

2020

Annual Report



Brockville Museum

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Mission Statement, Statement of Purpose, and Vision

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.

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

Curator's Message

Respectfully submitted by Natalie Wood, Director/Curator

2020. What a year.

There is no denying that 2020 was defined by the COVID-19 pandemic. The museum was closed from March 16 to July 21. Staff were furloughed. Even when we did re-open, it was with reduced capacity and by-appointment only, while other services were either suspended or offered only virtually. We had 70% fewer admissions, but through the generosity of our visitors, only 6% less admission revenue, as compared to 2019 (by all accounts, a record-breaking year).

2020 was not without its successes.

Although 2020 was not the climatic year we had expected, we were still able to host the much anticipated exhibit, *Painting Picnic with Prudence Heward*, which included works loaned to us from nearly a dozen different public and private lenders valued at about \$350,000. The exhibit had been planned to open March 31, so was nearly complete when the COVID shut down took place. A virtual version of the exhibit was launched online on March 31 and we were able to run the in-person exhibit July 21-October 30, 2020. The exhibit was very well received by the 516 people who were able to visit in person and the 913 who visited online. This project was made possible through generous donations made to the Friends of the Brockville Museum from members of the community in the amount of just over \$17,000.

Despite COVID, the museum was also able to run the *Haunting Histories Guided Walk*, albeit in the fall, rather than in the summer as previously planned. *Haunting Histories* was the museum's reimagining of the Brockville Ghost Walks, formerly run by the Chamber of Commerce. A number of COVID protocols were required, including reduced group size, but the tours proved popular, with most selling-out.

The other significant highlight of 2020 was that we were able to start our long-awaited Feasibility Study for a relocated and expanded Brockville Museum. This was made possible through a generous donation from the Friends of the Brockville Museum, matched with funds from the City of Brockville. The contract was awarded to Lord Cultural Resources in October and work began immediately with calls to stakeholders and key informants. By the end of year, a virtual public workshop had been held and an online public survey launched.

With the museum shuttered, and capacity restricted, our volunteer program took a significant hit: no volunteers returned to the museum after the March 16 closure. However, by the autumn, we were re-engaging some of our volunteers remotely, transcribing letters in the collection (using scans) and editing existing database entries. Over 2,500 records were edited, improving the relevance and accuracy of our online database.

It is not exaggerating to call 2020 a traumatic year. Uncertainty, change, and even fear were our constants. Despite these challenges, the museum team worked hard to pivot: to deliver programming virtually, to provide safe and meaningful visitor experiences, and to meet the needs of our community as best we could. 2020 was not the record-breaking year we had all been looking forward to, and we know it will still be a few years before we recover to 2019 levels, but we will continue to reimagine our services and respond to the challenges of our time. Here's to marking the museum's 40th anniversary in 2021!

Reports

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Governance

The Brockville Museum is governed by a publicly accountable Board of Management, appointed by the City of Brockville Council. In 2020 the Board of Management met nine times (seven of those meetings were held virtually due to COVID-19).

In 2020 the Board of Management included:

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

The Board was unable to report to the Economic Development, Recreation and Tourism Committee (EDRTC) in 2020 as we normally would, as a result of the COVID-19 shut down.

Finance

The Brockville Museum is owned by the City of Brockville; as such, the museum's annual budget is approved by council. The City's contribution to the Museum's operating budget for 2020 was \$285,435. However, due to COVID-19, the city undertook cost mitigation strategies. These strategies resulted in reducing the city's contribution to the museum's operation by \$42,296.

Expenses ¹ :	
Staffing	\$ 231,491.00
Professional Development	\$ 165.00
Office Expenses	\$ 10,092.00
Building Burden	\$ 45,455.00
Collections & Exhibits	\$ 14,514.00
Programs	\$ 964.00
	\$ 302,681.00

The City of Brockville suspended annual capital funding for Facility Maintenance in 2020, but contributed \$13,000 towards the 2032 Feasibility Study.

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 \$25,000 in 2020) 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 \$34,000 in 2020).

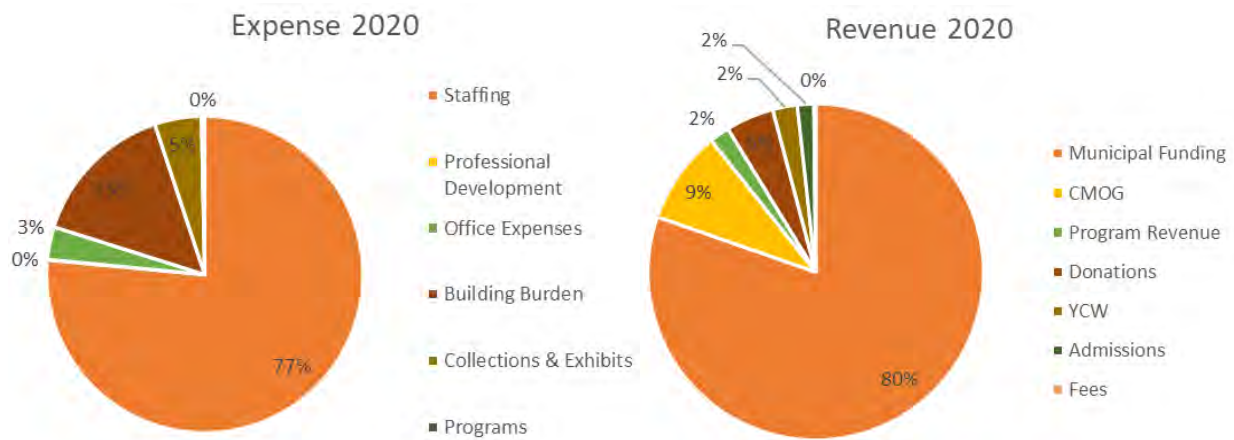
The museum's ability to generate revenue was severely impacted by COVID-19, which closed the museum for four months, and cancelled all indoor gatherings, affecting in-person programming, room rentals, and group tours; associated capacity and tourism restrictions also meant fewer people could visit the museum. Thanks to the generosity of our visitors and the popularity of the temporary exhibit, Painting Picnic with Prudence Heward, admission revenue only took a 6% hit (although overall attendance was down by 70%). It was primarily program revenues and fees (room rentals) that were most impacted.

In 2020, the Brockville Museum received its annual Community Museum Operating Grant (CMOG) of \$27,176 towards operations; the Friends of the Brockville Museum contributed over \$48,000 towards museum expenses (including exhibits, advertising, and special projects); due to COVID, we were not able to accept new funding offers from Young Canada Works for summer students, but received the balance of our winter YCW internship.

¹ Based on actual spent amounts as of February 24, 2021

Revenue ² :	
Municipal Funding	\$ 243,139.00
CMOG	\$ 27,176.00
Program Revenue	\$ 5,843.00
Donations (inclu. from the Friends)	\$ 14,032.00
YCW (student employment grant)	\$ 7,162.00
Admissions	\$ 4,823.00
Fees	\$ 506.00
	\$ 302,681.00

A copy of the 2020 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. Revenue from fundraising activities appear as part of programming in our general ledger.

Going into 2020 we understood that significant fundraising would be required to cover expenses related to the special exhibit, Painting Picnic with Prudence Heward. In late 2019 and throughout 2020, the museum worked with the Friends of the Brockville Museum on a fundraising campaign for this purpose. The museum also planned a fundraising gala for the exhibit, a bus tour to the McMichael to see related works, and had plans for a summer fundraising picnic event. Other fundraising events, including the annual Raising a Glass tasting events, were also planned.

However, COVID-19 brought a swift end to many of these plans. The fundraising gala, planned for March 27, was cancelled and tickets refunded (just over \$2,000 had been generated from ticket sales). The

² Based on actual revenue amounts as of February 24, 2021

summer fundraising picnic event was also cancelled due to gathering limits and reduced staffing resources. No in-person events were able to take place after March 16 through the duration of the year.

Only the January, “Brockville on Film” event took place in 2020; this was a pay-what-you-can film festival-style event at the Brockville Arts Centre featuring old films that had been shot in Brockville.

We were, however, able to continue to fundraise online with the help of the Friends of the Brockville Museum to cover exhibit expenses. Throughout 2020, we worked with the Friends on two campaigns: one for Painting Picnic with Prudence Heward and one for the acquisition and exhibition of the New York Restaurant Sign. All told, we raised \$17,575 for Painting Picnic, and \$1,870 for the New York Restaurant Sign through the Friends.

In order to capture the full picture of COVID-19 related losses, the following chart shows the fundraising events that had been planned for 2020:

Date	Event	(Expected) Revenue	(Expected) # participants	Notes
January 31 - February 1	Brockville On Screen Film Festival	\$717	74	Pay-what-you-can
March 27	Gala – exhibit opening	\$2,800	35	cancelled
April 28	Raising a Glass (Beer Tasting Event)	\$1,500	50	cancelled
July 17	Bus Tour to McMichael Canadian Art Collection	\$4,000	50	cancelled
August 23	Painting Picnic Fundraising Event	\$2,250	75	cancelled
November 3	Bus Tour to Canadian War Museum	\$2,000	25	cancelled

Friends of the Brockville Museum Support

Although the Friends were not able to hold their own fundraising events (book sale, silent auction) in 2020 due to the pandemic, the Friends contributed a significant \$48,614.93 in 2020 to the museum, mostly to two projects: Painting Picnic with Prudence Heward and the 2032 Feasibility Study. The Friends also contribute all membership income to the museum as a donation annually. Contributions from the Friends appear as “donations” in the museum’s General Ledger.

Collections

Respectfully submitted by Veronica Vareiro, Administrative Assistant/Registrar

The Open Drawer Project continued in 2020, although it took a different form after March due to the pandemic. From January - March volunteers continued working on re-cataloguing records for the Museum's Archival collection in-person at the museum. To date, a total of 21,407 artifacts (3D and Archival) have been entered into the database, a growth of 206 catalogued items. 11,338 have images attached to their record, an increase of 254 items from 2019. To date 17,478 objects are accessible online.

Due to the pandemic, we changed the Open Drawer Project to be accessible to volunteers from home, starting in August. Volunteers were given directions on how to access the public database to review and edit the catalogue records remotely. Volunteers were provided with an outline and a list of accession numbers for editing. Once their list was complete, they emailed me the corrections and I changed them on the back end of the database. Volunteers also worked on transcribing documents from our archives. Documents were scanned and emailed to volunteers. Once completed, the transcriptions are added to the catalogue records. While working from home, our Open Drawer Project Volunteer edited approximately 2,508 catalogue records in 2020. This will continue in 2021.

In 2020, new features were added to the MINISIS Database. This includes further conservation options, exhibition, and incoming and outgoing loan registration. In 2020, all 2016-current donor and temporary forms have been scanned onto the database and attached to their corresponding acquisition record. There is also a scan folder created on the database desktop that contains copies of these forms. All paper-based forms have been filed away in binders for delivery to the safe at Brockville City Hall.

2020 was a different year for donations. We created an Amendment to the Collection Policy. This policy provided direction when working with the collections, research materials and collection rooms during the Covid-19 pandemic. Taking the advice from professional museum organizations and Health Canada, the plan looked at protecting the health of staff first and protection of the museum's collection second. (A copy of this policy is attached in the appendix of this report). We also launched a "Collect the Pandemic" campaign to solicit stories of local pandemic-related experiences from both residents and businesses.

Keeping staff safety in mind, we decided to not physically accept any objects until it was safe to do so, as objects require a 9-day minimum quarantine period when entering the building. From March 2020 on, only donor and temporary receipt forms were accepted via mail or email. The Collection Committee met once in 2020 via a virtual Zoom meeting. At this December 2020 meeting, the committee accepted approximately 141 donations into its permanent collection, from 24 donors, and directed 3 documents to the research files and 2 objects to the education collection. We also received a large donation (6 filing cabinets and 1 archival box) from the Recorder & Times when their location on Parkedale closed, which will need further analyzing on what will be accepted into our permanent collection. The lack of safe storage space continues to weigh heavily on our decisions when accepting objects.

Several notable acquisitions were made in 2020. Most notably, was the acquisition of the New York Restaurant neon sign. Also notable: an aluminium press plate of the 1926 Quong Sing Laundry, military uniforms and portrait of John Ross Matheson, letters from Frederick Lock, pharmaceutical bottles, catalogues for Smart's and St. Lawrence Engine Co., WWI letters from Elwood Starr, and paper documents regarding Covid-19 in Brockville. Nothing was deaccessioned in 2020.

Conservation

Respectfully submitted by Veronica Vareiro, Administrative Assistant/Registrar

In 2020, we received two used hygrothermographs. These will be placed in the archives and “People of Brockville” exhibit. New pen nibs for the hygrothermographs were purchased to replace all older pens. Minor preventative conservation treatments were performed throughout the year, such as the cleaning and dusting of artifacts, and the removal of tape and other harmful substances from archival documents. The vehicles in the Carriage Hall were given a very thorough dusting weekly, as well as the Scull boat and all display cases. We purchased museum quality wrapping materials to safely return the on-loan paintings from the “Painting Picnic with Prudence Heward” exhibit.

In 2020, the museum had requested the help from Canadian Conservation Institute (CCI), regarding the fluctuating and extremely low humidity readings in the Carriage Hall in preparation for the exhibit, Painting Picnic with Prudence Heward, which included a large number of high value loans from private lenders and public institutions. This request was delayed due to the COVID-19 shutdown. Although the exhibit ended in October, the file was reopened in the fall and we were able to connect with CCI over this on-going concern. Paul Marcon a Senior Conservation Scientist / Engineer, Preventive Conservation Division at CCI and I had a meeting to discuss the museum’s HVAC systems and our current issues. Mr. Marcon had offered to speak to the City’s Facilities Supervisor, Les Johnston. Marcon also provided me with a CCI Technical Bulletin on humidity and temperature for Canadian Archives. This arrangement has not progressed any further as of the end of 2020, but the file remains open.

Research

Respectfully submitted by Veronica Vareiro, Administrative Assistant/Registrar

The Brockville museum received 51 requests for information in 2020. Before the pandemic, the requests were answered by two volunteer researchers. As a result of COVID-19, the museum's volunteer program was suspended. All museum services were also suspended between April and July. After this service resumed in August, requests were answered by staff and a number were referred to the Genealogical Society.

Answers for many of these queries were found in the museum's research files, as well as from a small library of books pertaining to the history of the area, the Museum database, and archival records.

Requests, as usual, were many and varied. Among those was information found on James Morrow Walsh's letter to his daughter Cora. The location of the long-gone incineration plant, Brockville skating rinks, church records, aerial views of Brockville and the 1958 bank robbery.

We had multiple researchers asking about pieces they have from Smarts Foundry. This included a pulley, a stove, pot, and grinder. The owners of these pieces wanted to learn more about the massive manufacturing plant once located in Brockville.

There were many requests from enthusiastic new home purchasers, eager to learn any interesting tidbits about their dwellings. The fire insurance map came in handy in answering these questions. We had researchers purchase digital photos and documents from our archives, for personal use, research, and to print as postcards. In response to these requests and the shift from volunteer hours to staff time, a new research and archival fee structure was created. (A copy of the fee schedule is included in the appendix).

Another perennial favourite again this year was researchers 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.

The Brockville Museum is very encouraged by the level of interest shown in Brockville's history, especially during the Covid-19 pandemic. Researching seemed to become a popular past time for people as they stayed home during lockdowns. We look forward to when we can bring our volunteer researchers back to the museum in 2021.

Exhibitions

The focus of 2020 was on the special temporary exhibit, Painting Picnic with Prudence Heward. Years of work had gone into this project. It included loans of artwork from eleven different private and public lenders. Painting Picnic with Prudence Heward was scheduled to open on March 31, 2020 but due to the COVID-19 pandemic and associated lockdowns, the opening was delayed until July 21, 2020. The exhibit ran for fifteen weeks, by appointment, closing on October 30, 2020.

- In total, 516 people visited the exhibit in-person
- In response to COVID-19 a virtual version of the exhibit was also created; it had 913 unique visits
- \$17,575 in donations was raised from the community for this project
- Total exhibit costs (including the non-grant funded portion of an intern salary) was \$18,490 (balance paid for by the Friends of the Brockville Museum)
- As a result of the exhibition, one piece (by Ruth Eliot) was acquired for the museum's permanent collection
- A video summary of the exhibition project is available on YouTube: <https://youtu.be/SHeBdDk3dhY>

"Painting Picnic with Prudence Heward" Loaned Works		
Name of Painting	Artist	Lender
Ship on the St. Lawrence	Sarah Robertson	Collection of the Family of Prudence Heward
The Needle's Eye, Fernbank	Prudence Heward	Collection of the Family of Prudence Heward
Farm on the St. Lawrence Near Brockville	Prudence Heward	Collection of Ian and Mary Jean McFall
Summer Landscape Near Brockville	Prudence Heward	Private Collection, Toronto
On the water Near Brockville	Prudence Heward	Private Collection, Toronto
The 'Point', Maitland, Ontario	Prudence Heward	Collection of Ann Johansson
Gananoque	Prudence Heward	Collection of Ann Johansson
White Church at Rockport	Charles Eliot	Collection of Michael Ashley Milne
Untitled Portrait of A Young Girl	Prudence Heward	Private Collection, courtesy of the Eric Klinkhoff Gallery, Montreal
Grain Elevator, Cardinal, Ontario	Prudence Heward	Art Gallery of Windsor
Cornfield, Brockville	A.Y. Jackson	McMichael Canadian Art Collection
Brockville, Ont. (Sketch)	A.Y. Jackson	McMichael Canadian Art Collection
Black House, Brockville District (Sketch)	A.Y. Jackson	McMichael Canadian Art Collection
Church at Athens, Ontario	Prudence Heward	Montreal Museum of Fine Arts
Barn in Brockville	Prudence Heward	Agnes Etherington Art Centre
View of St. Lawrence River from Eliot Cottage	Ruth Eliot	(Brockville Museum Collection)

The exhibition proved a great success, even with COVID-19. It was, of course, disappointing that because of the pandemic it wasn't the blockbuster it would have been, which will always leave us wondering what might have been. Nonetheless, this exhibit was an amazing opportunity for the Brockville Museum, and demonstrated what might be possible in the future with the right funding and space in place.



With the close of Painting Picnic in October, work on a new temporary exhibit was completed, with the installation of an exhibition marking the 200th anniversary of the Recorder and Times newspaper in November.

In response to COVID-19, the museum also worked to develop new virtual exhibits this year, adding to our existing offerings on our Digital Museum Site.

Exhibit	Description	Dates	Location	Type
Painting Picnic with Prudence Heward	Online showcase of the works included in the main exhibit with some history about the Beaver Hall Group.	March 31-October 30	Online	Virtual
Painting Picnic with Prudence Heward	An art exhibition featuring 16 works by Heward and her friends of the Brockville area; inspired by the "painting picnics" she would host at the family's cottage in Fernbank	July 21 – October 30	Annex	Temporary
Cholera Hits Brockville (1832)	A brief profile of how the 1832 cholera epidemic affected Brockville utilizing newspaper articles	Launched August 2020	Online	Virtual
Made in Brockville	A virtual version of the permanent display (closed due to pandemic), features objects made in the Brockville and the history of the manufacturers	Launched August 2020	Online	Virtual
Recorder and Times: 200 years of printing history	An overview of 200 years of the Recorder Newspaper (marking its anniversary in January 2021), featuring profiles of the people and technology who made it happen, includes a number of objects and photos from our collection	Opened November 28, 2020	Annex	Temporary

Interpretation & Education

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

2020 was a difficult year for programing. The year started strong with a variety of programs but due to COVID-19, provincial shut-downs, and resulting staff furloughs, no programs were delivered from mid-March to September. While staff did come back to work in July, the lost planning time necessitated a delay in programing delivery.

Where possible, the museum adapted most of its programing to be offered virtually. This included school programs, Talk & Tea, and educational videos for our online platforms. Adapting to an online model has taken time as staff had to learn how to use new interpretation methods and how to best create virtual educational programs.

This report presents an outline of programing delivered in 2020.

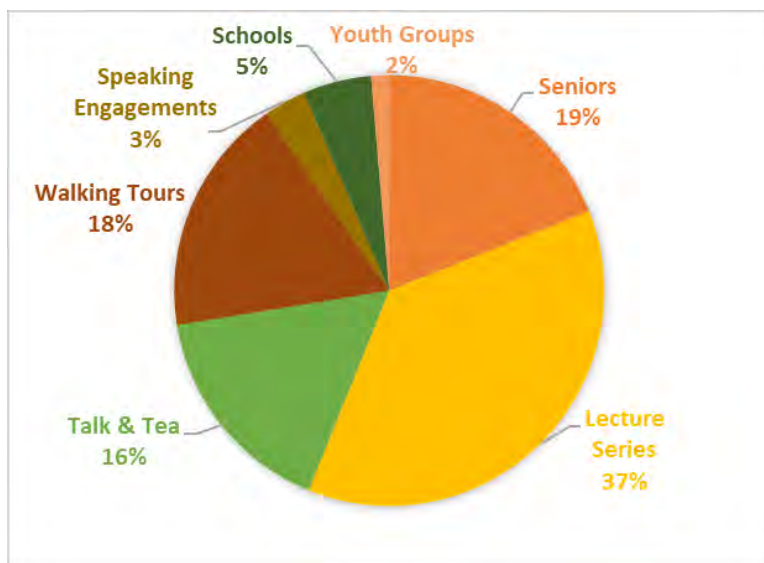
Types of Programs

Our program offerings in the beginning of the year were very similar to what was offered in 2019. However due to the pandemic, many of our programs were cancelled, or pivoted to a virtual format. A synopsis of the programs that did run and descriptions of each can be found in this report, classified under the following categories:

- Senior Programs
- General Interest Programs
 - Lecture Series
 - Talk & Tea
 - Walking Tours
 - Speaking Engagements
- Youth Programs
 - School Groups
 - Youth Groups
- Other

Senior Programs

- Programs Delivered: 16
- Combined Attendance: 155
- Cancelled: 63



Senior programs have long been an excellent way to bring the museum's message to the community. They allow participants to socialise and share stories. Often the information participants share can be used to further enrich programs with additional information. All programs in this category were conducted off-site, at the retirement/nursing homes, prior to the Covid19 outbreak. This included programs at 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 of these programs as well. All of these programs were cancelled after March 16 due to the pandemic. Virtual programming was offered to these sites in Fall 2020, but there seemed to be a lack of interest/availability on the part of the institutions.

Hospital Programs

Prior to Covid19, programs were delivered at the Brockville General Hospital's Garden Street Site. Artifact Therapy was presented twice a month, and approximately bimonthly at the BGH Day Hospice Program.

For 32 years, the Artifact Therapy program was delivered to residents thanks to funding provided by the Rotary Club of Brockville. Participants were people waiting for, or recuperating from, surgery or awaiting room in a nursing/retirement residence. 2020 marked the end of this program, in part because the Garden Street site was permanently closed this year (merged into the expansion of the General Hospital). The Museum is working with the Rotary Club of Brockville to redirect this funding into a more modern, accessible, and inclusive program, which might take the shape of something like a memory box.

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.

Of course, all hospital visits, like retirement and nursing homes were suspended indefinitely due to the Covid19 pandemic. Staff continue to work with hospital and seniors living centre partners to identify opportunities for virtual programming.

General Interest Programs

- Programs Delivered: 36
- Combined Attendance: 608

General Interest programs capture public programming geared towards an adult audience offered at the museum throughout the year. These include the annual Lecture Series, monthly Talk & Tea, Walking Tours, and Heritage Skills Workshops.

Annual Winter Lecture Series

The museum's largest adult education program is the Annual Winter Lecture Series held every Tuesday morning in February and the first Tuesday in March. We were fortunate that the Lecture Series took place prior to the COVID-19 pandemic. The Lecture series did well this year with 303 people attending 5 lectures, an increase from 2019. The fee for the lecture series was \$50/series of five or \$15/lecture. Tickets were again sold exclusively through the Brockville Arts Centre.

2020 lecture series speakers and topics were:

- Dr. Erica Behrisch Elce: Lady Franklin and the Franklin Expedition
- Bill Galbraith: From the 39 Steps to the Steps of Rideau Hall
- Dan Black: Harry Livingstone's Forgotten Men
- Dr. Steven: Donald Trump and the Rust Belt 5: The Populist Politics of De-industrialization
- Peter McFarland: Revitalizing the Rideau; Taking an Old Gem into a New Era

Talk & Tea

3 in-person and 4 virtual Talk & Teas were held in 2020 with a total attendance of 133. 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. At the beginning of 2020, Members of the Friends of the Brockville Museum paid \$3.00 per person, and non-members paid \$5.00. The Talk & Tea program was suspended during the museum's four-month closure, then resumed virtually in September. When virtual Talk & Teas started, the program was offered for free.

2020 Talk & Tea topics were:

In Person

- Painting Brockville- Early Brockville Artists and the Brockville Art School
- Brockville Confectionaries
- Stetson Hats

Virtually

- A Summer's Day in Brockville's Parks
- Patent Medicine in Brockville
- The Officers' Training Centre
- Automatic Electric

Virtual Talk & Tea

Like the traditional model, Virtual Talk & Tea explores different aspects of local history once a month. While it is a structured program that is presented, questions and participation are still encouraged. By using Zoom, we have been able to offer a live streaming of the program and facilitate questions and stories by participants. Participant numbers have been lower than the in-person model which is understandable given the prevalence of Zoom fatigue, issues around computer access/ literacy, and unreliable internet connectivity in our area. Recordings of the 2020 virtual Talk & Teas were made available on-demand on our Digital Museum Site at the end of the year.

Overall, this version of Talk & Tea has worked well despite a few hiccups as everyone learned how to use the program. In the New Year, the museum will be using Zoom Webinar which will offer increased security and help facilitate audience participation. We will also be exploring a pay-what-you can model.

Walking Tours

In 2020 the museum was able to offer the Haunting Histories Walk for the first time. Adhering to COVID-19 protocols, it ran throughout September and October, 14 times, to a total of 146 people. These walks proved to be very popular prompting us to add additional dates. A majority of the walks were sold out and there were multiple inquiries about offering the tours on the weekend or after work hours (which could not be accommodated due to staffing levels). This might be possible if there was the assistance of a student.

Tickets for the Walking Tours were handled by the Brockville Arts Centre. Tickets were \$10/person, with tours capped at 12. Private tours were also available for a minimum fee of \$50, or \$10/person.

Heritage Skills Workshop Series

After three years, the Heritage Skills Workshop Series is now part of our core program offerings. Unfortunately, it was a victim of the COVID-19 pandemic. Although it did not run in 2020, there are plans to have this popular core program return in 2021.

Speaking Engagements

1 speaking engagement had to be cancelled this year due to lockdown, and one program was delivered virtually to an audience of 26.

Youth Programs

School Groups

- Programs Delivered: 2
- Combined Attendance: 42

1 Homeschool program was delivered this year. It was decided this year that Homeschooler groups would have to adhere to a minimum of 5 students for a program and pay a minimum price this year of what the program would cost for 10 students.

1 virtual program was delivered to Lyn Public School this year.

Virtual School Program

As a result of COVID-19, Ontario schools suspended in-class speakers and fieldtrips, replacing them with virtual fieldtrips that can be accessed in-school or by students online at home. We believe that this trend will continue after the pandemic. Because of this, the museum has developed an experiential virtual school program that meets provincial curriculum requirements, and is in the process of creating more.

We were able to develop and deliver 1 virtual school program in 2020:

- The Virtual Travel Trunk program is a paid program that delves into historical and recent immigration to Brockville through primary sources. The program includes a virtual visit to the Travel Trunk exhibit with the Interpretation and Public Program Coordinator who poses questions such as 'what is an immigrant' and explains why people moved to Brockville. The class is then taken around the exhibit to discover who came to Brockville and look at artifacts from the museum collection that pertain to immigration. The teacher follows up the virtual visit with a program developed by the museum on Google slides. Through the slides, students play a game to learn about primary sources. They are then introduced to a series of Brockville immigrants through letters and oral interviews, and answer supplied questions. After going through the different stories, students write their own letter from the position of someone looking to immigrate to Brockville asking an imaginary friend questions about Brockville and expressing their fears. To wrap up the program, students are presented with a series of historic and current headlines from Brockville about local immigration and are asked to reflect on why some are negative, and what they can do to stop the negative headlines in the future.

Youth Groups

- Programing Delivered: 1
- Combined Attendance: 11

Due to the pandemic only one youth group program was delivered this year to a Sparks unit.

Other

Online Education Videos

The museum offered two new educational video series in 2020. The purpose behind these videos is to offer free programs to a larger audience:

- *Museum from Home* is an ongoing series of videos meant for families. These videos generally focus on an event or holiday. In each video the Interpretation and Public Program Coordinator provides information on the Brockville connection. Each video also has an associated activity that families can do themselves. For example: For Halloween, a video was produced telling supernatural stories connected to Brockville (the story of Mother Barnes & Mary Fulford's seances). For activities, the audience was shown how to read tea leaves like Mother Barnes, and how to create and use their own pair of dowsing rods. Links were also supplied to activity sheets that gave examples and instructions for each activity.
- *Stories from the Stones* is a unique video series developed by the museum that explores the fascinating stories of some of the historic figures buried in the Brockville Cemeteries. Each video is filmed at the gravestone of the discussed person/ people. While developing the series it was decided that both well-known and unknown stories should be shared. This resulted in 7 videos: Introduction to the Brockville Cemeteries, Katrina Buell (artist), Eliza Jones (dairy/ businesswoman), Major Walsh (military figure), Quarrier Children (orphaned child immigrants), Richard Underwood (freed slave), Thain MacDowell (WWI hero). Feedback to this series has been positive and plans to continue this series in 2021 have been made. Plans have also been made to create a similar series on other Brockville topics.

Summary

Overall, I would consider 2020 to be a difficult, but an objectively successful year for Interpretation and Public Programing. Due to a 4 month museum closure and staff furlough, 4 months worth of programs and planning were cancelled. This resulted in a delay in program delivery once staff came back as programs had to be created or redeveloped virtually. This closure is also the reason for a drastically smaller year end audience total and the loss of programing revenue.

Despite the disruption, the museum was still able to offer programing in new and exciting ways. Virtual programing has meant that more people are able to access our programing in our local area and from further away. Virtual programing has also opened opportunities to create new and unique programs that may not have been possible as an in-person program due to logistics.

Being able to offer a diverse range of programs has also been beneficial to the museum. This is because unlike some museums who only offered one sort of program (in-house school programs for example) and, as a result, have not been able to easily turn their programing to virtual and other pandemic-safe programs, we have been able to reach a more diverse audience with our wider range of programs.

Program Participation & Revenue	2018	2019	2020
Incoming Groups	227	543	0
Youth Groups	308 (65 off-site)	661 (140 off-site)	53 (28 virtual)
Senior Programs (off-site)	689	742	155
General Interest Programs	750	676	608 (52 virtual)
Workshops	277	234	15
Events (Ticketed)	152	121	74 (74 offsite)
Total Participants	3403	2977	979
Total Revenue	\$12,406	\$14,608	\$5,843

(The Interpretation & Public Programming report captures details for the categories in the first four rows; the remaining two are captured in Community and in Finance).

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.

There was evidence of the city taking on greater responsibility for the museum building in 2020, especially as a result of the museum staff furlough (April-June) during which the city's Facilities Supervisor made daily checks of the building. (The museum's custodian was also furloughed in April and May). During this time, familiar issues with humidity levels in the Carriage Hall were apparent, and some maintenance/repairs were done:

- Repairs were made to two built-in humidifiers
- Maintenance was conducted on the auxiliary air conditioner

We had fewer water-related issues in 2020 as compared to previous years, but were still present:

- January: minor seasonal leaks associated with thaw
- December: water shut off due to heavy rains

However, we had more issues with furnaces this year:

- March: Carriage Hall furnace failed
- April: Carriage Hall furnace failed
- July: Lobby air conditioning failed
- December: Carriage Hall furnace failed twice

In addition to working more closely with the Facilities Department, we also developed a new relationship with the Works Department:

- The city's museum sign located adjacent to the Henry Street parking lot had rotted and fallen over in March. The City's Works Department removed the sign, repaired it, and reinstalled it by June.
- In order to address outstanding issues with the maintenance of the museum gardens, staff met with the Works Department to discuss opportunities for them to take a greater role in the museum's property maintenance. It was agreed that we would: 1. remove much of the gardens around the front entry ramp so that it can be turned to grass that will be mowed by the city and 2. remove the garden at the rear of Beecher House around the museum sign that is always overgrown, and convert to grass so that it will be mowed by the city. The museum will continue to have the more manageable gardens at the front of Beecher House. The city will ensure that the rear patio is weeded as part of their lawn care contracts. The museum is grateful to all the volunteers who have maintained these gardens over the years, but it was acknowledged that this had become too much work for an aging volunteer group.

We appreciate the ongoing maintenance and repairs conducted by the city's Facilities Technician, which included responding to a burst outside tap on Beecher House that froze and broke, shooting water into the Beecher House basement in November.

As part of the City's COVID-19 cost mitigation strategies, most capital projects were cancelled for 2020. As such, no major projects took place at the museum in 2020.

With the exception on the period during which the museum was closed, we continued to benefit from the City's Pest Management Program introduced in 2019. The pest management company regularly connects with the Administrative Assistant/Registrar to discuss any pest issues related to the care of the collection. This has been a positive relationship.

There was one incident this year involving a call for an ambulance. During our winter lecture series a patron took a misstep and tripped over an extension cord, falling to the floor. Paramedics arrived promptly and took her to hospital. A report was provided to the city.

In 2019 an application to the Canadian Conservation Institute for a Facility Assessment was approved, and had been scheduled for April 2020. Unfortunately, due to COVID-19 restrictions, this assessment was cancelled.

"2032" Feasibility Study

Perhaps the most significant physical plant development of 2020 was the award of contract for the Museum's Development Feasibility Study, looking at the needs of a relocated and expanded Brockville Museum by 2032. The Friends of the Brockville Museum contributed half the expenses, with the City of Brockville matching these funds. Lord Cultural Resources was awarded the contract in October. Due to COVID-19 the planned public consultation was done virtually, including a public workshop in November and an online survey at the end of the year. This is an exciting development, but in the meantime, the limitations and inadequacies of our current physical space continues to pose daily challenges for the proper care of our collection.

Community

Respectfully submitted by Viktor Kaczkowski, Community Engagement Officer

2020 was expected to have been a year during which we were able to have built upon the momentum created during 2019. The museum has made great strides regarding the increased physical visibility within the broader community and the fostering of both existing and new partnerships. Despite a promising start to 2020, the COVID outbreak made it impossible to maintain this progress. That being said, the Painting Picnic exhibit allowed us to draw in new people and create a few new linkages.

Statistical Summary of Visitation and Museum Usage

# visitors	hours open	days open	# incoming tours	# workshops	# room rentals	# website visitors
688	924	152	0 (0)	3 (15)	4 (74)	9476

Hours of Operation

During 2020, the museum was open to the public on 152 days totalling 946 hours. The sharp reduction was the result of the museum being closed to the public from March 16 until July 21, and upon reopening, the hours per day was reduced from 7 to 6.

In 2020, the Museum's regular hours of operation were:

- January 1 - March 16: Monday - Friday 10 a.m. - 5 p.m.
- July 21 - December 19: Tuesday - Saturday 10 a. m. – 4 p.m.

Due to COVID, visitor access to the museum was changed from walk-ins to pre-booked appointments of up to an hour in duration for groups of up to 5 people within the same social bubble. The museum utilized the Brockville Arts Centre booking system to handle all bookings, online and over the phone.

With the opening of the Painting Picnic exhibit, the museum modified the way it collected its visitor statistics for the duration of this exhibit. Information such as place of residence (required for COVID19 contact tracing purposes) and duration of visit was now being included. As a result, the following trends emerged:

- The average duration of each visit was 48.2 minutes (some visitors spent their entire hour in the exhibit while others viewed other parts of the museum).
- The average donation per person was \$9.01 per person.

Keeping in mind all the travel restrictions in place due to COVID-19, the breakdown by point of origin was as follows:

- Brockville: 53.4%
- Ottawa & Area: 16.5%
- Other Eastern Ontario: 14.6%
- Toronto: 6.1%
- Other Ontario points: 2.9%
- Quebec 4.6%

Community Co-Operation

Our ability to work with community partners and site user groups was significantly impacted by the COVID-19 pandemic that restricted access to the building, group gathering sizes, and community events.

User Groups

The following community groups called the Brockville Museum home in 2020:

- The Leeds & Grenville Genealogical Society
- United Empire Loyalists

Access to the Genealogical Society was restricted after March 16. They were not able to reopen to the public in 2020, although some member volunteers were able to do some work between July and December.

In addition, although the following groups were all still considered user groups, only the Artistic Stitchers group was able to hold any meetings in 2020; all in-person gathering at the museum was suspended after March 16:

- Artistic Stitchers
- Basket Guild
- Seaway Ship Enthusiasts

In addition to meeting at the museum, these groups support the museum's activities and events. These community groups have chosen the museum because of its location, parking, accessibility, kitchen facilities, sound system, as well as the many networking opportunities.

Community Events

As part of its ongoing commitment to engaging its community, the museum had planned a variety of outreach programs, both onsite and offsite in 2020. In 2020, the following events were scheduled to have been held at the museum (a complete list of all special events, exhibits, and fund-raising events is included in the appendix).

The following community events were scheduled to have been held onsite:

- May 2, Day of Mourning (for workers who lost their lives on the job)
- September 26, Culture Days

Due to COVID the museum was not able to participate in any of these community events.

To increase the museum's visibility, a number of Community Pop-Ups had also been scheduled for 2020, including ones at the Brockville Multicultural Festival May 1 & 2 (which was cancelled), at Island Breakfast in June (which was cancelled), and at the Downtown Sidewalk Sales scheduled for May 30 and August 15, for which we did not have enough staff available for us to participate.

In addition, on the assumption that we would have had a summer student, Community Pop-Ups had been scheduled for every Wednesday in July and August at 1 p. m. Again, it was not possible to execute these events due to staffing levels and COVID-19 restrictions.

Community Partnerships

Due to COVID-19, and ensuing furloughs and operational challenges, it was impossible to foster new community partnerships. That said, this remains a priority for the museum moving forward.

City Relationships

On a positive note, the challenges of COVID did result in the museum being able to further strengthen its ties with the Brockville Arts Centre (BAC). Not only did the museum hold its Brockville on Screen Film Festival there in late January, but the BAC sold Lecture Series tickets as it had done in 2019. A significant step forward occurred when the museum moved to an appointment system for visitor bookings. The only practical way to manage the bookings was to give museum staff direct access to the BAC ticketing system with the Curator/Director and the Community Engagement Officer being allowed to login to “Theatre Manager” directly. Not only were museum visits booked this way but also the walking tours that occurred in the fall. Having museum events appear on the Arts Centre’s website also significantly improved our exposure.

The Museum also worked with the Works department to manage the museum gardens. See comments in “Physical Plan”.

Volunteers

Thanks to COVID, engaging and retaining the museums volunteers was a significant challenge during 2020. Traditionally, volunteers not only assisted and interacted with visitors, but also performed a significant proportion of the museum’s curatorial and archiving duties. The entire volunteer program was suspended as of March 16, 2020. Limited remote volunteering resumed in August.

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

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

Recruitment

The total number of active volunteers during 2020 stood at 55. One new front desk volunteer had been recruited early in the year as well as one additional baker. With the outbreak of COVID, for everyone’s safety the entire volunteer program was shut down. As a result, it is impossible to say exactly how many volunteers will choose to return. Three applications to volunteer were received during the fall and these will be kept on file until we can have volunteers back in the building again.

Recognition

The efforts of our volunteers are normally recognized at the provincial level in a ceremony usually held at the Brockville Golf and Country Club. Due to COVID this year’s award ceremonies were cancelled and at last word from the Ministry, on-line award ceremonies are scheduled to be held sometime in 2020.

Unfortunately, the Brockville Museum was also unable to hold any type of formal event to recognize the efforts of its volunteers; although as a small token of the museum's appreciation, Christmas cards were sent to volunteers for the first time.

Volunteer training

It had been planned to recruit volunteers to serve as docents throughout the duration of the "Painting Picnic with Prudence Heward". Formal training sessions had been scheduled for mid-March so that volunteers could be trained. A full day session was planned by which volunteers would have received information regarding the exhibit itself, interpretation techniques as well as security. A complete docent handbook had been created for distribution. Due to COVID, these sessions were cancelled.

Volunteer activities

The museum resumed activity on the Open Drawer Project in August, by engaging volunteers virtually. This includes having existing select Open Drawer volunteers both proof-reading existing object and image descriptions (some that have needed to be done for a long time) and transcribing hand-written documents from our archives.

Despite the museum's closure, a handful of volunteers were given permission by the City to maintain the museum's gardens during the spring and summer.

As per the Museum's Recovery Plan, a strategy was being prepared by which volunteers may resume some of their duties in person at the museum. With the second wave of COVID in December, it was not possible to implement the plan.

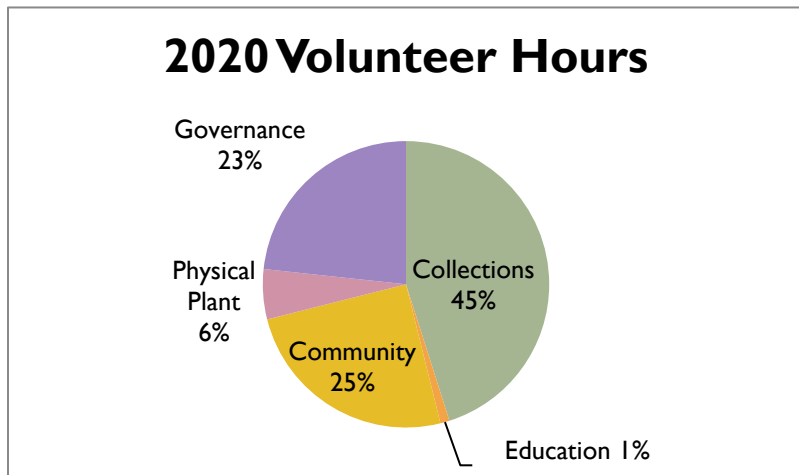
Volunteer outreach

Knowing that it was not possible to directly engage the majority of the museum's existing volunteers, the Community Engagement Officer spent time reaching out to volunteers individually by telephone and by email doing "wellness checks". The museum felt it was important to ensure that our volunteers were feeling connected to, and supported by, the museum, and it is hoped that they will be able to return to the museum in person by mid-2021.

Hours

Not surprisingly, the museum's total volunteer hours in 2020 were down significantly to 965.75 hours, less than a quarter of the hours recorded for the previous year. No volunteers had been permitted to enter the building since the lockdown of March 16, although the gardeners were permitted to work in the gardens with the proviso that they maintain their physical distance. By mid-fall a program had been created for volunteers to work from home by which the existing Open Drawer volunteers, using their home computers, could work on either proofreading the museum's collections database entries or by transcribing handwritten archival documents which had been scanned and emailed to them as an electronic image to work from.

As a result, work on the collection continued to make up the majority of the museum's volunteer efforts with 435.5 or 45% of total volunteer hours. Community (front desk) accounted for 240.75 hrs. or 25%, however the proportion of hours devoted to governance is up significantly since the Board of Management continued to meet via Zoom and the 2032 Committee becoming much more active during 2020, thereby accounting for 225 hours 23% of total volunteer hours. The remaining activities, Physical Plant (gardens) and Education accounted for 54.5 hours (6%) and 10 hours (1%) respectively.



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. While direct campaigns were impossible during 2020, the attempt was made to engage as many new faces who had come to the Painting Picnic exhibit as possible with regards to what we do and what we were planning for the future.

The COVID situation meant that normal avenues for community outreach were not available to us. New ways to reach out and engage community members were explored. One initiative launched in August was DIY Painting Picnic which was created to enhance the Painting Picnic experience and support local business. A pamphlet was created by which individuals could take a road trip to some of the local spots depicted in the paintings on exhibit. Included were coupons have that could be used at Downtown Businesses: Sweet Life Café, Hang-Ups, and Medium Effort.

Television, Radio Internet Visibility

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 2020 museum staff made 5 television appearances and had 12 radio stints to promote museum activities, particularly Painting Picnic and Haunting Histories Guided Walks.

Painting Picnic also garnered a lot of additional attention with CTV News Ottawa and Global Kingston filming segments promoting the exhibit. Additionally, Hometown TV 12 filmed two segments about the exhibit and CTV Ottawa also filmed a segment regarding the Guided Walks.

Print Media

In total, 10 press releases were sent out, either promoting events or to ask for financial support or assistance with exhibits. Our monthly space in SNAP'D 1000 Islands was discontinued as a result of staff furloughs starting in April. The Recorder and Times picked up stories regarding the museum's acquisition of the New York Restaurant sign, Painting Picnic and the Haunting Histories Walks.

Website

The museum's website continued to serve as a resource for the public at large. The total number of website visitors for 2020 was 9476 (9609), a minor decrease of 1.4% below the previous year. This is understandable given that the museum was entirely shut down for four months.

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

Digital Museum Site

We originally created the Digital Museum Site in 2017 as a platform for hosting virtual exhibitions and showcasing our collection. It is separate from the Museum's website, and hosted through the free site, "wix". This put us ahead of the game when the pandemic hit in March: we already had a platform for virtual content! In the two weeks at the end of March, between the onset of the closure and staff furlough, we quickly managed to add considerable content, including 4 videos featuring "exhibit stories" and a virtual version of the exhibit, *Painting Picnic with Prudence Heward*. This allowed people to access museum stories, exhibitions, and content virtually, even during the museum's closure.

Between July and December, 2 more virtual exhibits were added, along with 4 Museum From Home activities, 4 recorded Talk & Tea programs, and all 7 videos in the "Stories from the Stones" series.

Below is a table showing the number of "unique visitors" to the Digital Museum Site by month for 2020:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
29	34	194	141	64	53	99	124	106	132	62	108

Social Media

The Brockville Museum maintains active social media accounts on Facebook, Twitter, and Instagram. We also have a YouTube Channel. These virtual platforms proved even more important during the pandemic.

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. Facebook activity was suspended from April to July as part of the museum's closure and staff furlough.

Once Facebook activity resumed, much of our programming and interpretive energies were directed to this media, proving very popular and significantly increasing the reach of many of our posts. Our audience on Facebook grew by 18% in 2020, bringing us up to 2,159 followers at the end of the year.

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 November and December we ran a weekly "Stories from the Stones" video series on Facebook, which provided very popular with all 7 posts exceeding a reach of 1,000.

In 2020, our top five posts averaged a reach of 9.6K.

Top Performing Facebook Posts of 2020:

	Reach
#TBT c1930 King Street Video	15.4K
#TBT Automatic Electric – promo for Talk & Tea	10.9K
Remembrance Day – Thain MacDowell and the Cenotaph	8.8K
#TBT History of Arts Centre	7.6K
New York Restaurant Sign comes down	5.4K

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.

Like Facebook, all activity on Twitter was suspended as part of the museum's closure April-July.

Despite the lower priority placed on Twitter, we still saw 44 new follows, bringing us up to 341 followers at year's end.

All five of our top tweets came during the first quarter, prior to the COVID-19 shutdown.

Top performing Tweets of 2020:

	Reach
Painting Picnic behind the scenes: painting the gallery	2,984
"Brockville on Screen" film festival promotion	2,456
Social Distancing – online resources (March 16)	2,296
Announcement: Painting Picnic exhibit opens March 31 (posted March 11)	2,104
Museum From Home – online resources (March 20)	2,071

Instagram

Although our social media was on pause for a few months in 2020 during Covid lockdown, we created some interesting posts focusing on the daily tasks of the Collections Technician (Administrative Assistant/Registrar) along with insights into our collection. We posted 29 times in 2020 and gained 110 new followers. Our conservation postings were featured on the Canadian Association for Conservation's Instagram posts on Conservation in Canada. We received encouraging comments and engagement from the public on their enjoyment of seeing our posts as well as received positive support from other museum institutions.

YouTube Channel

Our YouTube Channel grew considerably in 2020 as we used it as a depository for all virtual content, later linked to social media and/or our Digital Museum Site. We added 24 videos in 2020, bringing us up to 71 videos. Museum From Home videos, Exhibit Tours, recorded Talk & Teas, and video instructions on how to book a visit made up the new content. We closed the year with 60 channel subscribers.

The Friends of the Brockville Museum

Late 2019 saw a change of Presidents with Nancy Nicholson stepping down and Nancy Van Ulden taking charge while Museum Board of Management member Haley Veronyak took on an active supporting role in assisting the Friends. Early 2020 saw the Friends making strides to re-establish and organize themselves, with a decision to hire a part-time communication and support person to assist them in moving forward and establishing a better online presence.

The Friends held meetings in January and February but did not reconvene again in 2020 aside from a small number of informal meetings, mostly as a result of the pandemic. Treasurer Ralph Newson continued to review the Friends' finances and, with the proper authorization, funnel monies to the museum where needed. As a result of the pandemic, The Friends decided to postpone the hiring of the part-time communications and support person and decided to cancel the Annual Book Sale and Silent Auction.

Although the Friends were not able to hold their fundraising events in 2020 due to the pandemic, the Friends contributed a significant \$48,614.93 in 2020 to the museum, mostly to two projects: Painting Picnic with Prudence Heward and the 2032 Feasibility Study. Through museum staff, they also launched an online fundraiser for the care and exhibition of the newly acquired New York Restaurant Sign. The Friends also contributed all membership income they received to the museum as a donation annually.

Monitor Newsletter

The Monitor Newsletter has historically been published about 3 times per year and distributed to members of the Friends of the Brockville Museum. Due to the pandemic, the Monitor was not published in 2020. The museum, did, however, start an online "eBlast Newsletter" in 2019, distributed by email monthly to members and subscribes detailing upcoming events and important information. While it was not the intention to replace the Monitor with the eBlast, the workload resulting from the pandemic made it impossible to prepare a Monitor Newsletter in 2020.

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). 2020 proved to be a challenging year for staffing as a result of the pandemic. As part of cost mitigation strategies undertaken by the City, all museum staff were furloughed from April to June. The Curator/Director returned in mid-June, with the remaining staff returning in July. No summer students were hired.

2020 Staff Included:	
Curator/Director	Natalie Wood
Interpretation and Public Program Coordinator	Peggy Hause
Administrative Assistant/Registrar	Veronica Vareiro
Community Engagement Officer (PT)	Viktor Kaczkowski
Summer Students	n/a
YCW Intern	Brooke Keirstead (November 2019-March 2020)
High School Co-op Students	n/a

Our Young Canada Works Intern was able to complete her contract just before the COVID closure. This paid internship program allows the museum to hire a recent graduate on a contract to bridge their entry into the workforce. This intern position worked on the logistics of our Painting Picnic exhibit. The Friends of the Brockville Museum covered the balance of the position's salary.

We were successful in our application for two Young Canada Works summer students, however, due to the pandemic and city staffing levels, we were unable to accept the positions.

In Fall 2020 we were approached about a high school co-op student placement, but given the ongoing suspension of our volunteer program and other COVID-19 restrictions, we were not able to take on the student.

Pay Scale Review

In 2018 the City initiated a pay equity review of all non-union employees. This process was completed in late 2019. At the time, the city also undertook a review of pay scales, progression, and performance evaluation processes. Because of this review, our Interpretation and Public Program Coordinator and Administrative Assistant/Registrar, did not “progress” in 2020. Updated policies and procedures are expected in early 2021.

Professional Development

Museum staff continued to take advantage of Professional Development opportunities where possible. However, as part of their COVID-19 cost mitigation strategies, the City suspended all professional development budget allocations.

Museum staff were, however, able to participate in a number of free online webinars:

- Captivate, Connect, and Communicate with your Audience During COVID-19
- Planning to Reopen your Museum or Gallery- A Conversation
- Preparing for the Reopening of Museums: The Aftermath of a Pandemic
- Shifting Models of Engagement: A Social Media Guide
- How Non-profits can work with online volunteers
- Planning for the unexpected: Daily Challenges to collections Emergencies
- Supporting Schools and Educators as Cultural Organizations
- Digital Preservation 101
- The Impact of COVID-19: Re-evaluating our Museums During a Pandemic
- Contemporary Collecting: Risk vs. Reward

Additionally, the Interpretation & Public Program Coordinator received a bursary to attend the Ontario Museum Association Annual Conference virtually in the fall.

The Curator/Director enrolled in the University of Victoria's "Visitor and Community Engagement" Professional Specialization Certificate program, and completed two of the four required courses in 2020. This program is being completed at her own expense.

Appendix

- i. 2020 General Ledger
- ii. 2020 Event Listing
- iii. Statistics Chart
- iv. Chronology of Events (1970-2020)
- v. Collection Policy – Addendum (re: COVID-19 protocols)
- vi. Archival Fee Schedule (new)

2020 General Ledger

CITY OF BROCKVILLE				GL5330		Pag				
GL Department Report				Date : Feb 20, 2021		Tim				
Year : 2020				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					-398	-19361	0	-64900	-45539	30
770101 Museum-Wages & Benefits					0	-7162	0	-10000	-2838	72
770618 Museum-Programs					-1107	-5843	0	-23000	-17157	25
770775 Museum-Facility Mtnc					-13000	-43875	0	0	43875	0
770101 Museum-Wages & Benefits					22094	231491	0	313911	82421	74
770115 Museum-HR Mgmt					0	165	0	3900	3735	4
770125 Museum-Office Expense					1658	10092	0	12200	2108	83
770131 Museum-Building Burden					11507	45455	-200	50600	5346	89
770615 Museum-Curatorial					80	2280	0	5650	3370	40
770616 Museum-Exhibitions					1456	12234	0	17500	5266	70
770618 Museum-Programs					204	964	0	6750	5786	14
770775 Museum-Facility Mtnc					30875	43875	0	0	-43875	0
MUSEUM Total					26193	243137	-200	285435	42498	85

2020 Event Listing

January 9 – Talk & Tea “Brockville Artists”
January 31 & February 1 – “Brockville on Screen” Film Festival – Brockville Arts Centre
February 4 – Lecture Series – Dr. Erika Behrisch Elce “Lady Franklin and the Franklin Expedition”
February 11 – Lecture Series – J. William Galbraith “From the 39 Steps to the Steps of Rideau Hall”
February 13th – Talk & Tea – Millionaires
February 18 – Lecture Series – Dan Black “Veil of Secrecy”
February 25 – Lecture Series – Dr. Steven High “Donald Trump and the Rust Belt 5: The Populist Politics of Deindustrialization”
March 3 – Lecture Series – Peter McFarland “Taking an Old Gem into a New Era” (Opinion Hotel)
March 12 – Talk & Tea – Stetson Hats
March 27 – Painting Picnic exhibit gala – cancelled
April 1 – Caring for your Family Treasures Workshop: Books & Paper – cancelled
April 9 – Talk & Tea – Brockville Firsts – cancelled
April 28 – Raising a Glass for the Brockville Museum – cancelled
May 1 - 2 – Multicultural Festival – Pop-up event – cancelled
May 6 – Caring for your Family Treasures Workshop: Photos – cancelled
May 14 – Talk & Tea – Farmers Market – cancelled
June 3 – Caring for your Family Treasures Workshop: Textiles – cancelled
June 11 – Talk & Tea – Patent Medicines – postponed
June 17 - 20 – Island Breakfast Walking Tours – cancelled
July 3 – Haunted Histories Walking Tours – 3 p.m. & 7 p.m. – cancelled
July 9 – Talk & Tea – Brockville’s Parks – cancelled
July 10 – Haunted Histories Walking Tours– 3 p.m. & 7 p.m. – cancelled
July 14 – Bus tour to the McMichael Gallery – cancelled
July 17 – Haunted Histories Walking Tours– 3 p.m. & 7 p.m. – cancelled
July 21 – “Painting Picnic with Prudence Heward” exhibit open (delayed from March 30)
July 24 – Haunted Histories Walking Tours– 3 p.m. & 7 p.m. – cancelled
July 31 – Haunted Histories Walking Tours– 3 p.m. & 7 p.m. – cancelled
August 7 – Haunted Histories Walking Tours– 3 p.m. & 7 p.m. – cancelled
August 13 – Talk & Tea – Fall Fairs – cancelled
August 14 – Haunted Histories Walking Tours– 3 p.m. & 7 p.m. – cancelled
August 21 – Haunted Histories Walking Tours – 3 p.m. & 7 p.m. – cancelled
August 28 – Haunted Histories Walking Tours – 3 p.m. & 7 p.m. – cancelled
August 23 – Painting Picnic Event at St. Lawrence Park – cancelled
September 10 – Talk & Tea – Brockville Parks – live-streaming (held virtually)
September 11 – Haunting Histories guided walk – 4 p.m.
September 18 – Haunting Histories guided walk – 4 p.m.
September 25 – Haunting Histories guided walk – 4 p.m.
September 26 – Culture Days – cancelled
September 30 – Heritage Skills Workshop – cancelled
October 2 – Haunting Histories guided walk – 4 p.m.

October 8 – Talk & Tea – Patent Medicine in Brockville – live-streaming (held virtually)
October 9 – Haunting Histories guided walk – 4 p.m.
October 16 – Haunting Histories guided walk – 4 p.m.
October 21 – Haunting Histories guided walk – 4 p.m.
October 23 – Haunting Histories guided walk – 4 p.m.
October 24 – Haunting Histories guided walk – 4 p.m.
October 28 – Heritage Skills Workshop – cancelled
October 28 – Haunting Histories guided walk – 4 p.m.
October 30 – Haunting Histories – 4 p.m.
November 3 – Bus tour to the Canadian War Museum – cancelled
November 12 – Talk & Tea – The Officer’s Training Camp – live-streaming (held virtually)
November 25 – Heritage Skills Workshop – cancelled
November 28 – “The Recorder & Times: 200 Years of Printing History 1821-2021” exhibit opens
December 10 – Talk & Tea – History of Automatic Electric – live-streaming (held virtually)

Statistics Chart

2020 Statistics Brockville Museum

Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL
General Admissions	39	59	39	0	0	10	104	178	117	118	14	10	688
Incoming Group*	27	53	141	54	216	263	435	586	271	106	83	27	2242
	0	0	0	0	0	0	0	0	0	0	0	0	0
Youth Programs	0	0	29	14	34	65	171	85	37	48	0	0	543
	16	0	0	0	0	0	0	0	0	0	31	0	47
Seniors Programs	13	70	60	58	42	159	107	0	19	55	37	41	601
	54	68	47	0	0	0	0	0	0	0	0	0	169
General Interest Program	53	84	69	58	45	55	53	73	53	62	70	60	742
	26	260	95	0	0	0	0	0	61	92	8	18	560
Workshops	6	188	123	18	8	43	54	71	46	36	37	46	678
	4	0	11	0	0	0	0	0	0	0	0	0	15
Community Outreach	22	27	26	37	27	13	21	14	14	23	10	0	234
	0	0	0	0	0	0	0	0	0	0	0	0	0
On-Site Events	0	54	0	20	187	81	99	183	50	41	0	0	785
	0	0	0	0	0	0	0	0	0	0	0	0	0
Off-Site Events	0	42	21	255	23	0	44	0	0	0	0	0	385
	74	0	0	0	0	0	0	0	0	0	0	0	74
Facility Rentals	0	0	0	0	0	0	0	0	0	0	0	0	0
	15	22	19	0	0	0	0	0	0	0	0	0	56
TOTALS	213	409	223	0	0	10	104	178	178	210	53	28	1609

Genealogy Visitors	34	32		0	0	0	0	0	0	0	0	0	66
Research Requests	12	2	5	0	0	0	3	7	5	7	5	5	51
Website Visitors	766	812	788	399	279	371	866	1122	1367	1311	768	627	9476
Volunteer Hours	860	812	399	900	978	1027	935	923	806	386	450	433	9609
	251	207.25	87	0	0	0	20.5	30	152	79	63.5	71	961.25
	234.75	258.75	272	442.5	335.75	242.25	262.75	272.75	243.5	358.5	354.5	220.75	3418.75

*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)

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 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.
- 2020 COVID-19 Pandemic closes the Museum and severely impacts operation; museum closed to the public March 16-July 21, staff furloughed April-July.
Acquisition of the New York Restaurant neon sign.
"Painting Picnic with Prudence Heward" art exhibition runs July 21-October 30.
Acquisition of photos and files from the Recorder & Times newspaper when their office permanently closes.
Development of virtual content and virtual programming in response to the COVID-19 pandemic.
"Haunting Histories" Guided Walks launched, a re-imagining of the former Ghost Walks
Award of contract for the 2032 Feasibility Study for the relocation and expansion of the Brockville Museum.

Collection Policy – Addendum (re: COVID-19 protocols)

Collection Policy Addendum*

PART 1: Collection, Exhibits, and Research during Covid-19

Purpose

This plan will provide direction when working with the collections, research materials and collection rooms during the Covid-19 pandemic. Taking the advice from professional museum organizations and Health Canada, this plan looks at protecting the health of staff first and protection of the museum's collection second. As procedures from these national institutions develop, and as the Brockville Museum's COVID-19 work plan safety moves forward, this document will be updated.

Cleaning: Always wear the proper PPE

Exhibits

In normal circumstances, frequent cleaning of exhibit glass is not recommended, but if glass or acrylic cases need to be cleaned:

- Apply an approved disinfectant product that kills the virus sparingly to the center of the glass and wipe it outwards to the edges with a soft, lint-free cloth. Once the glass is judged to be clean, buff it with a dry cloth. Dry dusting or sweeping may create aerosols carrying viruses. Damp cleaning methods must be used where possible for dusting surfaces.
- Special attention needs to be made so that the product does not get inside of the case, that the product does not damage the frame holding the glass from excessive wet cleaners, and that there are no residues left behind
- To limit the amount of product used near the collections on display, the exhibit cases throughout the museum have a "please no touch" signs, as well as larger signs reminding visitors to practice proper etiquette in the museum during Covid.
- If there is high traffic in the Beecher house, I will aim to clean the high traffic exhibit's vitrines at end of week (end of day if there are children visiting)
- For the 2 touch areas in the "Travelling Trunk" exhibit, visitors are provided with sanitizer in the room and there is adequate signage providing them with information on proper etiquette in the museum during Covid. All other interactive touch area in the museum have been removed.

Non-heritage Objects

It is possible to safely disinfect non-heritage surfaces – tables, desks and shelves – that are used for work with collection artifacts or archival records.

- Always use disinfectants that have been approved by authorities to fight against COVID and follow the disinfectants guidelines. (Health Canada)
- If disinfection of non-heritage surfaces in collection spaces is required, use methods that permit controlled application of cleaning solutions and disinfectants
- Cleaning and disinfecting should leave no potentially harmful residues on surfaces that will come into direct contact with collection objects. Although commercial products can also be used, the effects of additives (colorants, scents, foaming agents, etc.) may be problematic. After the required contact time or drying time, make sure to follow any rinsing instructions. The disinfectant currently used by the museum requires no rinsing
- If needed, place museum quality material between the disinfected surface and artifact to further minimize residue transfer

Heritage Objects

Application of any chemical disinfectant or sanitizer on collection material is not recommended. Isolation of the objects is the best option.

- For larger objects on display that can't be isolated, such as the cars, we have placed a taped barrier on the floor providing adequate physical distancing from the viewer to the cars
- The stanchions have also been moved further to allow for more space around the vehicles and the St. Lawrence Skiff
- There are also "please no touch" signs throughout the museum where objects are exposed

Collection Maintenance

Care

Currently, only the registrar is allowed in the collection rooms. If anyone needs to access the collections immediately and registrar is not present, they will need to wear a mask, wash hands with soap and water before entering the collection rooms and only touch what is required.

Handwashing vs Hand Sanitizing when handling Collections

Hand washing and hand sanitizing are highly recommended for reducing the transfer of the Covid-19 virus. Washing hands with soap and water prior to handling objects and records is an accepted alternative where gloves may not be appropriate.

Approved hand sanitizers provide an alternate way to reduce disease transmission, but could leave residues on objects or records that could eventually damage some materials, such as paper. Hand washing or use of disposable gloves (not cotton gloves) might be preferred for those who handle collection items directly.

Research

Currently the museum is not processing research requests as we usually do. The museum has collected all the research requests received through email during the closure of the museum and have contacted the researchers regarding the delay in answering their questions. We will be slowly working on completing these requests. Waiting times will be longer. Self-research at the museum is not permitted at this time.

Sources: Please refer for more in-depth information

- CCI: Caring for Heritage Collections during the COVID-19 Pandemic -Version 1
- <https://www.canada.ca/en/conservation-institute/services/conservation-preservation-publications/canadian-conservation-institute-notes/caring-heritage-collections-covid19.html>
- covid-19 coronavirus resources and information for the museum field American Alliance of Museums
- <https://home.nps.gov/subjects/hfc/covid-19-exhibitory-cleaning-guidance.htm>
- <https://www.ncptt.nps.gov/blog/covid-19-basics-disinfecting-cultural-resources/>
- <https://www.connectingtocollections.org/collections-care-covid-19/>

Part 2: Accepting Donations during Covid-19 (Acquisitions)

Purpose

As the museum slowly starts to re-open, we must take a closer look at some of our core museum functions in correlation with the Covid-19 virus. Due to the nature of the virus and its ability to stay on surfaces for a certain amount of time, the museum must take extra precautions when accepting object donations. There may be an increase in exposure to the virus by accepting donations into the building. To minimize exposure, the museum created a new procedure of accepting donations. We are protecting the **health of staff first and protecting the museum's collections second**. Currently, with the risk of bringing in donations that may be contaminated with the virus, we have placed a temporary hold on receiving donations until we are ready to proceed.

Guidelines

Following the recommendations of the Canadian Conservation Institute (CCI) and other reputable heritage institutions, the Brockville Museum will:

1. **Have a temporary isolation space sectioned off downstairs in the classroom**
 - This area will allow for isolation of new donations to be set away from staff, public, and main collection room. (objects being mailed will go to isolation too)
 - **CCI recommends** "Use isolation to prevent or deal with contamination of collection spaces and objects whenever possible. The virus will deactivate naturally within six to nine days. Disinfecting solutions, on the other hand, will **damage many heritage materials**".
2. **The receiving of donations will be by appointment only**
 - Donors will have to contact the registrar to set up an appointment^{*}.
 - As of now there will be no walk-ins to drop off object donations. Donors will be emailed the temporary deposit form and it will be recommended that they complete and email the form back before their appointment.
 - Only the registrar can physically accept the donation wearing appropriate PPE.

3. Once object is transferred from donor to registrar it will go into quarantine
 - The item will be given labels indicating the object's unique identifier, the standard quarantine statement, and the start and end dates of the isolation period. They should be prominent and visible to all staff. A note will also be attached to its digital file on the database.
 - According to CCI, "Depending on space constraints and receiving requirements, materials may be unpacked before isolation or left as received. Bear in mind that less unpacking (and therefore less handling) minimizes staff exposure. Either safely discard unwanted packing materials (remembering to care for human health at each stage of disposal), or store packing materials for their own isolation period before reuse".
 - Clean and disinfect carts each time they are used to transport potentially contaminated material. After the prescribed quarantine, all other donation procedure in current policy will be followed. A collection committee meeting will be virtual until it is safe to do so in person.
 - This isolation method also applies to objects already in our collection that were removed from the collection rooms and may have been exposed to the virus. During a pandemic, transmission of infection could be linked to working with library, archival and study collection. Currently, our collection is not being handled by clients, volunteers, outside education or research purposes. These functions should only begin once we are comfortable to allow other to handle our collection or else things will need to go under isolation.

Further Protection of Collection

As a precaution, CCI recommends that if a person is infected with the virus and has been working in the collection spaces,

1. Follow public health guidelines for people who were in close contact with the infected person.
2. Follow official public health guidelines for cleaning and disinfecting. Close off area used by the infected person and increase air circulation.
3. In heritage interiors, certain components will not/cannot be moved. Isolation of spaces with collection objects or heritage finishes for a week to 9 days, followed by through a regular cleaning is the preferred method of controlling viral spread. If faster, access is required, isolation for 24 hours to allow aerosols to settle,

followed by cleaning and disinfecting of high touch, non-heritage surfaces using disinfectant application methods that can be well controlled is suggested, along with daily cleaning of heritage finishes that are likely to be touched, such as handrails or door knobs. If it has been more than 7 days since the infected person was in the building, further cleaning and disinfecting is not required.

* There will be a stricter focus on what is being donated. To limit the amount of donations entering the building, only objects with strong Brockville connections and stories will get an appointment. A pre-screen set of questions will be asked of the donor to determine this and the registrar will double check the collection to see if we already have the item(s) in our collection.

Keynotes from CCI

1. Persistence does vary with characteristics of the surface material and the presence of other contaminants. Smooth surfaces, like metal and hard plastics, exhibit greater viral persistence and permit more transfer than porous surface, like paper and textiles
2. A few observations are possible. In general, cool temperatures (4-6 °C) prolong viral persistence while very warm temperatures (60 °C and above) result in rapid loss of virulence. The recommendations given in this note assume normal room temperature conditions. Greater caution is suggested if contamination occurs in cooler collection spaces, such as walk-in freezers or unheated rooms. Low relative humidity (20-30 %), which is common in heated museum spaces that are not humidified in winter in Canada, also prolong virulence, but may reduce surface to surface transfer. Dust raised in such dry conditions can be problematic as it re-aerosolizes attached viruses.

Sources: Please refer for more in-depth information

- CCI: Caring for Heritage Collections during the COVID-19 Pandemic -Version 1
- <https://www.canada.ca/en/conservation-institute/services/conservation-preservation-publications/canadian-conservation-institute-notes/caring-heritage-collections-covid19.html>

Archival Fee Schedule (new)



BROCKVILLE MUSEUM

5 Henry Street, Brockville, Ontario K6V 6M4

Tel: 613-342-4397 Fax: 613-342-7345

www.brockvillemuseum.com

Archival Fee Schedule

The Brockville Museum is pleased to be able to provide research and archival reproduction services to the public as part of its mandate of promoting Brockville's history as per the guidelines outlined in the museum's *Collection Policy and Procedures (2018)* and this fee schedule.

We rely on self-generated revenue, including donations, to ensure we continue to provide exceptional public and educational programming, transformative exhibitions, and access to our collections. Fees charged for reproductions and archival services help to sustain the museum's activities and collection.

When fees are involved, the individual making the request will be informed of the estimated cost before the work begins and maximum charges will be discussed.

All orders will be completed within three weeks of the order submission. Rush orders (less than five business days) will be charged an additional flat rate of \$20 and are subject to staff availability.

Research Fees (including retrieval of images)	
Research Request- initial reply	Free initial reply <ul style="list-style-type: none"><15 minutes staff timeWill provide a cost estimate to complete request if >15 minutes.
Research Request- after initial reply <ul style="list-style-type: none">Including any follow-up correspondence	First 15 minutes are free. Every subsequent 30-minute period is \$15.00
In-Person research: in-person access is very limited. Access is limited to "research files" (does not include access to archival documents). <ul style="list-style-type: none">Includes permitted use of personal camera for reference purposesMust be arranged a minimum of one week in advance.Must provide sufficient information in advance so the staff can pull the appropriate research folders in advance	\$10 per 2 hour visit

Photocopy and Digital Reproductions – Research files	
8.5" x 11" to 8.5" x 14" paper	\$0.25 per side (black & white) \$0.50 per side (colour)
11" x 17" paper	\$0.50 per side (black & white) \$1.00 per side (colour)
Digital scans (PDF emailed)	\$0.25 per page (up to 10 pages); OR \$0.15 per page for automatic feed of 10+ pages

Photograph/Document Reproduction Scanning For personal or research use only	
Photograph standard reproduction fee provided in up to 300 dpi JPEG digital file (already scanned)	\$10.00 per image
Photograph custom reproduction fee provided in 300 dpi TIFF digital file (re-scanning needed)	\$30.00 per image
Digitization fee for non-digitized photographs or documents (includes digital copy of item)	\$40.00 - \$80.00 per item
Document scan up to 8.5" x 14"	\$10.00 per item (up to five pages)
Oversized document scan up to 11"x17"	\$20.00 per item

Publication or Other Commercial Use Fee Use is subject to the terms and conditions set out in the "Public and Commercial Use Contract" which must be signed	
Per photograph/document to be used in a commercial/publications (decoration in place of business, smaller publications, calendars, reports, advertisements, posters etc)	\$50.00 in addition to reproduction scanning fees listed above
Per photograph/document to be used in a bulk publication manner (books, brochures, postcards, textbook, exhibition catalogue, etc)	<u>Bulk order</u> \$150 for the use in publication for the first 1000 copies, \$50 for every 1000 copies past that
Website/Multimedia <ul style="list-style-type: none"> Non-profit Commercial 	\$100 \$250

Payment Policy

- All research requests will have their invoice emailed to them upon completion of the request. Once payment is received in full, the order will be email to the patron (or made available for pick-up at the museum).
- Invoices are due upon receipt. A second notice will be sent out 30 days after invoice date if still unpaid.
- Payment may be made in cash or by Debit in person only. Personal cheque made out to "Brockville Museum" may be made in-person or by mail. Visa and MasterCard can be accepted over the phone.
- Customers who are picking up their orders will be called or notified by email when their copies are ready. Orders picked up must be paid in full at time of pickup.
- All prices are subject to change without notice.

Reproduction Policy

The fee schedule provided is to inform patrons of what services are available at the Brockville Museum and at what cost. Factors such as the physical condition of the records, copyright restrictions, etc. may prevent some or all of the reproduction processes from being offered. If the service you require is not listed, please consult with staff to determine whether we are able to accommodate your requirements. Custom order charges will be negotiated on a case-by-case basis. We currently do not reproduce any audio or film in our collection. Due to restriction of our scanner size, scans of large format photos and maps are not available.

Contact

All inquiries about this fee schedule as well as formal research requests should be directed to museum@brockville.com. Research requests forms are available on the museum's website and at the front desk.