

2021

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

Prepared by Natalie Wood, Director/Curator

Heading into 2021 there was an expectation for recovery from the pandemic that ravaged 2020; that did not happen. In fact, as a result of provincial public health measures, the museum was closed to the public for half the year; nearly twice as long as it was in 2020. However, staff were provided with the opportunity to rise to the challenge of continued virtual-only engagement; a task at which they excelled with demonstrated results.

Core museum programs like the Lecture Series and Talk & Tea continued through 2021, taking on a virtual format, and the popular Heritage Skills Workshop Series was successfully transformed into take-home “DIY” kits (with results that exceeded expectations). More Haunting Histories Guided Walks were offered, and operated as they had in 2020, with most walks once again selling out. Thanks to these efforts, 2021 programming revenue was on par with 2020 (which, considering the 2020 Lecture Series was unaffected by the pandemic, is actually quite remarkable and speaks to the efforts of staff to successfully pivot desirable program offerings).

Since the community couldn't engage with the museum in-person, additional resources were committed to virtual initiatives. This included the production of several video series that revealed different aspects of Brockville's history and additional resources posted to the museum's “Digital Museum” site. Cumulatively, 29 videos were produced and were viewed more than 14,000 times on Facebook and 844 times on YouTube. These efforts, among others, also contributed to a 17% increase in Facebook followers.

Overall, it was in-person attendance (and admission donations) that were hardest hit by the ongoing pandemic and related closures. The museum had nearly half the visitors as it did in 2020, and saw 70% less in admission donations. In 2020, significant travel advisories and restrictions meant that nearly 85% of in-person museum visitors were from Eastern Ontario, while the easing of these restrictions by fall 2021 helped diversify our audience, with more than half coming from outside the immediate region, primarily from the Greater Toronto Area, Quebec, and the United States.

A highlight of the year was winning the Brockville and District Chamber of Commerce Tourism Excellence Award, recognizing the museum's continued efforts at bolstering tourism.

One of the most notable undertakings of 2021 was the overhaul of the Carriage Hall exhibition space (virtually untouched since opening in 1995), which took advantage of the prologued spring-summer closure and helped to mark the Museum's 40th anniversary. A fundraising campaign was undertaken, successfully raising over \$13,000, and while the building was closed to the public, the space was painted, vehicles were moved around, and the iconic New York Restaurant sign was installed.

Another notable success was the completion of the Feasibility Study for a relocated and expanded Brockville Museum. The final report by Lord Cultural Resources, which detailed spatial and site needs, as well as operating and capital cost projections, was presented to Economic Development, Recreation, and Tourism Committee in May.

As they had started in 2020, a number of Open Drawer Project volunteers continued to work on transcribing documents and editing database records from home. In 2021, approx. 655 pages were

transcribed and approx. 3744 records were edited. The re-opening of the museum in the fall of 2021 also saw the in-person return of front desk volunteers (for the first time since March 2020). Combined, volunteers contributed over 1,600 hours to the museum in 2021.

Despite the ongoing pandemic and building closure, the museum continued to see a steady flow of research requests and object donations, on par with pre-pandemic numbers.

Second only to the chaos of navigating the pandemic, the museum's physical plant continued to pose some of the museum's greatest challenges. A chronic lack of space, leaking roofs, and unpredictable HVAC systems continued to put the collection at risk. The museum was also confronted with increased loitering activity, resulting in collections of garbage around the building and an increase in vandalism.

To close out the year, the museum's long-serving Community Engagement Officer announced his retirement, plunging the museum into recruitment mode. While this departure will bring significant challenges and changes, it is also an opportunity to bring in different perspectives and new energy to the team and community.

Despite the challenges posed by the ongoing pandemic and related restrictions, the museum continued to successfully engage meaningfully with the community in 2021. As we close the year, we are cautiously optimistic that 2022 will be the "recovery" year we had expected from 2021. While we expect attendance, participation, and revenues to remain significantly lower than pre-pandemic levels, we do expect to see the return of in-person programs and services early in 2022. On top of mind is how we will meet the emerging expectations of continued virtual content creation with a return to in-person services while balancing the reality of our limited human, physical, and financial resources.

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 2021 the Board of Management met eleven times (all were held virtually due to COVID-19).

In 2021 the Board of Management included:

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

The Board submitted the 2020 Annual Report to Economic Development, Recreation and Tourism Committee (EDRTC) on April 6, 2021.

Report from the Board Chair

Prepared by Paul Naylor, Board of Management Chair

I would like to say that the transformative new Carraige Hall Exhibit was our greatest accomplishment in 2021. Unfortunately, once again, it was the initiatives developed by the staff to optimize Safety and the Museum experience under changing Covid-19 conditions. Their adaptability and persistence in the face of this pandemic are a source of pride for all stakeholders and the community. We would like to express our appreciation for our volunteers, both those who remain able to work on projects and those waiting patiently to return.

In July, our long-term chair, and longer-term Board member, Chuck Quick, resigned but remains a committed volunteer. Chuck provided intelligent and steady leadership.

This past year, we engaged in numerous governance exercises, including a detailed review of our By-Laws and Terms of Reference, our Governance Standard, CMA Roles and Responsibilities, and Ethics guidelines. This continuous governance commitment has laid the groundwork for future initiatives, including the comprehensive recruitment package we are currently completing. We continue to seek qualified and committed new Board members.

We presented the 2032 Brockville Museum Feasibility Study to the EDRTC and City Council and received approval for our Special Reserve Fund for the relocation and expansion of the Brockville Museum. This account will be critical in providing security and attracting contributors.

Community awareness is a vital priority to broaden understanding in the community and develop support for the Museum and the 2032 Project. We continue to enjoy positive and productive relationships with City Staff and Council and the Friends of the Brockville Museum.

April will mark the ten-year countdown to our goal to create an expanded and relocated Brockville Museum by April 2032, the 200th Anniversary of the City of Brockville. The magnitude of our endeavour becomes increasingly apparent and exciting. We are focused on increasing the Board's capacity to meet the growing demands of our Museum and the 2032 Project.

Finance

Prepared by Natalie Wood, Curator/Director

The Brockville Museum is owned by the City of Brockville; as such, the museum's annual budget is approved by Council. The Museum is presented as part of the Cultural Services budget. The City's contribution to the Museum's operating budget for 2021 was budgeted at \$335,450.

| Expenses¹: | |
|--|------------------|
| Staffing | \$283,642 |
| Professional Development (& Professional Memberships) | \$657 |
| Office Expenses | \$9,587 |
| Building Burden | \$47,339 |
| Collections & Exhibits | \$13,927 |
| Programs | \$2,343 |
| Operational Subtotal | \$357,495 |
| Feasibility Study | \$52,000 |

Although the Brockville Museum is principally supported by the City of Brockville, the museum is responsible for raising a significant amount of operating funds through earned revenues, including donations (including from the Friends of the Brockville Museum), admissions, rental fees and through programming and special events (note that many of these earned revenue streams were unavailable due to ongoing pandemic restrictions).

The museum also regularly seeks other sources of funding including provincial and federal grants, including Young Canada Works (YCW) and the Community Museum Operating Grant (CMOG) (\$27,176). Due to ongoing pandemic issues, the museum did not utilize the YCW program to hire summer students in 2021 (no students were hired). The museum was, however, able to access two COVID-related provincial and federal grants to help mitigate losses and compensate for added expenses related to operating during the pandemic. This included a Community Museum Digital Capacity Top-Up Grant (\$7,670) through the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, and the Museum Assistance Program - Reopening Fund for Heritage Organizations (\$37,584) from Canadian Heritage (these two grants do not appear on the Revenue table below as they had not been entered into the City's General Ledger at the time of preparing this report).

The museum's ability to generate revenue was severely impacted by COVID-19, which closed the museum for six months, and the continued suspension of most indoor gatherings, affecting in-person programming, room rentals, and group tours; associated capacity and ongoing travel restrictions also meant fewer people could visit the museum for much of the year. Programming revenue was on par with 2020, but was half that of 2019 (pre-pandemic). It was admission revenues that took the greatest hit, coming in about 70% lower than in 2020, with half the visitors. (Visitors in 2020 had been very generous, donating an average of \$9.01/person, while in 2021 the average donation was just \$4.04/person).

¹ Based on actual spent amounts recorded as of February 2, 2022

| Revenue²: | |
|---|------------------|
| Municipal Funding | \$299,778 |
| CMOG (Provincial Funding) | \$27,176 |
| Program Revenue | \$5,907 |
| Donations (inclu. from the Friends) | \$22,699 |
| YCW (student employment grant) | 0 |
| Admissions | \$1,416 |
| Fees | \$519 |
| Operational Subtotal | \$357,495 |
| Modernization Fund (Feasibility Study) | \$21,125 |
| Transfer from Reserves (Friends 2020 Donation for Feasibility Study) | \$30,875 |

A copy of the 2021 Brockville Museum's general ledger report can be found in the appendix of this document (current as of February 2, 2022).

Fundraising Activities

In order to meet operational needs, the Museum generally undertakes fundraising initiatives throughout the year. These fundraising initiatives also help garner community support for the museum and increase our visibility in the community. While in the past, these activities typically took the form of events, given the limitations of the ongoing pandemic, no such events were planned for 2021. However, a number of fundraising campaigns were undertaken.

Two campaigns utilized the Friends of the Brockville Museum charitable CanadaHelps.org account: a modest campaign for the exhibit, RH Lindsay: Outdoors, and a significant campaign for the renovation of the Carriage Hall space to mark the museum's 40th anniversary, dubbed, "\$40 for 40". \$1,600 was raised through the Lindsay campaign and \$13,665 was raised through the 40 for 40 campaign. To complete the Carriage Hall project, an additional \$2,010 that was raised through a CanadaHelps campaign from 2020 for the installation of the New York Restaurant sign, was utilized.

Another fundraising activity involved the discounted sale of the book "The Story of Brockville" (Lockwood, 2006). Starting in November, the book was made available for a minimum \$10 donation. About \$890 was raised in less than two months. These funds will be transferred to a Reserve Fund for a future project.

Friends of the Brockville Museum Support

Although the Friends were not able to hold their own fundraising events (book sale, silent auction) in 2021 due to the pandemic, the Friends contributed \$22,287 in 2021 to the museum, mainly by way of the campaigns previously listed. The Friends were also successful in a grant application to the Brockville and Area Community Foundation (\$1,500) to support the Lindsay exhibit campaign. 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.

² Based on actual recorded revenue amounts as of February 2, 2022

Collections

Prepared by Veronica Vareiro, Administrative Assistant/Registrar

In 2021, as Covid was still prevalent in our lives, we unfortunately did not see the return of in-person Open Drawer Project work. We did, however, continue with our “Volunteer from Home” database and transcribing projects. Volunteers continued accessing the public database and editing the catalogue records as well as transcribing scanned documents from our archives. For a brief period, during summer and fall, we had some of our front desk volunteers work on these projects at the museum. Volunteers have edited approximately 3744 catalogue records and transcribed 655 pages in 2021. To date, a total of 21,971 artifacts (3D and Archival) have been entered into the database, a growth of 564 catalogued items. 11,417 have images attached to their record, an increase of 79 items from 2020. To date 17,568 objects are publicly accessible online.

In 2021, we continued following our Covid-19 Collections Policy. Keeping staff safety in mind, we continued 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. The Collection Committee met twice in 2021 via virtual Zoom meetings. At the May 2021 committee meeting the Museum accepted approximately 24 donations into its permanent collection from 20 donors. At the December meeting the Museum accepted approximately 340 objects into its permanent collection from 34 donors. Objects were a mix of some 3D, but mostly documents and photographs. The continued lack of storage space to provide safe storage conditions to accepted objects continues to weigh heavily on our decisions when accepting objects. We also added 31 documents to our research files and 10 postcards to our education collection. In 2021, we returned two loans to lenders for the Recorder and Times temporary exhibit.

Several notable acquisitions were made in 2021. We received Brockville P&G product samples, which included some of the last items to be manufactured before the close of the Brockville plant. We were also gifted John Ross Matheson law office signs, and various documents from the New York Restaurant. We received two large pieces that are on exhibit, the New York restaurant sign and the Dailey’s leather goods model horse. Nothing was deaccessioned in 2021. In 2021, it was decided to change the downstairs classroom into extra collection storage space.

In 2021, we saw the updating of the Carriage Hall. To accommodate the large New York restaurant sign installation, the hearse was moved to offsite storage and the Atlas car loan was returned to the Canadian Automotive Museum. Most of the objects were moved from the upper gallery to the display cases in the lower gallery. Remaining objects were returned to their permanent storage or are in the process of being moved to a new storage area in the upper gallery (previous Hat exhibit room). Objects were placed in their new exhibits with new mounts. The “Brockville’s River Story” exhibit also received an exhibit case upgrade and mounts.

An inventory of all objects on exhibit was completed as part of the 2021 workplan. All objects that were on display were recorded with their accession numbers and location, and any potential harm or need of new mounts were identified. The information collected was then cross referenced with the database to make sure the location codes were correct. Making sure that every object had its temporary and permanent location correct and that it had a photo (or if it needed a photo, it was identified). It is important for a museum to know where all their objects on display are located and which objects are on

loan. This inventory led to a few new mounts being built and the removal of old adhesive and staples. The inventory also revealed a few items that had incorrect accession numbers or numbers that were at risk of fading or being removed from the object. The document created for the inventory will be used and updated as objects are return to storage or move location. There are approximately 303 objects on display.

Conservation

Prepared by Veronica Vareiro, Administrative Assistant/Registrar

In 2021, we saw a few conservation tasks and concerns acknowledged. Due to its potential health concern the museum has moved forward with remediating its negative collection. A detailed report (attached in the appendix of this document) has been written regarding the deteriorating negatives in the Theater Room and its health hazard acidic acid odours. The report was shared with the Joint Health and Safety Committee. The continuation of identifying which negatives are off gassing will start in 2022. Minor preventative conservation treatments were performed throughout the year, such as the cleaning and dusting of artifacts, the removal of tape and other harmful substances from archival documents and encapsulating fragile photos and documents. New mounts were created for temporary and permanent exhibits.

We saw the Map Cabinet project start in the archives. Half of the first drawer (mainly sports photographs) were fully completed. This means they have been added to the online database, catalogued, scanned, accession numbers fixed, preservation treatments (if needed) completed, and they were stored properly. Large panoramic photos were encapsulated in mylar pockets. This project provided an opportunity to pull out any duplicates, photocopies, or photos not related to Brockville that should not have been accessioned or which need to be deaccessioned. These map cabinets are overcrowded and are posing a risk of damaging photographs. Project to continue into 2022, as the amount of work to get these cabinets to archival standards requires a significant amount of time to complete.

In 2021, We added to the museum's conservation and collection supplies which allowed us to confidently perform professional treatments and storage methods. This included materials such as acid-free corrugated board, mat board, foam board, gummed linen hinging tape, paper repair tape and accessioning ink and B-72 Barrier Coat. PPE was also ordered for protection of staff from objects that come into the museum with evidence of mould or mouse droppings.

Finally, the R.H. Lindsay paintings that were replicated for an outdoor exhibit had their back boards replaced with 4-ply conservation glacier white matboard, corrugated board and held to the frame with iron electroplating finish, anti-corrosion frame holders and paper repair tape to seal any uneven openings between the board and frame. Any important original information that was on the old backing board has been encapsulated and added to the new backing.

Research

Prepared by Veronica Vareiro, Administrative Assistant/Registrar

The Brockville Museum received 86 requests for information in 2021. Due to the continued pandemic, the research requests were answered by staff as research volunteers could not return. 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's database, and archival records. Any genealogical questions were forwarded to the Leeds and Grenville Branch of the Ontario Genealogical Society.

Requests, as usual, were many and varied. Among those was information and photographs found on the Steinberg's store in the 1000 Island Mall. We had a request for a school nursing photo that was given as a gift. In 2021, we saw a lot of requests from people who had recently moved to Brockville and wanted to research their home's history or view maps of the area.

We also had multiple researchers asking about historic photos of their home for renovation purposes. Although rare to find, we did find a few photos of some of the more historic homes.

We had a few people reach out to us regarding conserving their historic objects. As we are not trained to do this service, they are directed to the Canadian Association of Professional Conservators.

A favorite research request in 2021 was on Old Meg. Local researchers, as well as news outlets, were requesting information and photographs of this event as the Brockville Rotary Club held a modern-day version in March.

The Aquatarium purchased a photo to place as a background screen in their interactive photo booth. The photo has been credited to the Brockville Museum.

The Brockville Museum is very encouraged by the level of interest shown in Brockville's history, especially as the Covid pandemic continues. Researching continues to be a popular past time for people. We look forward to when we can bring our volunteer researchers back to the museum.

We generated \$15 for research requests and generated \$110 for use of photographs. A lot of our research requests were directed to the genealogical society. 2022 should see an increase in research revenue as part of the workplan is to catalogue two important filing cabinets in the archives which will provide better access to information.

Exhibitions

Prepared by Natalie Wood, Curator/Director

Despite the challenge of ongoing closures, two significant exhibition projects were completed this year: an outdoor exhibit featuring works by RH Lindsay, and a complete overhaul of the Carriage Hall exhibitions.

RH Lindsay: Outdoors responded to the ongoing challenges of the pandemic by making some of the museum's art collection available outside, without the museum having to be open. This project was made possible by funding from the Brockville and Area Community Foundation and the Friends of the Brockville Museum. 11 works from the museum's collection were reproduced and enlarged for this outdoor display.



Taking advantage of the pandemic-related prolonged closure of the building to the public, the Carriage Hall space was renovated, including giving the walls a fresh coat of paint and changing the displays. Over \$13,000 was raised through individual donations from community members to make this project possible as part of the Museum's 40th Anniversary celebration. The highlight of the new space is the New York Restaurant sign. This project also involved the return of the Atlas automobile, which had been on loan to the Brockville Museum from the Canadian Automotive Museum since 1995, and the move of the Hearse to off-site storage. By year's end, the newly acquired Dailey horse was also added to the display.



When it was announced that the museum would be closed at the start of the year, a virtual version of the Recorder & Times exhibit was created to help compensate for the museum's prolonged closure, and the planned closing date for the physical Recorder & Times exhibit was extended.

| Exhibit | Description | Dates | Location | Type |
|--|---|-------------------------------------|---------------|-----------|
| 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 | November 28, 2020 – October 9, 2021 | Annex | Temporary |
| Recorder and Times: 200 years of printing history | A scaled-down, virtual version of the physical exhibit offering a peek at the objects pulled from the museum's collection for the exhibit. | January 2021 - ongoing | Online | Virtual |
| RH Lindsay: Outdoors | 11 local landscapes by Lindsay were reproduced, enlarged, and exhibited on the Museum's patio | June 26 – October 9, 2021 | Patio | Temporary |
| Made in Brockville (Carriage Hall Renovation) | The former Made in Brockville and Carriage to Car displays were enhanced and rearranged in the updated Carriage Space, along with the addition of the New York Restaurant sign. | Opened August 3, 2021 | Carriage Hall | Permanent |

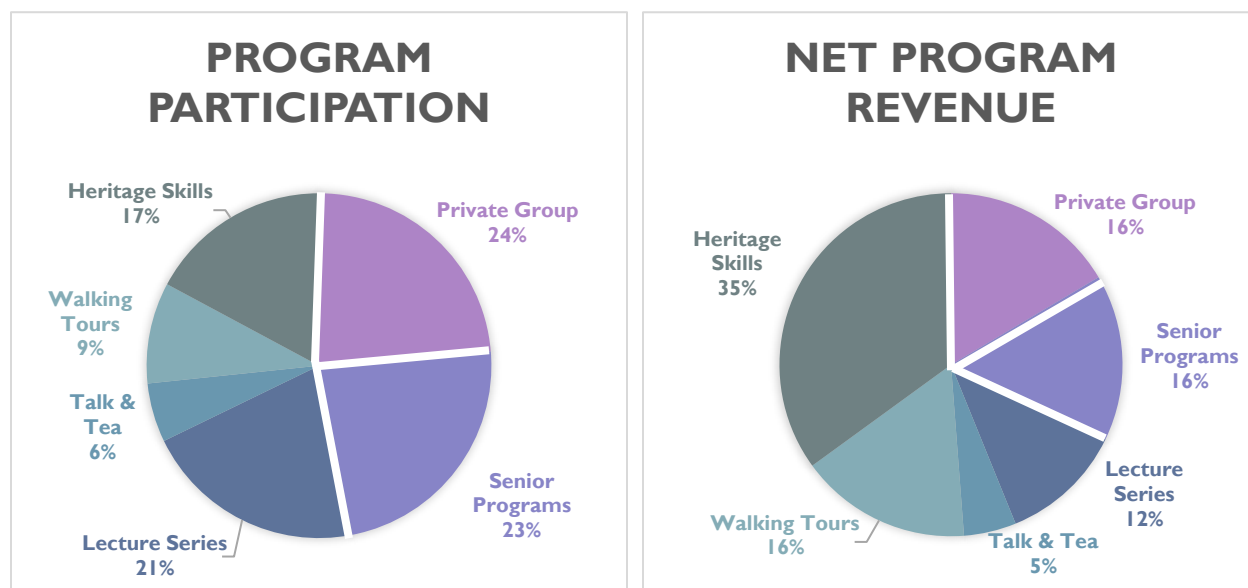
Interpretation & Education

Prepared by Peggy Hause, Interpretation and Public Programs Coordinator.

2021 was another difficult year for programming as the museum adapted to numerous shut-downs and abrupt programming changes that followed. The year saw the programming department beginning to rebuild programming numbers and attendance despite the museum being closed more than being open due to COVID with some success. The decision was made that no education programs would be run inside the museum this year for the safety of all involved and saw the museum continuing with virtual and outdoor programming only.

Types of Programs

Museum programs offered in 2021 were similar to what was offered in 2020 with the addition of a few new programs. A synopsis of the programs and descriptions of each can be found in this report, classified under the following categories: Private Group Programs, Senior Programs, Youth Groups, General Interests Programs, and Virtual Programs.



Private Group

- Programs Booked: 14
- Combined Attendance: 222

Private Group programs can be booked by any organization, company, or group of individuals. These programs are different from General Interest Programs in that they are not open to the public and are often tailored specifically for the booking organization. If an organization that usually receives Senior Programs books a private tour or program, that tour or program is categorized accordingly under Private Group Programs. Private Groups can book museum tours, walking tours, or arrange for a speaking engagement.

Tours

5 specially designed walking tours were delivered to St. Lawrence Cruise Lines. These tours gave passengers an overview of Brockville history from the perspective of Blockhouse Island, starting from the cruise boat at the end of the Blockhouse Island Breakwater to the Railway Tunnel. At the end of the cruise line's season the museum was informed that these tours were some of the best the company ever had.

6 private walking tours were delivered to different groups over the summer and fall. These were either the Historic Waterfront Walking Tour or the Haunting Histories Walking Tour. These tours were booked by groups that needed tours at different times, were interested in a particular local history, had a large group that could not be accommodated during publicly offered tours, or were more comfortable booking a private tour for health precautions.

Speaking Engagements

Speaking Engagements are available as an opportunity for groups to hear about local history. These engagements are generally 45- 60 minutes long and are often booked for an organization's lunch or dinner meeting. 3 Speaking Engagements were delivered this year.

2 speaking engagements were booked by the Rotary Club of Brockville which gave the museum a chance to present new programming initiatives that the club could fund. Both talks were delivered virtually.

1 speaking engagement was booked by the Good Companions in Ottawa who heard about the Brockville Museum from one of their members. This program was delivered over the phone.

Senior Programs

- Programs Booked: 25
- Combined Attendance: 218
- Programs Cancelled: 1

Senior Programs are recurring history talks that are delivered to senior organizations, usually retirement homes, nursing homes, adult day cares, and senior day programs. New in 2021, the Mini-Muse program was developed to supplement seniors programming during COVID. Senior programs are an excellent way to bring the museum's message to the community and allow participants to socialise and share stories. Often the information they share can be used to further enrich programs with additional information. Senior programs in 2021 were conducted virtually over Zoom or by telephone. Programs were booked by less organizations than usual this year. The reasoning the museum heard was this was due to the constantly changing COVID restrictions and organizations not having the equipment or interest to run these programs virtually.

Virtual Seniors Talks

9 virtual seniors talks were delivered to Walker House (Prescott) members. This group was new to the museum this year. This group was highly active in conversations and would follow a talk with many interesting and related stories and questions.

15 telephone talks were delivered to CPHC participants and Adult Day Care members. Participants often remarked on how interesting it was to hear local history. Program organizers from CPHC have recently reached out to the museum to inquire about delivering programming 2-3 times a month in 2022.

Mini-Muse Kits

1 Mini-Muse kit was rented in 2021. Development and supplies for this program came from the Rotary Club of Brockville (via the Friends of the Brockville Museum) who had previously funded Artifact Therapy. Mini-Muse kits are a means of bring the museum safely to retirement and nursing homes. These kits consist of a pop-up banner of information and images, a small display case of education artifacts, a small table, rack cards, and a Share Your Memories box for residents to share memories the exhibit may prompt. To date there are 4 different Mini-Muse kits that have been created: Stetson Hats, Smarts, Brockville Postcards, and Brockville Pets.

Youth Programs

- Programs Booked: 0
- Combined Attendance: 0

Youth Programs are museum programs delivered specifically to youth clubs, school groups, and homeschoolers.

No youth programs were delivered in 2021. Education brochures advertising our virtual education programs were sent to area and surrounding schools. Youth education programs were also advertised on our social media. No programs were booked in 2021. This could have been due to the unpredictable school year due to COVID. The school board was contacted to inquire what the museum could do to best support teachers and with the programs that were offered but no response was received.

General Interest Programs

- Programs Booked: 30
- Combined Attendance: 498
- Programs Cancelled: 3

General Interest Programs are programs delivered by the museum that are open to the public. Most General Interest Programs require a ticket purchase or pre-registration. Organizations that usually receive private, senior, or youth programming can participate in General Interest Programs, in this instance their participation would be recorded as a General Interest Program.

Annual Lecture Series

40 series tickets for a combined attendance of 196 people virtually attended the museum's Annual Lecture Series. This program is the museum's largest adult education program held every Tuesday in February and the first Tuesday in March. Due to COVID restrictions the series pivoted to a virtual format. For \$20.00 people could virtually attend all 5 lectures. Tickets were purchased through the Brockville Art Centre. After purchasing a ticket, a link was sent to ticket holders to watch the lectures live on Zoom or watch the recording later at their leisure.

2021 lecture series speakers and topics were:

- Ted Glenn: The Incredible story of 2 Journalist, a Burlesque Star, and the Expedition to Oust Louis Riel
- Charlotte Gray: True Crime and History
- Dr. Christopher Dummitt: Canada Was Really Born in the 1840s, not 1867

- Amy Mackie: Lake Superior Coasts and Ghosts: Vanished Towns & Preserved Landscapes of the Group of 7
- Cris Kohl: Kingston & Thousand Island Shipwrecks

Talk & Tea

9 Virtual Talk & Teas were held in 2021, and 3 were cancelled due to low or no sign ups. In total the program had an attendance of 52. 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. By using Zoom we have been able to offer a live streaming of the program and facilitate questions and stories by participants. For the virtual format, no fee was charged, though donations were encouraged. Participant numbers have been lower than the in person model which is understandable when the Zoom fatigue, computer access/literacy, and unreliable internet connections are taken into account.

2021 Talk & Tea topics were:

- | | |
|---------------------------------------|---|
| • History of the Recorder & Times | • Golden Age of 1000 Island Tourism- cancelled |
| • Phillip's Cables | • Brockville's Automotive History- cancelled |
| • The Brockville Art Centre | • Crimes and Criminals |
| • Brockville Clubs throughout History | • 3 Brockville Soldiers: Stories from the Great War |
| • Royal Visits | • Smarts Foundry- cancelled |
| • Painting Brockville | |
| • Brockville Olympic Connections | |

Walking Tours

- Programs Delivered: 9
- Combined Attendance: 89

9 public Haunting Histories Walking Tours were offered in 2021 with an over all attendance of 89 people. Like 2020, these tours were offered as a physically distanced and safe activity for people to do during COVID. Tours ran every other Saturday in July and August and every Saturday in October. This schedule was created so that the programmer would not burn out as there were no summer students to assist with programming this summer. These walks proved to be very popular, with a majority of the walks fully booked. In response to feedback given in 2020, the tours were moved from Friday to Saturday and the summer tours started later in the evening. In October the tours started earlier so that the tour group would not be walking back to the museum in the dark due to safety concerns. To help accommodate more groups private tours were promoted, this information can be found in the Private Group section of this report.

Heritage Skills DIY Boxes

- Programing Delivered: 4
- Combined Attendance: 161

Due to the pandemic the museum was unable to run the increasingly popular Heritage Skills Workshop Series program in person. It was decided that a series of 3 DIY kits that would allow people to learn skills

and local history at home would be made instead. These kits were based on the 1900s, 1920s-30s, and the postwar years. Each kit had 3-4 activities and included specialty supplies and ingredients. The kits were well received and extremely popular. The DIY kits allowed the museum to reach a larger audience than the in-person workshops. Approximately 50% of the boxes ordered went to people who had not participated in the in-person Heritage Skills program according to a survey that was sent to participants.

Because of the success of the kits it was decided that a special Christmas Kit would be offered in December. This kit was also well received with many people purchasing kits as gifts or to do with their family over the holiday season. The Christmas kit sold out with some people still asking for kits that could not be accommodated. A few remaining kits from the spring series were sold as well with the Christmas kits selling out the 1900s and 1920s-30s kits.

The popularity of these kits has prompted the museum to create a plan for developing something similar for the summer of 2022.

Virtual Programing

As a result of COVID the museum has adapted most of its programing to be offered virtually. This has 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 continually use new interpretation methods and how to best create virtual educational programs.

Online Education Videos

With the success of the Stories from the Stones video series in 2020, and the need to develop more virtual programing due to COVID, the museum created four new educational video series in 2021. These video series have allowed us to reach a larger audience than traditional in person programs as the videos are shared over social media. The video format also allows us to talk about locations and stories that are difficult to talk about in the museum for a variety of reasons.

In all, 29 videos were produced in 2021 and were viewed more than 14,000 times on Facebook and 844 times on YouTube.

On the Street was the museum's first video series of 2021. This series investigated the history of some of the city's street names. What made this series unique from other video series the museum has done was the inclusion of areas in Brockville's north end. In each video the neighbourhood that video was filmed in was introduced and a short history was given explaining the names of some of the different streets. Neighbourhoods included in this series were Schofield Hill, Windsor Heights, Britannia Heights, East End, Courthouse and surrounding area, Kincaid Street, between King Street and the river, and Hartley Street and surrounding area.

Monuments in Time was a video series that looked at different landmarks and statues that are around Brockville. The goal of this series was to share the history of monuments, landmarks, and statues that people may see everyday but not know anything about. Included in this series were: Sally Grant, Isaac Brock bust, Centennial Fountain and other centennial projects, Fulford Fountain, Brockville War Memorial, Con Darling Statue, the Sabre Jet, Women's Memorial, Circle of Peace, and Friendship Arch. A video was also made about the Loyalist Sundial on Blockhouse Island which was taken down after it was realized that the language used in the video was not inclusive and potentially harmful to some people.

While this was not the intent of the museum, we listened to the constructive criticism that were given to us, issued an apology and decided the best course of action was to remove the video. This became a learning opportunity for us to ensure that we do not use blanket statements that can be harmful because of missing information or unintentionally harmful language.

Building Brockville explored the architecture of the city. This video series was the most research-intensive series that was conducted in 2021 to ensure the information that was given was as factual as possible. The impetus for this series came from numerous questions the museum has gotten about local architecture and suggestions of an architecture walking tour. Because a tour would not be practical due to long distances between points of interest, it was decided that a video series could help answer questions and give viewers a virtual walking tour. Architectural styles covered in this series were: Neo-Classical, Italianate, Gothic Revival and Romanesque, Beaux Arts, Georgian, Queen Anne Revival, Victory Housing, and Edwardian Four-Square. Each video discussed the elements of the style and showcased local examples. A list of terminology, definitions, and styles was also developed that people could access and use when identifying architecture on their own.

Stories from the Stones came back in 2021 because of its success and reach in 2020. This is a unique video series that explores the fascinating stories of some of the historic figures buried in the Brockville Cemeteries. Each video was filmed, when possible, at the gravestone of the discussed person. This year 5 videos were filmed: Elinore Hare (1st female Justice of the Peace), Dr. Robert Gilmour (doctor during the Cholera epidemic whose grave could not be found), Agnes Lor (Chinese community figure), Guri Kulikovsky (Russian Prince) and Elwood Starr (WWI soldier). Feedback to this series continues to be positive and plans to continue this series have been made if enough stories can be developed.

Summary

Overall, 2021 was a difficult year for museum programing. The continual opening and closing of the museum due to COVID measures made it difficult to plan and limited what was possible. Many of the retirement home, hospital, and school programs that were a large part of the museum's programing before the pandemic could not run due to constantly changing safety measures and lack of interest in virtual programing. Zoom fatigue was also a hinderance as people grew tired of virtual programs.

Despite COVID measures, some programs were offered that were very successful such as the Haunting Histories Walking Tours, the new DIY Heritage Skills Kits, and historic video series. Groups that did continue with virtual museum programing have all stated how much they have enjoyed museum presentations and being able to learn in a new communal environment. Despite various setbacks beyond the museum's control limiting traditional programing, being able to offer alternatives has been beneficial. This is because the museum has been able to offer pandemic safe programs that have reached a wider audience than traditional programs.

Overall, 69 programs were delivered in 2021 to 938 people, bringing in \$5,370.37.

| Program Participation | 2018 | 2019 | 2020 | 2021 |
|----------------------------|-------------------|--------------------|------------------|----------------------------|
| Incoming Groups | 227 | 543 | 0 | 222 (all off-site) |
| Youth Groups | 308 (65 off-site) | 661 (140 off-site) | 53 (28 virtual) | 0 |
| Senior Programs (off-site) | 689 | 742 | 155 | 218 (all virtual) |
| General Interest Programs | 750 | 676 | 608 (52 virtual) | 498 (virtual and off-site) |
| Events (Ticketed) | 152 | 121 | 74 (74 offsite) | 0 |
| Total Participants | 3126 | 2743 | 964 | 938 |

Physical Plant

Prepared by Natalie Wood, Curator/Director

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.

The city continued to demonstrate taking a greater responsibility for the museum building in 2021, with the Facilities department serving as the lead for any necessary repairs.

The museum continued to experience the usual series of furnace issues:

- January: Addition basement furnace failed
- February: repeated failures of the Beecher House basement furnace
- December: Beecher House office area furnace failed

In all cases, new parts were ordered and installed.

Other maintenance issues included:

- The shake roof on the rear of Beecher House was damaged by an animal in April; a section of the roof was replaced in May
- The elevator stopped working after several power outages in July; the breaker had to be reset by contractors
- Water damage was noted on the north wall in the Carriage Hall near the roof in July; the cause was unidentified
- Humidity levels continued to be a concern in the Carriage Hall during the summer months
- The removal of a cedar hedge on the south-east corner of Beecher House in October revealed damaged eavestrough; this was promptly repaired by Facilities
- The flat roof above a section of the lobby near the washrooms had repeated leaks in November and December causing significant damage to the drywall and insulation; the roof was patched repeatedly, but it was identified that the roof will need replacing, along with the interior building material now damaged by significant water accumulation

A new issue in 2021 was an increase in loitering and after-hours activity around the museum. This included the use of outside power outlets to charge phones, the disposal of personal property (clothing, blankets, bags) on the museum patio, persons sleeping and defecating in the exterior stairwell, people leaving items in the gardens, hedge, and trees for others to find, and vandalism. The museum's bulletin board was vandalized with spray paint in August, and the window in the exterior door to the classroom was broken in December (this purposeful act was caught on security camera).

The Museum also benefited from a growing relationship with the Works Department:

- They assisted with the removal and transportation of the hearse to off-site storage, and helped transport and install the New York Restaurant sign

- They removed the cedar hedge row on the south-east corner of Beecher House and the lower branches of the evergreen tree at the front entrance which had been identified as personal safety issues



The museum continued to benefit from the City's Pest Management Program first 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.

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. After discussions with the Canadian Conservation Institute, it is hoped that this assessment will take place in 2022.

Health & Safety

New to the City in 2021 was the role of Health & Safety Coordinator. As a result, a new Brockville Museum Joint Health & Safety committee (JHSC) was formed. The JHSC representatives are Veronica Vareiro, Administrative Assistant/Registrar, Craig Roche, Health and Safety Coordinator (City Hall), and Natalie Wood, Curator/Director (as Museum department supervisor). As the museum has a designated substance in the building (vermiculite-based insulation in attic that may contain some asbestos) training and monthly JHS meetings are required. Veronica Vareiro completed Basic Certification Training Part I & II from the Health & Safety Professionals Inc in 2021. This training was paid by the City.

Health and safety monthly workplace inspection took place the first Tuesday of every month. In attendance were Craig Roche, Veronica Vareiro and Natalie Wood. Inspection notes, agendas, and minutes are maintained on the network. As a result of this committee, there were a few changes to the museum to provide better safety for staff and visitors. The most notable change was the removal of the cedar hedges running along the backside of the building facing the parking lot.

"2032" Feasibility Study

Lord Cultural Resources started the 2032 Feasibility Study in October 2020 and completed the work in March 2021. The final report was presented to the Economic Development, Recreation, and Tourism Committee on May 4th, 2021, and was received by Council the following week. The Report was presented by Ted Silberberg of Lord Cultural Resources, Margaret Lawrence of the Board of Management and Project Steering Committee, and Natalie Wood, museum Curator/Director. A motion to set-up a reserve fund to collect funds specifically for the project was approved.

Community

Prepared by Viktor Kaczkowski, Community Engagement Officer

2021 was expected to have been a year during which we emerged from the negative impacts of COVID, however, despite progress in battling the pandemic, the museum was closed more in 2021 than in 2020, and saw 83% fewer visitors in 2021 than in 2019 (before the pandemic). Besides being able to visit exhibits, all in-person services continued to be suspended throughout 2021. Virtual engagement continued to be our primary mode of interaction with the community. Despite efforts, the ongoing COVID pandemic made it impossible to get back to pre-pandemic engagement in 2021.

Statistical Summary of Visitation and Museum Usage

| # visitors | hours open | days open | # group tours | # workshops | # room rentals | # website visitors |
|------------|------------|-----------|---------------|-------------|----------------|--------------------|
| 369 | 748 | 133 | 6 (139) | 0 (0) | 0 (0) | 11,569 |

Hours of Operation

During 2021, the museum building was open to the public on 133 days totalling 748 hours. Two pandemic-related shutdowns had a significant impact on hours of operation in 2021.

In 2021, the Museum's regular hours of operation were:

- January 1-February 22: Closed
- February 23-March 31: Tuesday-Saturday 10am-4pm (by-appointment)
- April 1-August 2: Closed
- August 3- November 6: Tuesday-Saturday 10am-4pm (by-appointment)
- November 9-December 23: Tuesday-Saturday 10am-4pm
- December 24-31: Closed

During the first half of the year, the museum continued to be open by-appointment as we had since July 2020: visitors wishing to access the museum had to pre-book an appointment of up to an hour in duration for groups of up to 5 people within the same social bubble. This was amended on November 9, 2021, when the museum adopted a proof of vaccination requirement, whereby visitors who could show proof of vaccination would be permitted entry at any time (with masking and social distancing protocols remaining in place). All other museum services, however, remained closed for in-person, for the duration of the year.

As in the previous year, the museum collected visitor statistics that included place of residence, duration of visit, and number of visitors per day of the week. As a result, as of October 31, 2021, the following trends emerged:

- The average duration of each visit was 43 minutes.
- The average admission donation was \$4.04 per person.

Easing of travel restrictions in the fall resulted in a more diverse place of origin for our visitors:

- Brockville: 22.7%
- Ottawa & Area: 22%
- Other Eastern Ontario: 4.3%
- Toronto: 20%

- Other Ontario points: 13.3%
- Quebec 6.7%
- Other Canada: 6.7%
- USA: 4.3%

Incidentally, when examined on a day of the week basis, Saturdays in August, September, and October were the busiest day comprising 31.6% of our weekly visitors, while Wednesday was the lowest at 12.1%. Tuesdays, Thursdays and Fridays ranged from 16.5% to 20.0%.

Community Co-Operation

Our ability to work with community partners and site user groups was significantly impacted by the ongoing 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 largely restricted until the fall. By September the Genealogical Society was again welcoming the occasional research on a by-appointment basis.

In addition, although the following groups are still considered user groups, none were permitted to meet at the museum during 2021:

- 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

Due to the ongoing COVID19 pandemic, no community events were planned for 2021.

However, with some restrictions lifted later in the year, the museum was able to participate in Downtown Brockville's "Come Home for Christmas" event on the evening of December 3 on King St.

City Relationships

The challenges of COVID and a general philosophy of cooperation did result in the museum being able to further strengthen its ties with other City departments. The Brockville Arts Centre was a tremendous resource as it continued to sell tickets for the museum's programs. The museum also benefited from support from the Works department when it came to the installation of the New York Restaurant Sign in the Carriage Hall and with some work on the museum grounds. Facilities continued to be helpful with coordinating maintenance work on the building and assisting with our exhibit projects.

Volunteers

Thanks to COVID, engaging and retaining the museums volunteers was a significant challenge again in 2021. Traditionally, volunteers not only assisted and interacted with visitors, but also performed a significant proportion of the museum's curatorial and archiving duties. Some at-home collections work continued through the year, and front desk volunteers returned in August.

Recruitment

The total number of active volunteers during 2021 that the museum currently had on its books technically stood at 47 with the formal resignation of one member of the Board of Management members and one other volunteer. In terms of those volunteers that actually put in volunteer hours in 2021, only 26 were physically active in 2021 due to COVID-imposed limitations to the volunteer program. That being said, as of the end of 2021, seven individuals had expressed an interest in volunteering but have not yet formally been recruited.

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 held virtually.

Unfortunately, the Brockville Museum was also unable to hold any type of formal event to recognize the efforts of its volunteers.

Volunteer training

As we planned for the return of front desk volunteers in August, after more than a year's absence, much work was spent reviewing the volunteer program and creating training tools. The process started with a complete overhaul of the job description and expectations of our volunteers. Since in-person group training was not possible due to COVID restrictions, a series of training videos was created. In addition, links to certain publicly available training videos were provided to volunteers.

Volunteer activities

Museum volunteers continued activity on the Open Drawer Project, virtually. This included 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) as well as transcribing hand-written documents from our archives. Throughout the spring and summer, one volunteer continued to tend the patio garden. As per the Museum's Recovery Plan, some of the Visitor Services volunteers chose to resume their duties at the front desk on August 3.

Hours

Not surprisingly the museum's total volunteer hours in 2021 was up significantly from 2020 (1614 vs 961 hours), however was nowhere near pre-pandemic levels.

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.

The COVID situation has meant that many normal avenues for community outreach had not been available to the museum in 2021, however it was possible to maintain outreach via radio, and community cable in-person tapings for the show FYI resumed in September.

Television, Radio Internet Visibility

COGECO and MOVE 104.9 have been the focal points of our traditional media presence for many years, thanks to the ongoing support of both companies. During 2021 museum staff made 7 television appearances (COGECO: 4; CTV Ottawa: 2; Global Kingston 1) and had 16 radio stints to promote museum activities, particularly Haunting Histories Guided Walks. Due to the lifting of COVID restrictions it was possible to resume taping of FYI in the COGECO studio. Starting in late fall, the radio time has been boosted from once a month to once weekly, thereby significantly increasing our community presence.

Print Media

In total six press releases were sent out, either promoting events or to ask for financial support or assistance with exhibits. In addition, the Recorder and Times ran an article on the Refurbishment of the Carriage Hall.

Website

The museum's website continued to serve as a resource for the public at large. The total number of website visitors for 2021 was 11,569, an increase of 22% from 2020.

In addition to our own website, the museum also published on the online event calendars to Tourism Brockville (which starting in 2021 was handled by a group based in the Aquatarium) 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 site served us well when the pandemic hit in March 2020, and continued to be an asset in 2021. In 2021 we added two virtual exhibits to the site, one, a version of our in-person Recorder & Times exhibit, and one profiling some of Brockville's historic homes. We also posted addition content, including a Flag Day activity (with video), three scavenger hunts for local parks, three new video series (On the Street, Monuments in Time, and Building Brockville) in addition to a new season of Stories from the Stones.

Below is a table showing the number of "unique visitors" to the Digital Museum Site by month for 2021:

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|
| 107 | 154 | 107 | 83 | 122 | 129 | 104 | 110 | 65 | 86 | 85 | 57 |

Social Media

Prepared by Natalie Wood, Curator/Director

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 ongoing pandemic.

Facebook

Our Facebook Page continues to grow and serves as our primary social media platform. It is an effective tool for communicating museum information to interested parties, but we do find that the audience is most interested in historical information, especially historical photos. Our audience on Facebook grew by 17% in 2021, bringing us up to 2,532 followers at the end of the year. (This growth was on par with 2020).

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).

Our most popular post of 2021 far exceeded the average reach of our posts (at 23.3K) because it was shared by the Canadian Automotive Museum and further shared through their channels, including various media outlets.

In 2021, our top five posts averaged a reach of 9.9K.

Top Performing Facebook Posts of 2021:

| | Reach |
|--|-------|
| Atlas automobile leaving museum (being returned to Canadian Automotive Museum) | 23.3K |
| #TBT to 1946 Recorder & Times Office – 200 th Anniversary | 7.2K |
| #TBT Rotary Pool | 6.6K |
| Historic photos of residential streets | 6.2K |
| Announcement of “On the Street” video series | 6.2K |

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 continued to find, however, that Twitter is most helpful as a networking site to help us connect with other museums and stay on top of museum trends and best practices. To this end, most of our followers are other museums and most of the pages we follow are museums.

We saw an increase of 20 new follows, bringing us up to 361 followers at year’s end.

Our best performing tweets were all from the first half of the year, most connected to the hashtag, #MayIsMuseumMonth. Overall, engagement was much lower in 2021 than in 2020 (but this is also reflected by the lower priority placed on this media).

Top performing Tweets of 2021:

| | Reach |
|--|-------|
| Announcing the winning of the Tourism Award | 1,153 |
| About exhibit schedule (#MayIsMuseumMonth) | 1,131 |
| Behind-the-scenes photographing artwork (#MayIsMuseumMonth) | 1,020 |
| Tourism Statistics (#TourismWeek #MayIsMuseumMonth) | 913 |
| Monuments in Time video series information (#MayIsMuseumMonth) | 854 |

Instagram

We created some interesting posts focusing on the daily tasks and special projects regarding the museum's collection. We posted 20 times in 2021. We gained 56 new followers in 2021 which allowed us to reach over 1000 followers. We were mentioned and tagged on posts made by the Keyhole House Historical Place in Smith Falls, and the Museum of Health Care in Kingston, as well as tags from visitors. We have received encouraging comments and engagement from the public on their enjoyment of seeing our posts as well as received positive support from other museum and conservation institutions.

YouTube Channel

Our YouTube Channel continued to grow in 2021 as we used it as a depository for all virtual content, later linked to social media and/or our Digital Museum Site. We added 29 videos in 2021, bringing us up to 98 videos. Most of the new content consisted of our new video series, On the Street, Monuments in Time, Building Brockville, and Stories from the Stones. We closed the year with 99 channel subscribers.

The Friends of the Brockville Museum

Prepared by Nancy van Ulden, Friends of the Brockville Museum Chair

2021 brought a number of changes for the Friends of the Brockville Museum Board. One was the sudden passing of Paul Sheppard in October 2021. Paul had been long standing Friends member and active on the board for some 7 years. He will be missed by all. Other changes were the departure of Haley Veronyak, representing the Museum Board and Paul Naylor, taking her place. Best of luck to Haley on her new ventures and welcome to Paul.

The Friends Board met several times during the year, often outside at Hardy Park or on Zoom. The Annual General Meeting on March 13, 2021 was reasonably well attended via Zoom. Issues that were discussed were fundraising, especially for 2032 and how to do this during a pandemic as the question about how appropriate fundraising was now. Membership in the Friends as well as on the board was also an important discussion and is an ongoing topic.

Despite not having any fundraising events in 2021, the Friends contributed to the Feasibility Study for the new museum, and through Canada Helps to the rebuilding of the Carriage Hall (including the New York Cafe sign), the final Painting Picnic expenses, museum miscellaneous expenses, and to an outdoor exhibit of R.H. Lindsay's art.

Human Resources

Prepared by Natalie Wood, Curator/Director

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). 2021 proved to be a challenging year for staffing as a result of the ongoing pandemic. The part-time position was furloughed during the winter lockdown and no summer students were hired. The Community Engagement Officer retired on November 30.

| 2021 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 |

We were successful in our application for a Young Canada Works summer student, however, due to the ongoing challenges of the pandemic, we did not accept the position.

Staff Performance Evaluations

In 2018 the City initiated a pay equity review of all non-union employees. This process was completed in late 2019. In early 2021 new policies and procedures relating to this review were implemented, including annual performance evaluations. All staff received a (favorable) performance evaluation in 2021.

Professional Development

Museum staff continued to take advantage of Professional Development opportunities where possible:

- The Curator/Director attended two half day training sessions by the Ontario Training Network on “Report Writing for Council”. This training was organized by the City and mandated for all supervisors across the City
- All museum staff completed updated AODA and Human Rights training as required by the City, and the Curator/Director completed the additional IASR: Information and Communications Standards and Employment Standards Training
- The Curator/Director, Interpretation & Public Program Coordinator, and Admin Assistant/Registrar were all able to complete the University of Alberta’s Indigenous Canada 12-unit course offered free of charge through coursera.org

Staff also participated in a number of free online webinars on a variety of topics:

- Virtual Tours and Digital Engagement
- Box-Making (for the collection)
- Exploring Social Justice on a Limited Budget
- Volunteers and Social Isolation during COVID-19
- Engaging Youth through Digital Events
- Museum Mount Making

Additionally, the Interpretation & Public Program Coordinator and Curator/Director attended the Ontario Museum Association Annual Conference, held virtually in the fall.

The Curator/Director completed one additional course in the University of Victoria's "Visitor and Community Engagement" Professional Specialization Certificate program, "The Visitor Experience". This was the third of four courses required for this certificate. This program is being completed at her own expense.

Appendix

- i. 2021 General Ledger
- ii. 2021 Event Listing
- iii. 2021 Goal Tracking
- iv. Statistics Chart
- v. Chronology of Events (1970-2021)
- vi. Program and Facility Rental Fee Schedules (new)
- vii. Report on Hazards of Negative Collection

2021 General Ledger³

CITY OF BROCKVILLE GL Department Report



GL5330

Page: 1

Date: Feb 03, 2022

Time: 10:23 am

Year : 2021
Period : 12

Budget : Budget Values

| Description | CC1 | Current | Year To Date | Budget | Variance | % Used |
|--------------------------------------|-----|--------------|---------------|---------------|-------------|-----------|
| MUSEUM | | | | | | |
| 770022 Museum-Ont Specific Grants | | 0 | 0 | -27176 | -27176 | 0 |
| 770031 Museum-Fees & Service Charges | | -930 | -24635 | -28400 | -3765 | 87 |
| 770101 Museum-Wages & Benefits | | 0 | 0 | -5000 | -5000 | 0 |
| 770125 Museum-Office Expense | | -0 | -0 | 0 | 0 | 0 |
| 770618 Museum-Programs | | -292 | -5908 | -7500 | -1592 | 79 |
| 770775 Museum-Facility Mtnce | | 0 | -52000 | 0 | 52000 | 0 |
| 770101 Museum-Wages & Benefits | | 30427 | 283643 | 326426 | 42783 | 87 |
| 770115 Museum-HR Mgmt | | 110 | 657 | 1500 | 843 | 44 |
| 770125 Museum-Office Expense | | 854 | 9588 | 12200 | 2612 | 79 |
| 770131 Museum-Building Burden | | 10828 | 47339 | 51100 | 3761 | 93 |
| 770615 Museum-Curatorial | | 19 | 774 | 5600 | 4826 | 14 |
| 770616 Museum-Exhibitions | | 80 | 13152 | 4000 | -9152 | 329 |
| 770618 Museum-Programs | | 304 | 2343 | 2700 | 357 | 87 |
| 770775 Museum-Facility Mtnce | | 0 | 52000 | 0 | -52000 | 0 |
| MUSEUM Total | | 41401 | 326954 | 335450 | 8496 | 97 |

³ As available February 3, 2022. Some entries have not yet been entered in to the General Ledger, including \$27,176 for 77022 Museum-Ont Specific Grants (CMOG)

2021 Event Listing

January 2: Temporary Exhibit Opens – Recorder and Times (Annex)
January 14: Talk & Tea – Recorder and Times
January 21: Fundraising Take-Out Dinner – 200th Anniversary of the Recorder & Times - CANCELLED
February 2: Lecture Series – Ted Glenn – virtual
February 9: Lecture Series – Charlotte Gray – virtual
February 11: Talk & Tea – Phillips Cables
February 16: Lecture Series – Christopher Dummitt – virtual
February 23: Lecture Series – Amy Mackie – virtual
March 2: Lecture Series – Cris Kohl – virtual
March 11: Talk & Tea – Brockville Arts Centre
April 8: Talk & Tea – Brockville Clubs
April 8 : Launch first Heritage Skills Box
May 13: Talk & Tea – Royal Visits
May 6: Launch second Heritage Skills Box
June 1-30: Museum's 40th Anniversary – online event
June 3: Launch third Heritage Skills Box
June 10: Talk & Tea – Lindsay and the Art School
May 22: Temporary Outdoor Exhibit opens – Lindsay and the Art School (Patio)
July 8: Talk & Tea – Brockville Sports and Olympic Connections
July 10 – Haunting Histories Walking Tours – 7p.m.
July 24 – Haunting Histories Walking Tours – 7p.m.
August 3: Permanent Exhibit Opens – Carriage Hall (Lower Gallery)
August 7 – Haunting Histories Walking Tours – 7 p.m.
August 12: Talk & Tea – Brockville and 1000 Islands Tourism - CANCELLED
August 21 – Haunting Histories Walking Tours – 7 p.m.
September 4 – Haunting Histories Walking Tours – 7 p.m.
September 9: Talk & Tea – Brockville's Automotive History - CANCELLED
October 2 – Haunting Histories Walking Tours – 7 p.m.
October 9: Temporary Exhibit closes – Lindsay and the Art School (Patio)
October 9: Temporary Exhibit closes – Recorder and Times (Annex)
October 14: Talk & Tea – Brockville's Crimes and Criminals
October 16 – Haunting Histories Walking Tours – 7 p.m.
October 23 – Haunting Histories Walking Tours – 7 p.m.
October 30 – Haunting Histories Walking Tours – 7 p.m.
November 11: Talk & Tea – Three Brockville Soldiers
December 3: "Come Home For Christmas" DBIA event – booth on King St
December 9: Talk & Tea – Smarts -CANCELLED

2021 Goal Tracking

2021 Goal Tracking

| Goal | Spring Update (April 30) | Summer Update (August 31) | Year End (December 31) |
|--|---|--|---|
| The completion of the 2032 Museum Re-development Feasibility Study | Work completed; final report going to EDRTC in May | <ul style="list-style-type: none"> Went to Council after EDRTC approved request for Reserve Fund Finance revealed that the museum already had a reserve fund | <ul style="list-style-type: none"> Board and Committee had productive meeting with Interim City Manager and Director of Economic Development regarding next steps in November "Activated" existing reserve fund |
| Mark the occasion of the Museum's 40th Anniversary (June 21) | | <ul style="list-style-type: none"> Held a monthlong Facebook event sharing images and stories of the last 40 years (June) <ul style="list-style-type: none"> https://fb.me/e/cWivb1MSu Reach of 2855 Ran a fundraising campaign "40 for 40" to raise money for the Carriage Hall remodel (June-August) <ul style="list-style-type: none"> \$13,665 raised | |
| The continued development of new, enriching, quality, and engaging virtual content | <ul style="list-style-type: none"> Created a video series "On the Street" (Feb & Mar) Created a YouTube activity video for Flag Day Created virtual exhibit on "House Histories" Created virtual version of Recorder & Times exhibit | <ul style="list-style-type: none"> Created a video series "Monuments in Time" (May & June) Created a video series "Building Brockville" (August & September) Created 3 historical scavenger hunts of downtown parks using Fire Plans available for download | <ul style="list-style-type: none"> Created 5 new episodes of "Stories from the Stones" (November) |
| The development of new rentable edu-kits | | 4 kits developed | <ul style="list-style-type: none"> Marketing material distributed to area Nursing Homes & Retirement Residences 1 kit rented |
| The continued delivery of "core" museum programs (Lectures Series, Talk & Tea, Heritage Skills, Walking Tours) | <ul style="list-style-type: none"> Full Lecture Series delivered virtually <ul style="list-style-type: none"> 39 tickets sold Monthly Talk & Tea running virtually <ul style="list-style-type: none"> 27 participants (Jan-Apr) Heritage Skills DIY Kits launched <ul style="list-style-type: none"> 32 boxes sold (Apr) | <ul style="list-style-type: none"> Talk & Tea continued to be offered virtually <ul style="list-style-type: none"> 16 participants (May-Aug) Walking Tours offered bi-weekly July & August <ul style="list-style-type: none"> 46 participants (Jul & Aug) Heritage Skills DIY Kits continued <ul style="list-style-type: none"> 83 boxes sold (May-Jun) | <ul style="list-style-type: none"> Talk & Tea continued to be offered virtually <ul style="list-style-type: none"> 9 participants (Sept-Dec) Walking Tours offered weekly in October <ul style="list-style-type: none"> 51 participants (Oct) Special Christmas-themed Heritage Skills DIY Kit developed <ul style="list-style-type: none"> 31 boxes sold (Nov-Dec) 4 more of the original boxes sold (Nov-Dec) |
| The redevelopment and formalization of a volunteer program that sees the return of volunteers to on-site activities by the end of 2021 | | <ul style="list-style-type: none"> 4 Training videos created Front Desk Volunteers Returned Aug 3 10 pre-COVID volunteers resumed on-site volunteering (front desk) | <ul style="list-style-type: none"> Community Engagement Officer retired; job posted <ul style="list-style-type: none"> Redevelopment to take place under new leadership in 2022 |
| The renovation of the Carriage Hall to include the installation of the New York Restaurant Sign | | <ul style="list-style-type: none"> Painting completed in July NY Restaurant sign and exhibits installed in August | <ul style="list-style-type: none"> Dailey Horse added to exhibit (Dec) |
| The continuation of the Open Drawer Project: volunteers continue to advance the project, staff inventory all "on-display" objects and re-catalogue all large format archival items | <ul style="list-style-type: none"> All objects "on-display" in Beecher House inventoried Volunteers transcribing documents from home Volunteers editing database records from home | <ul style="list-style-type: none"> All objects "on-display" in Carriage Hall inventoried Volunteers transcribing documents from home Volunteers editing database records from home | <ul style="list-style-type: none"> Inventory of objects "on-display" completed, including making updates to database record and carrying out necessary preventative conservation treatments, including making new display mounts Volunteers transcribed roughly 650 pages from home Volunteers edited roughly 1440 database records from home Cataloguing and reorganizing of large format documents/photos in Map Cabinets begun; approx. 40 photos completed |
| \$3,800 in admission revenue and \$7,500 in programming revenue | <ul style="list-style-type: none"> \$204 (5%) in admission \$2,321 (31%) in program revenue | <ul style="list-style-type: none"> \$387 in admissions (10%) \$3,972 in program revenue (53%) | <ul style="list-style-type: none"> \$1,468 in admissions (38%) \$6,376 in program revenue (85%) |
| A 20% increase in Facebook Followers (2020 year-end baseline: 2,159) | 2,373 (10% increase) | 2,476 (15% increase) | 2,532 (17% increase) |

Statistics Chart

2021 Statistics Brockville Museum

| Description | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | TOTAL |
|--------------------------|-----------|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|-----------|------------|-------------|
| General Admissions | 0 | 3 | 16 | 0 | 0 | 0 | 0 | 126 | 89 | 67 | 51 | 17 | 369 |
| 2020 | 39 | 59 | 39 | 0 | 0 | 10 | 104 | 178 | 117 | 118 | 14 | 10 | 688 |
| Incoming Group | 0 | 0 | 0 | 0 | 0 | 0 | 75 | 30 | 34 | 4 | 0 | 0 | 143 |
| 2020 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Youth Programs | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2020 | 16 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 31 | 0 | 47 |
| Seniors Programs | 0 | 23 | 44 | 20 | 28 | 30 | 21 | 4 | 18 | 29 | 7 | 16 | 240 |
| 2020 | 54 | 68 | 47 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 169 |
| General Interest Program | 6 | 166 | 44 | 37 | 47 | 49 | 33 | 24 | 10 | 44 | 4 | 35 | 499 |
| 2020 | 26 | 260 | 95 | 0 | 0 | 0 | 0 | 0 | 61 | 92 | 8 | 18 | 560 |
| Workshops | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2020 | 4 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 |
| Community Outreach | 17 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 155 | 189 |
| 2020 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| On-Site Events | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2020 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Off-Site Events | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2020 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Facility Rentals | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2020 | 15 | 22 | 19 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 56 |
| TOTALS | 23 | 209 | 104 | 57 | 75 | 79 | 129 | 184 | 151 | 144 | 62 | 223 | 1440 |

| | | | | | | | | | | | | | |
|---------------------------|-------|--------|--------|-----|-------|-------|------|-------|-------|--------|--------|------|---------------|
| Genealogy Visitors | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | N/A | N/A | N/A | N/A | not available |
| Research Requests | 13 | 12 | 8 | 8 | 5 | 2 | 5 | 7 | 6 | 8 | 8 | 4 | 86 |
| 2020 | 12 | 2 | 5 | 0 | 0 | 0 | 3 | 7 | 5 | 7 | 5 | 5 | 51 |
| Website Visitors | 710 | 772 | 844 | 646 | 688 | 862 | 1165 | 1280 | 1077 | 1233 | 888 | 1402 | 11567 |
| 2020 | 766 | 812 | 788 | 399 | 279 | 371 | 866 | 1122 | 1367 | 1311 | 768 | 627 | 9476 |
| Collection Database Use | 124 | 93 | 124 | 116 | 122 | 147 | 395 | 911 | 822 | 729 | 299 | 340 | 4222 |
| 2020 | 185 | 181 | 286 | 88 | 126 | 118 | 250 | 542 | 922 | 700 | 617 | 179 | 4194 |
| Digital Museum Site (Unic | 107 | 154 | 107 | 83 | 122 | 124 | 104 | 110 | 65 | 86 | 85 | 57 | 1204 |
| 2020 | 29 | 34 | 194 | 141 | 64 | 52 | 99 | 124 | 106 | 132 | 62 | 108 | 1145 |
| Volunteer Hours | 115.5 | 110.5 | 140.25 | 120 | 90.75 | 58.75 | 54.5 | 142.5 | 222.5 | 217.75 | 212.25 | 129 | 1614.25 |
| 2020 | 251 | 207.25 | 87 | 0 | 0 | 0 | 20.5 | 30 | 152 | 79 | 63.5 | 71 | 961.25 |

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 operations; 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.
- 2021 COVID-19 Pandemic continues to significantly impact museum operations; museum closed to the public January 1-February 22 and again April 1-August 2.
The completion and presentation of the 2032 Feasibility Study for the relocation and expansion of the Brockville Museum.
The museum's 40th anniversary is marked with the renovation of the museum's 1995 Carriage Hall space, including painting, the return of the on-loan Atlas automobile to the Canadian Automotive Museum, the move of the hearse to off-site storage, the installation of the New York Restaurant neon sign, and the display of the newly acquired Dailey Horse, along with a revamped "Made in Brockville" exhibition on the Carriage Hall main floor.
The installation of an outdoor art exhibit on the museum's patio.
Continued development of significant virtual content, including four video series.
The retirement of Community Engagement Officer, Viktor Kaczkowski, after serving in the role for 12 years.
Museum wins Chamber of Commerce Award for Tourism.

Program and Facility Rental Fee Schedules (new)

Program Fees

| Program Type | Fee | Notes |
|-----------------------------------|--|--|
| General Interest Programs: | | |
| Walking Tour | \$10/person | |
| Private Walking Tour | \$75 or \$10/person which ever is greater | |
| Talk & Tea | \$5/person | |
| Lecture Series | \$8-\$50/person TBD | Variation based on unknown line-up/BAC fees |
| Adult Workshops | \$10-\$40/person | variation based on cost recovery of supplies |
| Speaking Engagement | \$50 (+ mileage if outside of Brockville) | 20% discount for non-profit |
| Senior's Programs: | | |
| Virtual Presentation | \$35 | |
| In-Person Presentation | \$40 (+ mileage if outside of Brockville) | |
| Mini-Muse Rental | \$35 | 2-week rental |
| Group Tours: | | |
| On-Bus | \$75/bus | |
| Self-Guided | \$50 or \$3.5/person which ever is greater | |
| Group Lecture | \$50 or \$5/person which ever is greater | |
| Youth Programs: | | |
| Virtual Field Trip | \$75 | |
| Mini-Muse Rental with Activities | \$75 | 2-week rental |
| In-Person | \$50 or \$3.00-\$6.00/person which ever is greater | variation based on cost recovery of supplies |
| Surcharges (cost recovery) | | |
| Staffing Surcharge | \$25/hour | applies to program requests exceeding 1 hour (including travel time) |
| Mileage | city rate | applies for travel outside of Brockville (cost recovery) |

Room Rental Fees

| Item | Fee | Notes |
|-----------------------------------|------------|---|
| Base Rate | | |
| Meeting Room < 3 hours | \$75 | includes use of tables and chairs |
| Meeting Room 3-7 hours | \$145 | includes use of tables and chairs |
| Patio | \$10/hour | (available for non-profit use only; limited suitable uses; no access to indoor space) |
| Patio + Lobby | \$20/hour | additional fees apply (strict policies describing suitable use; only available outside of business hours) |
| Carriage Hall | \$250/hour | additional fees apply (strict policies describing suitable use; only available outside of business hours) |
| Surcharges (cost recovery) | | |
| Carriage Hall Admin Fee | \$100 | cost for room prep - moving exhibit cases |
| Staffing Surcharge | \$50/hour | added to any and every hour outside of regular operating hours |
| Table & Chair Rental | \$10/hour | (not applicable for Annex rentals) |
| Table & Chair Handling Fee | \$50 | cost for space prep - moving, setting up, and taking down tables and/or chairs (not applicable for Annex rentals) |
| Kitchen Fee #1 | \$10 | suitable only for temporary storage <24hours; strict policies apply |
| Kitchen Fee #2 | \$50 | temporary storage and some use of kitchen (may include use of stove/oven, some utensils, limited prep, etc.; strict policies apply) |
| Coffee Service | \$50 | Include 1 urn of coffee, up to 25 mugs, cream, sugar, and stir sticks |
| Dish Rental #1 | \$25 | Up to 25 mugs OR 25 water glasses (w 3 pitchers) OR 25 plates (as is); (if mugs and plates multiply by 2, if all 3 multiply by 3) |
| Table Cloth Rental | \$8/ea | Up to 6 table cloths can be provided at a per item rate; ivory; available only with Table & Chair Rental Package |
| Misc. | | |
| Non-Profit/Government Discount | -20% | applicable to Meeting Room base rate and any applicable Staffing Surcharge |
| Genealogical Society Rent | --- | Annual Donation for use of Beecher House Basement |

Report on Hazards of Negative Collection

CELLULOSE ACETATE NEGATIVES VINEGAR SYNDROME

Location: Brockville Museum "Theater Room"

BACKGROUND

Basic Understanding of Plastic Photo Negatives

Negatives on film have a two-layer structure consisting of the support and the image-bearing layer. The image-bearing layer of black-and-white film negatives is usually composed of microscopic silver particles in a gelatin layer. A film support may consist, for the most part, of a plastic material from one of the following three categories:

1. Cellulose nitrate, the manufacture of which began in the 1880s and was discontinued by the Eastman Kodak Company in 1951. "Nitrate" marked on edge (usually).
2. Cellulose acetate (1920s to present) manufactured in various modifications, such as cellulose diacetate, cellulose triacetate, or the mixed acetate-propionate and acetate-butyrate esters. "Safety" marked on edge (usually).
3. Polyester (1950s to present). When viewed between polarizing filters, the film is identified by interference patterns (rainbow colors); may include edge printing "SAFETY."

Cellulose nitrate materials have two undesirable properties: they are highly flammable (and have been reported in several cases to have ignited spontaneously), and they are inherently unstable. Spontaneous ignition of cellulose nitrate materials has occurred only in large-volume storage, typically in motion picture film exchanges. Single negative sheets kept in individual envelopes or several sheets interleaved and stored in one envelope do not constitute a fire hazard from spontaneous ignition. Cellulose nitrate film is not explosive.

Films on an **acetate** base can be found in many different conditions. A change in the stability of acetate films is caused by hydrolysis of the cellulose acetate itself, a chemical reaction that produces free acetic acid. Since common vinegar is a solution of approximately 5% acetic acid in water, this reaction has been dubbed "**vinegar syndrome**". The smell of vinegar near aging acetate films is an indication of the beginning of chemical decomposition.

Effects of Temperature and Relative Humidity

All processed photographic materials are sensitive to high relative humidity (RH) and to fluctuations in the RH level. Typically, film negatives curl up in a dry environment and flatten again in an environment of high RH. Properly processed negatives on safety film are essentially stable in dry heat. However, a combination of high temperature and high RH accelerates the deterioration of black-and-white safety film negatives because such conditions facilitate reactions of the image silver with oxidizing chemicals.

The RH level affects the long-term stability of photographic materials. The International Organization for Standardization recommends an RH between 20% and 50% for storing processed safety photographic film. RH must never exceed 60%. Recent evidence suggests

that a level of 30–35% is optimum. Avoid fluctuating RH. Maintain temperature below 24°C, and ideally below 21°C. Temperature must never exceed 32°C. Storing processed photographic film at low temperatures, even below 0°C, is not harmful to its stability, and will, in fact, extend its life.

| STORAGE CONDITIONS 30-55% RH | NITRATE | ACETATE | | POLYESTER | | RATING SYSTEM | |
|---------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|-------------------------------------|
| | | B&W | COLOR | B&W | COLOR | | |
| ROOM 68°F (20°C) | Unacceptable | Unacceptable | Unacceptable | Acceptable | Unacceptable | Unacceptable | Likely to cause significant damage. |
| COOL 54°F (12°C) | Unacceptable | Unacceptable | Unacceptable | Acceptable | Unacceptable | Acceptable | Meets ISO recommendations. |
| COLD 40°F (4°C) | Acceptable | Acceptable | Acceptable | Best Practice | Acceptable | Best Practice | Will provide an extended lifetime. |
| FROZEN 32°F (0°C) | Best Practice | Best Practice | Best Practice | Best Practice | Best Practice | | |

Note: Degrading acetate and nitrate should be frozen.

Table Reference: https://www.filmcare.org/storage_categories

RISK TO COLLECTION & STORAGE

The deterioration of both cellulose nitrate and cellulose acetate results in the generation of high levels of acidity. Products of decomposition of **cellulose nitrate film** bases include **nitrous oxides** (NO, NO₂). In the presence of moisture and humidity, these gases can form corrosive acid gases that will damage other materials in their proximity, including all organic and metal materials. Low odour warning properties of nitrate mean that concentrations of the gases can be high before the odour becomes apparent. The smell, when noticed, is acrid or pungent.

Degraded **cellulose acetate film** bases produce **acetyl oxides** that form acetic acid in the presence of atmospheric humidity. The volatiles are airborne and affect all materials in their proximity. The smell of decomposition resembles that of vinegar. Generally, the more pronounced the smell, the higher the levels of acidity. Decomposition of cellulose acetate is commonly referred to as “vinegar syndrome.”

The chemical stability of cellulose nitrate and cellulose acetate is very much influenced by temperature and RH. Research has shown that the control of humidity alone can increase the longevity of the plastic film base by a factor of three to four. Controlling the temperature, on the other hand, can provide a much more significant benefit, particularly so when the humidity is also lower. Lower temperature and lower humidity storage are critical to the negative’s long-term survival. As for polyester, since it is extremely chemically stable, it requires less rigorous temperature and RH standards, though protecting the image silver from oxidation must always be considered.

The only existing standard addressing these concerns, including proper storage of cellulose nitrate film, is the American National Fire Protection Standard NFPA 40, *Standard for the Storage and Handling of Cellulose Nitrate Film*. The destructive by-products of cellulose nitrate film decomposition and its high flammability rating make its immediate identification, separation from the collection and proper storage imperative. Disposal may be required, based on the level

of deterioration of the film and this, too, must be done within strict guidelines. Degraded cellulose nitrate films have a very low temperature of combustion, requiring vigilance in ensuring that storage temperatures do not rise above 30°C and that environments are free from the risk of fire. Quantities of film exceeding 11 kg (25 lb.) must be stored in an NFPA 40-compliant manner. Lesser quantities can be stored in the same manner as other plastic films, though segregation is highly recommended.

Almost all photographic materials benefit from cold storage, including prints and negatives in both black and white and colour. The inherent chemical instability of cellulose nitrate, cellulose acetate and colour photographic dyes is the characteristic at hand in the most well-known and documented examples of the benefits of lower-temperature storage.

In the case of deteriorating plastic film bases, humidity-controlled, sub-zero temperature storage is the only recourse to ensure the long-term viability of the material. Sub-zero storage essentially places the collection in a state of suspended animation. Chemical activity slows down to a point where little degradation occurs. If a comprehensive copying program (digitization) is implemented prior to the collection being placed in cold storage, it won't be necessary to remove the material from storage, thus contributing to its long-term survival.

Cool, cold and sub-zero storage environments are expensive, with heavy resource implications. They can be scaled to the size of the collection, with lower-cost solutions often being found for smaller collections. When the decision has been made to store a photographic negative collection in cold or sub-zero storage, the following four steps should guide the process (each step is further outlined below):

1. survey the collection
2. segregate plastics
3. implement a copying plan (digitization)
4. evaluate enclosures

Choosing the most suitable option for cold or sub-zero storage is dictated primarily by the volume of material in the collection that requires such storage, the available resources and the urgency to delay severe deterioration. There are four basic options for cold storage of negative collections:

- standard domestic upright freezer (has requirements)
- stand-alone walk-in freezer vault, with or without full vault humidity control
- leased commercial freezer space
- NFPA 40-compliant facilities for cellulose nitrate film

RISK TO HEALTH

The degradation of cellulose nitrate and cellulose acetate film bases involves the evolution of chemicals that can have serious negative health effects on the people responsible for ensuring the long-term preservation of such film. Adhering to trusted guidelines for storage and handling of cellulose nitrate and cellulose acetate is very important not only for the long-term preservation of the associated collections but also for the health and safety of the people handling them.

There is no equivalent standard to NFPA 40 for cellulose acetate film. Though it does not pose

the same flammability risk as cellulose nitrate, it does still present a significant health risk. Chronic respiratory and dermatological ailments can result from prolonged exposure. Even short-term exposure to the decomposition chemicals of cellulose nitrate and cellulose acetate can provoke health issues, most notably respiratory and dermatological problems.

Chronic exposure to the decomposition products of cellulose nitrate film, especially nitrogen dioxide, can lead to headaches, blurred vision, loss of appetite, emphysema and other systemic damage. Chronic exposure can result in a heightened sensitivity to a broad range of environmental toxins, such as those found in new buildings, solvents and standard air pollutants. These effects can be serious, long-term and debilitating and are the same for both cellulose nitrate and cellulose acetate. Contact dermatitis and other skin diseases can also result from long-term exposure to cellulose nitrate and cellulose acetate and, in turn, lead to sensitivities to many other materials.

Gelatin, the primary component of photographic emulsions and anti-curl layers, is a rich source of nutrients for mould. Fingerprints in particular act as a focal point for the mould to start due to their high salt content, which makes them hygroscopic and a source of higher moisture. Mould germination and the extent of growth are dependent on relative humidity (RH), temperature, time, species of mould and the nutritious quality of the organic substrate. A precautionary limit to prevent mould is 65% RH at 20°C.

Mould will not grow in dry environments, but spores may remain viable even under extreme, dry conditions. It is not uncommon to find mould on negatives since the environments in photo studios are rarely controlled. Fungicides are not recommended as they are generally detrimental to protein and collagen. Respiratory problems compromised immune systems and allergies can be greatly exacerbated by mould exposure, and these conditions can compound the effects of the mould, resulting in severe chronic illness.

PPE

For mould infestations in heritage collections, particulate filters from the N series (N for “not-resistant to oil”) are generally appropriate. Filters described as N100 offer the greatest protection against particulate matter and are referred to as HEPA (high-efficiency particulate air) filters. Respirators, including disposable respirators, should be test-fitted by a qualified individual to ensure a proper fit. Use a respirator with chemical filters designed to remove organic solvents to protect the respiratory system. For short-term exposure, appropriate respirators can be used. For collections-processing and segregation projects where long-term, ongoing exposure is anticipated, fume extraction systems are essential, either permanently installed or portable. Extraction systems should be tested regularly to ensure their efficacy.

Gloves should always be worn when handling mould-affected material. Disposable gloves, including nitrile, latex, nylon and polyethylene gloves, provide adequate protection. Eyewear should include goggles, even if you wear prescription eyeglasses. The appropriate, recommended goggles are not ventilated and must accommodate a disposable or half-face respirator. Outer disposable clothing that can be immediately removed following contact with mould-affected materials is recommended, such as laboratory coats, disposable aprons and sleeves. There are no special requirements for discarding contaminated personal protective equipment, though it is important to exercise caution when handling and discarding these items. Place disposable clothing, gloves, etc. in thick (6 mil) plastic garbage bags or two layers of thin plastic garbage bags. Seal the bags and discard them in an outdoor garbage container.

General Safety Guidelines

- Handle objects as little as possible, & view objects in a well-ventilated area
- Keep objects in protective sleeves as much as possible to avoid contact.
- When examining deteriorating collections, wear the appropriate respirator to minimize the ingestion of gases that have evolved due to the deterioration of the film base.
- If fume extraction equipment is available, make sure that it is properly positioned to maximize the removal of evolving gases.
- If the film is badly degraded, wear eye protection as the gases can become irritants to eyes.

BROCKVILLE MUSEUM NEGATIVE COLLECTION

The Theater Room is located on the second floor of the Carriage Hall and it is housing most of the Museum's photo negative collection. These negatives are of high importance to the museum as they are valuable historical resources. The collections located in this room are:

- The Recorder & Times Negative Collection
- The Murry Studios Negative Collection
- Innis Negative Collection
- Eland Negative Collection
- Misc. Brockville Photo Studio negatives
- McCormick photographs
- Misc. archival collections

Most of these objects have not been fully processed or catalogued. The Murry Collection that is onsite has been scanned for Cellulose nitrate. Due to Covid we are waiting to get more negatives to add to this collection. The other negative collections have not been scanned for cellulose nitrate negatives, although these negatives fall under the Cellulose acetate and Polyester time frame. Nevertheless, inspection needs to be conducted.

The Theater room is a small non-ventilated room. This room has the only access route to reach the roof where our building's HVAC systems are located. If a maintenance person needs to reach this area they need to walk through the space. The smell is strong which indicates that there is a high degree of active deterioration happening. Due to the amount of material stored in the small confined space it is difficult to determine which collection is producing the VOC. Further investigation is needed.

|| Possible Solutions

Once these odours are identified in collections, the level of deterioration is significant. Immediate action should be taken to control the rate of deterioration, with low-temperature storage being the only option in most cases. Procedures can be put into place to monitor the condition of the collection so that steps can be taken, and proper planning can be done to prevent reaching a crisis point.

First steps

The first step is to identify which of the boxes holding the negatives are deteriorating. There are acid indicator strips developed by the Image Permanence Institute, called Acid-Detector (A-D) Strips. This monitoring procedure is specifically designed for cellulose acetate film and is not recommended for cellulose nitrate film.

A-D Strips respond to elevated levels of acidity in collections by changing colour. The strips come with a colour guide that starts out blue and evolves to green and then finally yellow, each colour corresponding to different levels of acidity that can then be correlated to the condition or possible level of deterioration of the plastics.

The strips are to be placed inside boxes, sitting on top of collection material. Currently the whole Theater Room is contaminated with a “vinegar smell” therefore the boxes would have to be removed in batches to a clean well-ventilated, environmentally stable room for this monitoring system to work. The boxes being examined should be given a day or two to allow for any removal of residual vinegar smell to dissipate. The strips should then be monitored after a week to evaluate any changes to the A-D strip. Further investigation will take place to pinpoint which negative is deteriorating. This requires considerable experience with deteriorating collections on the part of the surveyor and can be very labour intensive. If changes are noted after a short period of time, it is a clear sign that immediate action is required. This monitoring process is by no means an exact science, but it does provide a clear indication of rapid deterioration.

These strips can further be used as a long-term monitoring system; **however**, it does not slow down the process. Only cold storage can do this. Only once the deteriorating issue is contained can we begin to process the negatives. This includes going through each box and eliminating negatives, cataloguing, digitizing and proper storage. A precise plan will need to be developed before undertaking this large project.

Source: <https://www.canada.ca/en/conservation-institute/services/conservation-preservation-publications/technical-bulletins/care-plastic-negative.html#a6>

RECOMMENDATION

- Develop safety procedures for accessing the Theater Room (when required); including identifying PPE requirements
- Purchase 250 A-D strips at a cost of \$165 (plus tax and shipping) in order to identify and isolate damaged negatives. This will include creating an isolation area, probably in the workshop.
- Prioritize this work as part of the Administrative Assistant/Registrar’s workplan
- Hire CCI (Canadian Conservation Institute) to complete a Facility Assessment that will provide expert recommendations for the short- and long- term preservation of the collection at a cost of \$1,000
- Once negatives causing vinegar syndrome are identified and CCI has made recommendations, investigate options for cold storage and/or ventilation
 - Ensure that new museum facility (expected to open no later than 2032) has proper cold storage and related environmental controls, as well as isolation and well ventilated areas
- Pursue the complete digitization and cataloguing of all negatives while identifying and isolating nitrate film; acquire appropriate fire-proof storage for nitrate film