling. David Pound was also elected, but was replaced by Nancy Van Ulden in March.

The Friends of the Brockville are currently working to identify, organize, and execute some significant fundraising events, recognizing their need to generate some substantial funds for the museum’s 2032 redevelopment goal. To this end, the Friends are seeking new, energetic executive board members who have experience leading and organizing fundraising activities.

If you’re interest in helping by joining the Friends Executive, please contact board chair, Nancy Nicholson at nanjnicholson@gmail.com.

The mission of the Friends is to: “support the Brockville Museum's operations, services and programming, financially and materially”.

Spotlight on Volunteers: Katy

Katy joined us in May as an intern, completing a placement requirement for her Certificate in Museum Management and Curatorship from Fleming College. She will be with us until mid-August. The internship requirement provides students like Katy with the opportunity to gain



real-world experience in their chosen career field and explore different aspects of museum operations first hand and under the direction of industry professionals.

Katy is working on the Open Drawer Project, re-cataloguing part of our Archival collection under the supervision and direction of Administrative Assistant/Registrar, Ellen. She is concurrently working on a school research project into how small museums (like ours) can effectively provide reasonable access to archival holdings given their real resource limitations.

Katy also has a BSc. Archaeology from Trent University as well as a Chef Training Certificate. When asked about her interest in museums, she says "Museums and archaeology have been in my blood since the first time my parents showed me a dinosaur and my passion for heritage, history and education has never stopped growing. My dream is to bring understanding of the importance of heritage to all communities, big and small."

Thank You, Volunteers!

A huge "Thank You" goes out to all our volunteers for all the work you do. Volunteers contributed almost 4,000 hours in 2018.

Special thanks to the Friends of the Brockville Museum for sponsoring our Volunteer Appreciation lunch held at Court House Lodge in October 2018.

Volunteers continue to serve in the vital roles of Visitor Services, Gardens, and on the Open Drawer Project. Volunteers also serve on the Executive Board of the Friends, the museum's own Board of Management, and on the Collection Committee.

Interested in volunteering? Contact our Community Engagement Officer, Viktor and we'll work to match your interests with a museum need.



Volunteer Linda D. receives a 20-year service certificate from Board Chair, Chuck, and Community Engagement Officer, Viktor at our Fall Volunteer Appreciation event.

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 an hour and take place on the second Thursday of each month at 2pm. Talk & Tea is \$3 for members, or just \$5 for non-members—includes a cup of tea and a treat. Is there a topic you would like to see covered? Let Peggy know! phause@brockville.com

Criminal Past Walking Tours

Back for a 5th season, join us on this tour to explore some darker stories, including that of Canada's largest bank heists, the twisted tale of the last man hanged in Brockville, and discover exactly what happened to John Simpson's skin. (Not recommended for children). \$8/person, advance booking recommended.

Historic Waterfront Tour

New for 2019 is "Brockville's Historic Waterfront" walking tour, which explores the changing landscape of Brockville's much loved waterfront, from shipwrecks to an atomic lighthouse, and factories to million dollar yachts. Those seeking a more general history of Brockville's history and development will enjoy this tour that meanders along Brockville's beautiful waterfront. \$8/person, advance booking recommended.

Family-Friendly Drop-In Programs

During regular operating hours on Saturdays between July 6 & August 24, we will be offering special value-added programming for families visiting the museum. These drop-in programs will feature hands-on activities based on current exhibition themes. Registration is not required and participation is included with your admission-by-donation.

Heritage Skills Workshop Series

Will be back this fall and we're adding an evening offering to the already popular afternoon time slot. Stay tuned!

2019 Calendar of Events

June 13 @ 2pm:

Talk & Tea: Brockville Hotels

June 20-Aug 23

Thurs. @ 3pm & Fri. @ 7pm

Brockville's Criminal Past Walking Tour

June 20-Aug 23

Thurs. @ 7pm & Fri. @ 3pm

Brockville's Historic Waterfront Walking Tour

Saturdays July 6 – August 24:

Family-Friendly Drop-In Programs

July 11 @ 2pm:

Talk & Tea: Phillips Cables

Tuesday, July 16 @ 7pm:

"Raising A Glass" for the Brockville Museum

Annual Fundraising Event

August 8th @ 2pm:

Talk & Tea: Boat Building in Brockville

September 12th @ 2pm:

Talk & Tea: Brockville's Social Clubs

September 25th, October 30th &

November 27th @ 1pm & 6pm:

Heritage Skills Workshop Series

September 28th, 10am-4pm:

Culture Days @ the Museum

October 10th @ 2pm:

Talk & Tea: Brockville's Parks

October 4th-5th:

Friends Annual Silent Auction

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





The Monitor

The Brockville Museum Newsletter

Volume 35, Issue 3: Winter 2019/20

Thank You for Helping to put 2019 in the Record Books!

The Brockville Museum has had a stellar year, in no small part thanks to the financial support of the Friends of Brockville Museum.

General visitation to the museum is up 16% from last year. Everyone in Brockville has been working hard to increase tourism and market the unique experiences this region has to offer and we're starting to see those results. Our attendance has been on a steady rise since 2013, and we're proud of the results that we've achieved in these past six years: indeed, general visitation has increased by 82% since 2013!

A significant piece of this year's success was the opening of the new exhibit, "Travel Trunk: Unpacking Brockville's Cultural Stories" in February. This long anticipated, hands-on, family-friendly exhibit was met with all the excitement we had hoped for, and kicked the year off with exciting attendance numbers. In October, the exhibit won the Ontario Museum Association Award of Excellence for Exhibitions. A huge thank you to the Friends of the Brockville Museum for backing this ambitious project!

Many people don't realize that in addition to some significant exhibitions, the Friends also financially support a lot of our every-day expenses, like conservation supplies and our entire marketing budget. Ads in the Brockville Tourism visitor guide and map, the signs you see on the 401, and our promotional rack cards, are all funded by the

Friends. These are essential costs and we're lucky to have the Friends to be able to cover these expenses that annually total around \$2,500.

As a separate and distinct charitable arm of the Brockville Museum, the Friends also play an essential role in accessing grant programs that the Brockville Museum on its own would not be eligible for as part of the municipality. These grants help fund specific projects and initiatives that help us grow our audience and capacity. In 2019, this included the Brockville and Area Community Foundation, which, through the Friends, contributed \$1,500 towards the museum's "pop-up exhibit" program; the Brockville Legacy Fund, which contributed \$850 towards the purchase of GPS units for a popular school program; and the Ross W McNeil Foundation, which is contributing \$2,500 towards the museum's exciting 2020 art exhibit.

So where do we go from here? There are two exciting (albeit expensive) initiatives on the horizon: our 2020 special art exhibit, "Painting Picnic with Prudence Heward" and our plans to pursue the museum's relocation, which most immediately involves the need to complete a Feasibility Study. We hope that we can continue to count on your support for these projects and others in the New Year!

Happy Holidays from the team at the Brockville Museum and THANK YOU!

Sorry if you missed it

There is always something going on at the museum. The best way to stay up to date on all our happenings is to sign up for our eBlast Newsletter or to follow us on Facebook. We also keep the "What's On" calendar on our website current, and use the printed (and online) Snapd Calendar of Events. A list of upcoming events is also available at the museum's front desk. Here are some highlights since our last edition of the Monitor.



Heritage Skills Workshop Series: Our third annual Heritage Skills Workshop Series ran again this fall featuring the theme Victorian Craftsmanship. Participants made cheese, hand painted signs, and tin holiday ornaments. The series will be back in Fall 2020 with the theme 20th century "Decades". Can you think of a now lost skill that represents a particular 20th century decade that you think we should re-visit? Email our Program Coordinator, Peggy: phause@brockville.com



Museum Receive Recognition

On October 24th, the Brockville Museum was honoured with the Ontario Museum Association's Award of Excellence for our exhibit, "Travel Trunk: Unpacking Brockville's Cultural Stories". Curator/Director, Natalie Wood and Interpretation & Public Program Coordinator, Peggy Hause were on hand at the ceremony in Brantford to receive the prestigious award. Special thanks to former Refugees for Brockville Chair, Dr. Jacqueline Schoemaker Holmes for supporting our nomination.



From Our Photographic and Film Archive Collection : The Fires of January 10th, 1962

We are so fortunate to have an extensive film collection that captures Brockville during the 20th century, and that this collection has been digitized thanks to some amazing and skilled volunteers.

Much of this footage was shared in 2013 when we presented "Brockville's Reel Heritage" at the Brockville Arts Centre and created a DVD of the compilation film.

If you missed it, we do have a few clips of archival footage shared on our YouTube Channel. Some of the most dramatic footage is of the January 10th, 1962 fires at the Grand Central Hotel and Inne's Motors.

The Fires

The Grand Central Hotel was built in 1886. It was located on the corner of King Street and Chase Street (now the location of a Shopper's DrugMart). At 5:30am on January 10th, 1962, a fire started in the hotel. By the end of the day, the fire would claim the entire building.



Grand Central Hotel photographed in 1960.



Grand Central Hotel fire, January 1962.

One member of the Brockville Police was credited with waking up the hotel guests and saving their lives. Guests escaped the building by climbing out windows and sliding down makeshift ropes in their pyjamas. Area firefighters fought the fire well into the afternoon, but in the end there was little more than a shell remaining of the building and there was nothing left to save. The investigation concluded that the fire had been deliberately set by an inebriated guest. He was arrested, tried and convicted of arson.

While the city fire department was battling the devastating hotel blaze downtown, they were called to a fire on Perth Road (today's Stewart Blvd.) at Inne's Motors, located just north of Victoria Road. That fire levelled the garage and destroyed several cars, causing \$150,000 in damage.

See the full colour film footage!

Video footage of the Grand Centreal Hotel Fire is available on our YouTube Channel: <https://youtu.be/bLDfGVe2pHo>



Staffing News

We've been fortunate this fall to be able to bring on a temporary Gallery Assistant (Special Projects) to assist with the preparation of our special 2020 art exhibit, "Painting Picnic with Prudence Heward". This position has been made possible by a grant from the Government of Canada through the Young Canada Works Building Careers in Heritage Internship program and the generosity of the Friends of the Brockville Museum.

On November 4th we welcomed Brooke to the team. Since then we've made tremendous progress on nailing down the logistics of getting over a dozen priceless works of art to Brockville from seven cities and launching our exhibit sponsorship campaign.

Brooke will be with us until March 31, 2020 (just long enough to see the exhibit open to the public).



Brooke posing with some of the books she's had to read preparing for our exhibit, "Painting Picnic with Prudence Heward"

A word from Brooke on her experience at the Brockville Museum... so far

“ I am very grateful for the opportunity to work at the Brockville Museum, even for a few short months. The museum field is a hard one to crack into, and as a graduate I am not eligible for summer student positions. I will be at the Brockville Museum until the end of March 2020 on a YCW post-graduate heritage internship.

I have worked for the City of Kingston Museums as well as at the Canada Science and Technology museum and I am happy to bring my experience to Brockville. This however, is a new type of position for me.

I will be dealing with the logistics of bringing the "Painting Picnic with Prudence Heward" exhibit to life. I am responsible for organizing the transport of the loaned works of art from the gallery or private collection they currently reside in, and making sure that they make it safely to Brockville. I am also responsible for liaising with the galleries, museums, and private collectors to make sure they are comfortable with us having their artwork here on loan. I have been involved in researching Prudence Heward and the paintings we will have on display so that the volunteers and docents at the museum are knowledgeable in all things Prudence Heward.

The first month at the Brockville Museum has been wonderful, the staff and volunteers have welcomed me with open arms. I look forward to the next four months so we can bring this exhibit to fruition. ”



Funded by the
Government
of Canada

Canada

Exhibit News

An important strategic priority for the Brockville Museum is a dynamic exhibition schedule that includes the renewal of older exhibitions, the creation of unique temporary exhibits, and interesting partnerships that bring engaging travelling exhibits to Brockville from other museums.

So far this year, we've opened our completely redeveloped kid's room creating the (award-winning) family-friendly and thoughtful permanent exhibit, "Travel Trunk: Unpacking Brockville's Cultural Stories", and partnered with the Wellington County Museum & Archives to host the travelling exhibit "My Story, My Tattoo". We also hosted the Archives of Ontario's Travelling Exhibit, "Farm Fresh Ontario", pairing it with objects and stories from our collection to showcase Brockville's rich agricultural history.

As we head into 2020, we're focusing on our temporary art exhibit, "Painting Picnic with Prudence Heward" that will feature a unique partnership with museums, galleries, and private collectors to bring together – for the first time – Brockville-specific works of art by Beaver Hall Group member, Prudence Heward (and her friends, including AY Jackson).

But we need your help! We are seeking exhibition sponsors to help cover the high costs of the loans, shipping, and exhibit fabrication. We launched our sponsorship campaign in November and have already raised a quarter of the necessary funds, but we need to keep this momentum going. Please consider sponsoring this unique and important exhibit. (Please note that donations must be received by January 31 to receive print acknowledgement as described in the sponsorship categories).

Secure online donations can be made through CanadaHelps.Org:

<https://www.canadahelps.org/en/charities/friends-of-the-brockville-museum/campaign/painting-picnic-with-prudence-heward/>



Please consider sponsoring our 2020 exhibit: "Painting Picnic with Prudence Heward":

□ Corporate Partner \$2,500

Support from Corporate Partners will be recognized with logo inclusion in the exhibit and on exhibit marketing material. Corporate Partners will receive 4 complimentary tickets to the opening gala.

□ Business Partner \$1,000

Local businesses can show their support with logo inclusion in the exhibit and on exhibit marketing material. Business Partners will receive 2 complimentary tickets to the opening gala.

□ Paint Box Sponsor \$500

Individuals or businesses can support the exhibit as a "Paint Box Sponsor" and can choose to have their name included in the exhibit and will receive 2 complimentary tickets to the opening gala.

□ Individual Sponsor \$250

Individual sponsors can choose to have their name included in the exhibit.

□ Supporter \$50

Every dollar helps! Supporter contributions will be recognized in the exhibit (in smaller print than the Individual Sponsor category).



Community Engagement Officer, Viktor, greeting visitors.

Delivering Balanced Services

As a municipally-owned community museum, we are tasked with preserving and sharing our community's history for future generations. We are responsible to tax payers who help fund our operation. We do this by providing the professional services sought by our community and by promoting Brockville as a tourism destination. It can be a difficult balancing act, adequately serving the interests of both locals and tourists, but we strive to find that balance.

During the summer season (Victoria Day weekend to Labour Day), 76% of our visitors are "tourists"; that is, they reside outside Brockville and the immediate area. As such, the exhibits we feature during this season are primarily focused on attracting (and appealing to) this audience. However, even during this busy tourism season, we make sure to focus on programming geared more towards locals (like our popular Talk & Tea program that runs year-round). We also try to offer extra programming during the summer season (thanks to summer students) that will appeal to both audiences, like our historic walking tours.

It can be difficult to find the right balance, especially with limited resources, but we owe it to both audiences. A positive tourist experience is good for Brockville residents, and meeting the needs of residents is good for the museum.

Survey Results

This fall the museum put out a survey seeking input on its new five year strategic plan. Specifically, the survey sought community feedback to rank priorities. Here are the ranking results:

1. Continue to offer a dynamic and aggressive schedule of new, temporary, travelling, and changing exhibits
2. Work to enrich the museum-going experience for families, children, and youth by incorporating more hands-on, experiential, and youth-focused activities into new and existing exhibits
3. Increase the museum's profile and visibility in the community by attending more local festivals and events and seeking out new and unique opportunities to reach new audiences through pop-ups and barrier-removing outreach initiatives
4. Continue to engage the online community through social media posts that share Brockville's history and show the work we do
5. Finish the Open Drawer Project
6. Investigate and pilot PA Day and March Break programming opportunities
7. Explore opportunities to increase the museum's hours of operation to better serve all audiences
8. Develop and offer more events specifically geared towards the 19+ audience which offer unique museum-going experiences after-hours and expand the museum's audience
9. Install free public wi-fi throughout the museum galleries to better serve tourists and promote social sharing; simultaneously develop enriched exhibit content available online in-gallery

The full 2020-2025 Strategic Plan is available on the museum's website. Under "[About Us](#)".

BROCKVILLE MUSEUM

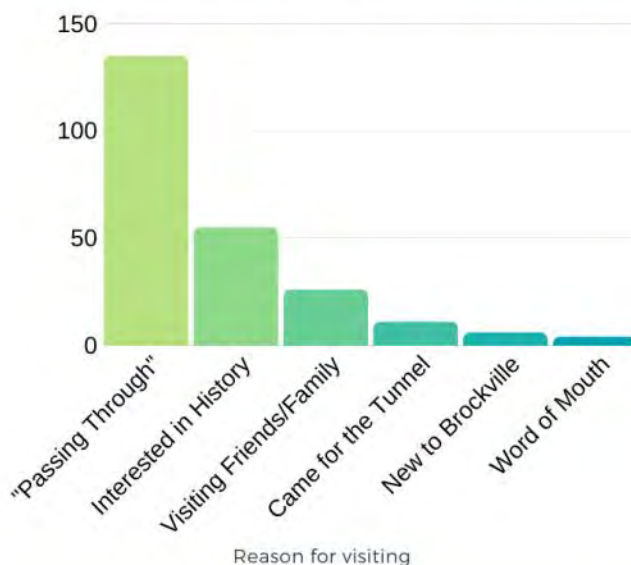
2019 Summer Season Tourism Summary
May 18 - August 31, 2019



57%

"JUST PASSING THROUGH"

Of those surveyed, most visitors indicated that they were "just passing through" Brockville and looking for things to do as the main reason for their visit, specific interest in history, visiting family/friends, and the Tunnel were also noted.



76%

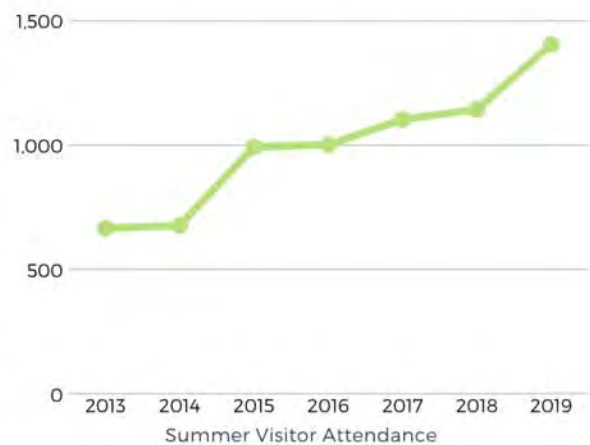
SUMMER VISITORS ARE TOURISTS

Brockville	24%
Ontario	39%
Quebec	13%
Other Canada	5%
United States	14%
Overseas	5%

23%

INCREASE SUMMER VISITATION 2018-2019

111% increase since 2013!



\$2,000

TOTAL MARKETING BUDGET

Fees paid to Brockville Tourism for ads in Visitors Guide and Map and to TODS highway sign program; covered by donations from the Friends of the Brockville Museum.

84% SUMMER SEASON VISITORS ARE ADULTS/SENIORS

11% YOUNG CHILDREN | 4% STUDENTS/YOUTH

Spotlight on Volunteers: Nancy



Nancy Van Ulden did not know that she would end up having a vital role in helping the museum reach its long-term goals when she came to volunteer at the museum 10 years ago. Like many of the museum's volunteers, she had left Brockville to go to school and to pursue her career. Upon her return in 2002, she felt that with her love of history and her love for her community she might just have something to contribute.

Nancy started volunteering by greeting visitors at the front desk and serving as a docent. In 2014 she became very actively involved in the

new Open Drawer project which she has found particularly rewarding. To be able to provide descriptions of objects and images in the museum's collection for an online public has given her a great sense of accomplishment. This includes her work with her own family's photo album, which she donated to the museum, that documented the family's early years in Brockville after their arrival from the Netherlands in the early 1950s.

Over the last decade she has been happy to see the museum taking a more structured approach to setting and achieving its goals and objectives, as well as a greater involvement of the public through better outreach and more programming.

Nancy recently accepted the challenging role of President of the Friends of the Brockville Museum. Her primary focus is 2032 and doing whatever is needed to ensure the museum attains its goal of a new facility. The thing she has enjoyed the most though is working with the people around her, whether it be other volunteers, some of whom she knew from her childhood years, or the staff of the museum itself.

Volunteer Appreciation

On November 19th the Brockville Museum held a Volunteer Appreciation Pot-Luck with volunteers to celebrate the accomplishments of the past year. As part of this annual recognition event, years of service awards were presented.

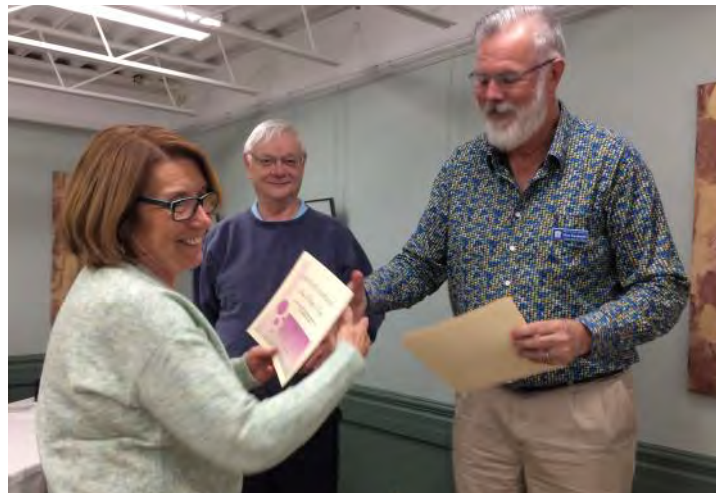
5 Years:

- Stan A.
- Fay A.
- Cathy B.
- Jess B.
- Lucie M.
- Pat R.

10 Years:

- Chuck Q.
- Nancy V.

thank
you



Community Engagement Coordinator, Viktor, hands out a years of service award to volunteer Lucie, with the help of Museum Board of Management Chair, Chuck, at the November Volunteer Appreciation Pot-Luck.



Season's Greetings

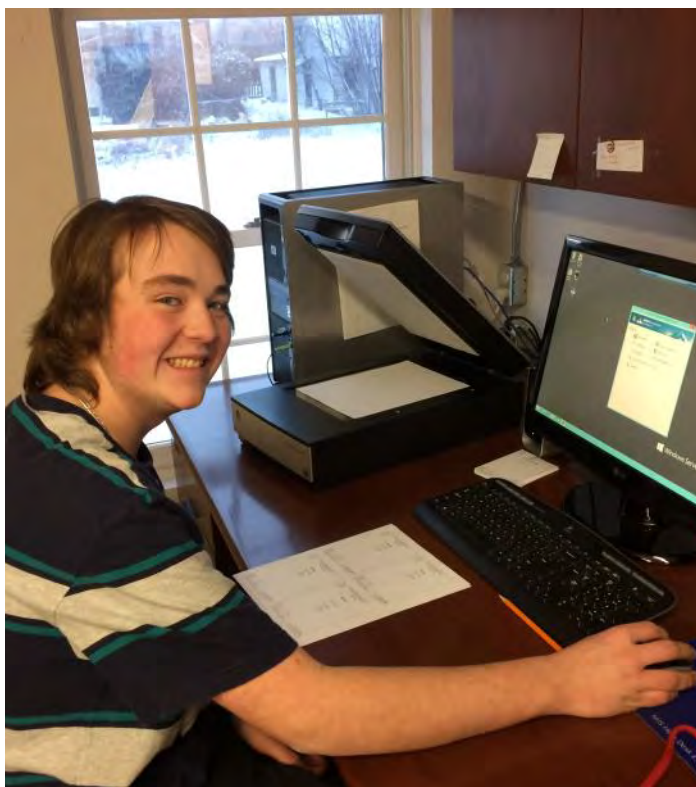
From all of us at the Brockville Museum, a sincere thank you for your patronage and support! Wishing you a safe and joyous holiday season and all the best in 2020:

Please note the following holiday hours:

- Open Monday-Friday 10am-5pm until December 20th.
- CLOSED December 21-January 1 inclusive.
- Open Monday-Friday 10am-5pm effective January 2nd.

Other notable dates:

- Open Family Day, February 17
- Closed Good Friday, April 10
- Open Monday-Saturday 10am-5pm between May 16 and September 5, 2020.



High School Co-Op Student, Riley, has been working on the Open Drawer Project since September.

Museum hosts high school co-operative education student

This fall, the Brockville Museum has once again hosted a high school co-op student. Riley joined us in September from Thousand Islands Secondary School and has been working with our archival collection as part of the Open Drawer Project.

The high school co-operative education program provides real world work experience for senior students, while earning credits towards their high school diploma. In addition to the work they do at their placements, the students complete in-class projects and assignments designed to help them prepare for the job market and/or help them determine future education and career goals.

Riley is our 11th high school co-op student since 2014. He will be with us until the end of January.



Go behind-the-scenes on Instagram

The museum's Administrative Assistant/Registrar (AKA Collection Manager) Veronica, shares some of her daily tasks on the museum's Instagram, inviting followers to join her as she works to preserve our irreplaceable collection. In this recent post she details the work that goes in to stabilizing a piece of art of display. (This art is now on display in the museum's front lobby until March).

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 tea (or just listen to others). Talks usually last about an hour and take place on the second Thursday of each month at 2pm. Talk & Tea is \$3 for members, or \$5 for non-members—includes a cup of tea and a treat. New for 2020: we're proud to welcome The Sweet Life Café as our program sponsor! The Sweet Life Café, located on Market St. W, is generously providing the treats for Talk & Tea in 2020.

17th Annual Lecture Series

Our popular winter lecture series will be back in February with another exceptional line up. Keep an eye out for the big announcement on January 7 listing our 2020 speakers and topics. Once again this year, tickets should be purchased in advance through the Brockville Arts Centre.

Brockville on Screen: Historic Film Festival

Join the Brockville Museum for a unique screening of filmed-in-Brockville movies and shows at the Brockville Arts Centre. This event will feature discussions with those involved in the making of the films, history lessons, and Q&A sessions. Pay-what-you-can. January 31 & February 1, 2020.

Caring for your Family Treasures Workshop Series

We're delighted to present this new 3-part workshop series this spring, featuring at-home tips and tricks for preserving your family's heirlooms presented by our collections manager, Veronica. We'll cover some of the most common problems with some realistic solutions for preserving books and paper documents (April 1), old photographs (May 6), and textiles (like quilts and garments) (June 3). Workshops run 1pm-3pm. \$10/workshop or \$25/series, advance registration required.

Winter 2020 Calendar of Events

January 7, 2020:
17th Annual Lecture Series Lineup Announced

January 9 @ 2pm:
Talk & Tea: Brockville Artists

January 31 & February 1:
Brockville on Screen: Historic Film Festival

February 4 @ 10am:
Lecture Series

February 11 @ 10am:
Lecture Series

February 12 @ 2pm:
Talk & Tea: Brockville's Millionaires

February 18 @ 10am:
Lecture Series

February 25 @ 10am:
Lecture Series

March 3 @ 10am:
Lecture Series

March 12 @ 2pm:
Talk & Tea: Stetson Hats

March 31 @ 10am:
Special Exhibit: Painting Picnic with Prudence Heward Opens

April 1 @ 1pm:
Caring for your Family Treasures Workshop Series: Books & Paper

April 9 @ 2pm:
Talk & Tea: Brockville Firsts

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

