

2022

# Annual Report



Brockville Museum

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## Mission Statement, Statement of Purpose, and Vision

### Mission Statement

The Brockville Museum preserves and utilizes an evolving collection of objects and stories representing Brockville's past and present to provide inspiring, inclusive, and collaborative experiences that enhance well-being and strengthen the community's social and human capital in the service of Brockville's future.

### Statement of Purpose

The Brockville Museum demonstrates how the City of Brockville has developed from the earliest times to the present.

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*

2022 was almost the recovery year we had expected from 2021. Despite a public health closure to kick off the year that delayed plans to resume in-person offerings, 2022 did see a steady stream of visitors, more regular programming, and the return of museum volunteers. Unrelated to the pandemic (at least directly) workplans and recovery were hampered by unexpected staffing vacancies, changes, and challenges that delayed the return of some services and forced a re-thinking of how some services are delivered. Simultaneously, the City's hiring of a Cultural Services Manager propelled the museum into a period of governance transition. Despite the pressures these challenges and changes placed on the museum team and the museum's operation, 2022 was a year of renewal that (perhaps inadvertently) laid the foundation for the museum's post-pandemic recovery.

With most pandemic-related public health restrictions lifted by Spring, general visitation started to rebound, increasing by 275% over 2021. This was down only 38% from the museum's record-breaking 2019, ultimately positioning 2022 slightly above 2014 levels for total visitation. Admission donations exceeded all expectations, coming in only slightly below 2019 levels (which were record-breaking). This, despite an ongoing reduction in operating hours: for example, the museum was open 40% fewer hours in 2022 than in 2014 and 2019. All this to say that the museum team worked hard to respond to the challenges of the last few years by successfully implementing data-driven efficiencies when necessary.

Achieving these results asked a lot of an over-stretched team. 2021 had ended with a vacant permanent position that was ultimately eliminated to reallocate resources – solving some immediate challenges, but also shifting core responsibilities onto remaining positions. Then, mid-way through the year, the Interpretation & Public Program Coordinator position became vacant, bringing a swift halt to a program schedule that was just starting to rebound. The result of all these changes meant that a lot of the plans made for 2022 were significantly delayed, with many goals being bumped into 2023. But it also meant that after a year of transition, a newly organized team was established, ready for a fresh start in 2023.

Another renewal that took place in 2022 was the museum's Upper Gallery exhibit space on the second floor mezzanine of the Carriage Hall addition. This space had been closed since March 2020 but finally reopened in 2022 as an art gallery. This reimagining of how this space was used was the result of public consultation in 2020 that indicated interest in the museum having a space dedicated to changing exhibits of historic art, of which the museum has over 200 framed pieces. The inaugural exhibit featured works by members of the Brockville Arts School, most notably, Robert H. Lindsay.

An exciting achievement in 2022 was the development and implementation of an updated mission statement that more fully embraced community service. The Board of Management also approved an updated Exhibition Policy. And after a two year delay, the Canadian Conservation Institute was finally able to visit the museum and complete a Facility Assessment, identifying the needs of the collection.

2022 was a difficult year for the museum, but progress on goals were still made, visitors, participants, and volunteers began to return, and some semblance of pre-pandemic routines started to come into focus. The museum heads into 2023 in a period of optimistic transition ready to re-engage and energize audiences.

## Reports

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## Governance

In 2022, the Brockville Museum was governed by a publicly accountable Board of Management, appointed by the City of Brockville Council. In 2022 the Board of Management met thirteen times (all meetings were held virtually).

In 2022 the Board of Management included:

- Chair: Paul Naylor
- Secretary: Margaret Lawrence (until November)
- Members: David Buck, Joan Watt
- Council Member: Nathalie Lavergne

The Board presented the 2021 Annual Report to Economic Development, Recreation and Tourism Committee (EDRTC) on March 1, 2022.

In 2022 the Board of Management updated the museum's Mission Statement and approved a new Exhibition Policy (included in the appendix).

In November, the Board and City staff worked together to propose a transition from Management Board to Advisory Committee, which will take effect in 2023. This move will better align the museum within the City's organizational structure, especially with the recent creation of a Cultural Services Department.

## 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 2022 was budgeted at \$335,133. Due to one-time Federal pandemic recovery funding and unexpected staffing vacancies/changes, the museum ended the year with a \$63,206 surplus.

<b>Expenses<sup>1</sup>:</b>	
<b>Staffing</b>	<b>\$279,336</b>
<b>Professional Development (&amp; Professional Memberships)</b>	<b>\$886</b>
<b>Office Expenses</b>	<b>\$10,534</b>
<b>Building Burden</b>	<b>\$45,466</b>
<b>Facility Maintenance</b>	<b>\$4,539</b>
<b>Collections &amp; Exhibits</b>	<b>\$8,128</b>
<b>Programs</b>	<b>\$2,629</b>
<b>Expense Total</b>	<b>\$351,518</b>

Although the Brockville Museum is principally supported by the City of Brockville, the museum is responsible for raising a certain amount of operating funds through earned revenues, including donations (including from the Friends of the Brockville Museum who contributed \$2,501 in 2022), admissions, rental fees and through programming and special events (note that many of these earned revenue streams continued to be impacted by ongoing pandemic restrictions and visitor behaviours). In 2022, the museum earned \$20,426 through these earned revenue streams.

The museum's ability to generate revenue continued to be impacted by COVID-19, which closed the museum for one month in 2022, and continued to impact how people gather. Staffing challenges and changes also contributed to a reduced capacity for the museum team to undertake revenue generating activities in 2022, including programming, room rentals, and group tours (these same staffing challenges/changes also meant lower than budgeted expenses). A change in the position of Interpretation & Public Program Coordinator meant reduced programming, however, programming managed to bring in 76% of the budgeted goal. Admission revenues were exceptionally good in 2022, despite the challenges, bringing in almost as much revenue as in 2019 (a record breaking year). It was room rentals that were weakest, bringing in only 7% of the budgeted amount. This was due in part to an ongoing reduction in demand for gatherings, and in part the result of reduced museum capacity stemming from reduced staffing levels.

Other operating funding sources include provincial and federal grants, such as Young Canada Works (YCW) and the Community Museum Operating Grant (CMOG) (\$27,176). Due to ongoing pandemic issues and staffing changes, the museum did not utilize the YCW program to hire summer students in 2022 (no students were hired). The museum did, however, receive an additional COVID-related federal

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<sup>1</sup> Based on actual spent amounts recorded as of February 3, 2023

grant to help mitigate losses and compensate for added expenses related to operating during the pandemic. This included \$31,818 in one-time pandemic-relief funding from the Federal government in 2022.

<b>Revenue<sup>2</sup>:</b>	
<b>Municipal Funding (Tax Levy)</b>	<b>\$271,927</b>
<b>CMOG (Annual Provincial Funding)</b>	<b>\$27,176</b>
<b>Canadian Heritage - COVID Recovery (one-time Federal Funding)</b>	<b>\$31,818</b>
<b>YCW (student employment grant – Provincial)</b>	<b>0</b>
<b>Program Revenue</b>	<b>\$7,591</b>
<b>Donations (inclu. from the Friends)</b>	<b>\$6,550</b>
<b>Admissions</b>	<b>\$4,630</b>
<b>Fees</b>	<b>\$1,655</b>
<b>Earned Revenue (not including operating grants)</b>	<b>\$20,426</b>

A copy of the 2022 Brockville Museum's general ledger report can be found in the appendix of this document (current as of February 3, 2023).

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<sup>2</sup> Based on actual recorded revenue amounts as of February 3, 2023



## Collections

*Prepared by Veronica Vareiro, Administrative Assistant/Registrar*

In 2022, the easing of Covid pandemic restrictions allowed the museum to begin bringing back volunteers in-person to continue the Open Drawer Project, with considerable precautions in place, including allowing only one person at a time in the volunteer workspace. The “Volunteer from Home” database and transcribing projects wrapped up when these volunteers came back in-person and we started the next phase of that project by going on the database and fixing and editing the catalogue records that had been identified in the “from home” tasks over the previous two years. New Visitor Service Attendant staff also helped with the Open Drawer Project. To date, a total of 23,224 artifacts (3D and Archival) have been entered into the database, a growth of 1,253 catalogued items. 11,875 have images attached to their record, an increase of 458 items from 2021. To date 18,878 objects are accessible to the public online.

In 2022, we continued following our Covid-19 Collections Policy, keeping staff safety in mind. For the most part we continued to only have potential donations come into the museum once it was accepted by the collection committee. Once objects entered the building, they were placed in short-term isolation before being handled by staff.

The Collection Committee met twice in 2022: first in June (virtually) and then in December (in-person). The museum accepted approximately 179 objects into its collection from 52 donors in 2022. Objects were a mix of some 3D, but mostly documents and photographs. Notable acquisitions included: an assortment of archival pieces and a cash register from the Dave Jones Sport Shop; a framed Brockville landscape pastel drawing by the artist Frederick Lock; and an industrial fan made in Brockville by Canarm. The continued lack of storage space to provide safe storage conditions for accepted objects continued to weigh heavily on our decisions when accepting objects. In 2022, lack of space was the main driver behind declining the offer of a boat called ‘My Love’ built by Gilbert Boat Works. In all, 54 objects were declined for a variety of reasons, as per our Collection Policy. 30 documents were added to our research files.

In 2022, the Upper Gallery Space was renovated. It is now a space where we can exhibit pieces from our large art collection. A smaller collection storage area was built in the Upper Gallery space (previously the Stetson Hat exhibit). It houses large and heavy pieces such as the cast iron stoves and pieces that were on display for the former Smarts exhibit.

The exhibit inventory was updated to reflect the exhibits that have changed and new exhibits that have opened. We currently have 268 objects on display in the museum galleries.

## Conservation

*Prepared by Veronica Vareiro, Administrative Assistant/Registrar*

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. Mounts were created for temporary and permanent exhibits. The newly acquired cash register from the Dave Jones Sport Store also went through a cleaning to be placed on exhibit.

The selected art pieces that were on exhibit in the upper gallery from R.H. Lindsay, Hare, Buell and Wright received new acid free paper backing, glass cleaning and hanging hardware courtesy of Hang Ups Creative Picture Framing. Any important writing on the back of the old backing paper was encapsulated to the new backing. Photographs of the process were taken by Hang Ups and sent to the Museum.

We were finally able to hold the “Preserving Your Family Treasures” workshop, originally conceived for 2019. Each workshop was 2 hours in length and took place in-person at the Museum once a month for three months in the spring. The workshop was PowerPoint-based ending with a demonstration, a hands-on activity and a tour of the storage room that matched the topic of the workshop. Attendees took home a pamphlet specific to each workshop theme. The pamphlet consisted of point form notes from the presentation, do’s and don’ts, deterioration with photographs, further resources, supplier names for museum quality materials, terms and key words, detailed information on the most common objects in their collections and storage types. They also took home what they created in the hands-on activity. Goals of the workshop included answering common questions we receive about conservation and helping to improve the condition of objects that may be donated to the museum in the future. A net revenue of \$101.73 (not including staff time) was earned, plus left-over materials that were added to the museum’s inventory of conservation supplies.

After two years of pandemic-related delays, the Canadian Conservation Institute (CCI) was finally able to do their planned site visit to complete a facility assessment identifying areas of concern for the ongoing preservation of the museum’s collection. CCI staff toured both the museum building and offsite storage over two days in September. The complete report is expected in early 2023.

## Research

*Prepared by Veronica Vareiro, Administrative Assistant/Registrar*

The Brockville Museum received 71 requests for information in 2022. Research requests were answered by staff in the first half of the year and in August our volunteer researcher was back in-person to help answer requests. Answers to many of these queries were found in the museum's research files, as well as from a small library of books pertaining to the history of the area, the Museum database, and archival records. 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 on the artist T. Hare. We had many requests on old businesses and where they were located, such as the Woolworth building and banks. We had an interesting request for a newspaper clipping about a shooting by duel in 1851. We did find this clipping and it was very interesting. We had multiple researchers asking about the history of their homes and property. We had a few people reach out to us regarding conserving their historic objects. As we are not trained to do this service, they were directed to the Canadian Association of Professional Conservators.

We generated \$18.75 for research requests/printing and generated \$50 for use of photographs. A lot of our research requests were directed to the genealogical society. 2023 should see an increase in research revenue as part of the workplan is to catalogue a large section of the archives that include, large format photographs, maps, and ledgers.

## Exhibitions

*Prepared by Natalie Wood, Curator/Director*

The Carriage Hall's Upper Gallery was transformed into an art gallery in 2022. This mezzanine level has always posed a challenge for exhibit design due to the awkward layout. This was also some of the only exhibit spaces left in the museum not touched since before 2015. Building on community interest in incorporating an art gallery into the museum space, this space received a fresh coat of paint and was redesigned to house art. The first exhibit in this space featured works by members of the Brockville Arts School: Katrina Buell, RH Lindsay, Robert Wright, and Thomas Hare. The Brockville Museum is grateful to Hang Ups Creative Picture Framing for donating their time and tools to securely install the works. The exhibit ran May 16 – December 23. A virtual version of this exhibit was also created.



Building on the success of 2021, reproduced works by RH Lindsay were again installed outside on the museum's patio.

The Brockville Museum set up an exhibit at the International Plowing Match held in Kemptville in September. The display was a repurposing of the museum's 2019 exhibit on Brockville's Agricultural Past.

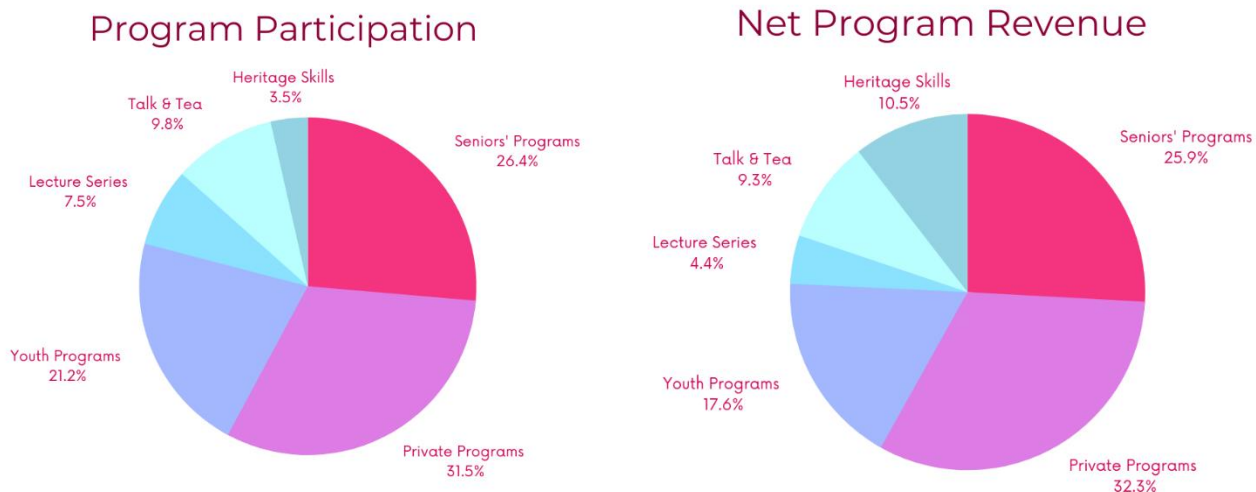
Exhibit	Description	Dates	Location	Type
<b>Brockville Art School</b>	Original works from the museum's collection by K. Buell, RH Lindsay, R. Wright, and T. Hare displayed.	May 16-December 23	Upper Gallery	Temporary
<b>Brockville Art School</b>	Original works from the museum's collection by K. Buell, RH Lindsay, R. Wright, and T. Hare displayed.	June – ongoing	Online	virtual
<b>RH Lindsay: Outdoors</b>	11 local landscapes by Lindsay were reproduced, enlarged, and exhibited on the Museum's patio	June – October	Patio	Temporary
<b>Brockville's Agricultural Past</b>	A re-purposing of the museum 2019 exhibit for display at the IPM in Kemptville	September 17-24	Off-Site	Temporary

## Interpretation & Education

*Prepared by Alice McMurtry, Interpretation and Public Programs Coordinator*

### Types of Programs

Museum programs offered in 2022 were similar to what was offered in 2021, although there was a notable increase in in-person programming. 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 Programs; General Interest Programs; and Virtual Programming.



### Private Group

Private programs can be booked by any organization or group of individuals. They are closed to the public and are often specifically tailored to meet the needs of the booking organization. Private programs can include walking tours; self-guided tours; step-on bus tours; group lectures; and speaking engagements. Fees accompany all private group programming.

### Incoming Tours

- Programs Booked: 9
- Combined Attendance: 300

Incoming tours are privately booked tours. These tours may be booked by a tour company or by private individuals for a party of people.

Lakeshore Excursions was one of the museum's primary booking organizations this year. The museum delivered:

- Two walking tours (tour route: Centeen Park > Blockhouse Island > Railway Tunnel). Due to inclement weather, these tours were changed to take place almost exclusively inside the Railway Tunnel.
- Three self-guided tours of the museum. Two of these tours booked a History Talk along with the self-guided tour. Groups were split in half and switched their experience at the 45-minute mark.

The third tour took place in September. Three different groups came to the museum at different timeslots.

- Two specially designed walking tours including a self-guided museum tour were booked, but were cancelled by the organizer. A 50% cancellation fee was collected.

The Ontario Heritage Conference booked two Step-On Bus tours. These tours took conference attendees on a bus ride around Brockville, while museum staff pointed out areas of historical and architectural interest.

### Speaking Engagements

- Programs Booked: 1
- Combined Attendance: 55

Speaking engagements are available for groups to hear about local history. These engagements are generally 45 to 60 minutes in length and can be booked for an organization's lunch meeting or any such gathering. One speaking engagement was booked by the Brockville Probus Club in 2022.

### Senior Programs

Seniors' programs are recurring history talks delivered to retirement homes, nursing homes, adult day centres, and senior day programs. Seniors' programs are an excellent way to bring the museum's message to the community and allow participants to socialize and share stories. This type of program enriches seniors' lives and further strengthens bonds between the museum and city residents.

Seniors' programs were booked consistently between January and June. There was a brief hiatus during the interim period when the new Interpretation and Public Program Coordinator assumed her role at the museum. Programming resumed in October 2022. Feedback for seniors' programs has been positive.

### In-person Seniors' Programs

- Programs Booked: 19
- Combined Attendance: 166

### Virtual Seniors Talks

- Programs Booked: 10
- Combined Attendance: 131

Nine virtual programs were presented for CPHC Adult Day Care and Seniors Centre Without Walls. These programs were delivered twice a month from January to June. Unfortunately, these programs did not resume in October given that CPHC Seniors Centre without Walls had low attendance.

One virtual program was created for Walker House in Prescott. This program was a virtual adaptation of the Painting Picnic program usually booked as a youth program. Paint kits were assembled by local art supply store Medium Effort and picked up by Walker House staff at the museum. Walker House staff distributed the paint kits to members. On the day of the program, participants logged into a Zoom presentation where they were taught about Prudence Heward and guided through the process of painting in Heward's art style.

### Off-site Seniors' Programs

The museum has created a variety of pop-up exhibits and activity kits to bring museum information into retirement homes. These include custom-made Heritage Skills DIY Kits and Mini-Muse Kits.

#### Mini-Muse Kits

Four Mini-Muse kits were rented over the course of the year to Bridlewood Manor. Development and supplies for this program came from the Rotary Club of Brockville who had previously funded Artifact Therapy. 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 four different Mini-Muse kits that have been created: Stetson Hats, Smarts, Brockville Postcards, and Brockville Pets.

Although Mini-Muse kits have been rented by Bridlewood, there is little interest in them other than retirement homes. This begs the question of whether time and money should be spent in the creation of new Mini-Muses. However, Mini-Muses can always be repurposed for other museum initiatives.

#### Custom Heritage Skills DIY Kits

30 Heritage Skills DIY Kits were made for Walker House. These kits used elements of previously made DIY kits from 2021.

Additionally, 10 mini-DIY Kits were made for Walker House. These kits were a scaled down version of the DIY kits previously offered, featuring just a couple of activities. These kits were based on folk art. Each kit contained supplies and information on tin punching, embroidery, and braided rugs. The information provided connected the skill to Brockville's history and historic examples in the museum's archives or collections.

### Youth Programs

- Programs Booked: 12
- Combined Attendance: 239

Youth programs are museum programs delivered to youth clubs, school groups, and homeschoolers. Youth programming began in-person once again in 2022.

#### School Groups

Six classes participated in education programming this year. St. Mark's Catholic School in Prescott and St. Mary's Catholic School in Brockville booked end-of-year programs. Old Fashioned Games, Painting Picnic, and the Geo-History Challenge were delivered to six different classes. After conversations with the teachers, it has come to light that the Upper Canada School Board has made it very difficult for teachers to book field trips. This may be one of the reasons why schools with UCSB have not booked programs with the museum in recent times.

#### Homeschool Groups

A private group tour and scavenger hunt was booked for 15 people for a homeschool group. Attempts to reach out to the group organizer to complete a post-program survey were not answered.

## Youth Groups

Two after-hours programs were delivered to the Brockville Cubs. One after-hours program was delivered to the Brockville Sparks. A daytime program was delivered to the 42nd Gloucester Brownies. A daytime program was delivered to the Leeds and Grenville Big Brothers Big Sisters in November.

## General Interest Programs

- Programs Booked: 12
- Combined Attendance: 181

General Interest programs are programs delivered by the museum that are open to the public. Some programs may require a ticket purchase or pre-registration.

## Annual Lecture Series

22 series tickets were sold for a combined attendance of 85 people who virtually attended the museum's Annual Lecture Series. This program is the museum's largest adult program, held every Tuesday in February. COVID restrictions in early 2022 prevented meeting in person, and the series pivoted to a virtual format. Tickets were purchased through the Brockville Arts 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. The number of lectures was reduced from five to four this year, which suited both the museum and audience.

2022 lecture series speakers and topics were:

- Alexander Gates: 125 Years of Fear & Fascination with the Automobile
- Suzanne Evans: Discovering Ethel Mulvaney & Her Starving Prisoners of War Cookbook
- Joanna Dean: Transgenic Goats and Taxidermied Bison: The Unnatural Lives and Afterlives of Museum Animals
- Dr. Eric Fillion: Art Matters in Canada-Brazil Relations (1940s-50s)

## Talk & Tea

Talk & Tea is a monthly program that occurs on the second Thursday of each month. Talks are 45 to 60 minutes in length and showcase aspects of Brockville's history. These are designed to be informal lectures; participants are encouraged to ask questions and share stories. Nine Talk & Teas were held in 2022 all in person starting in March. Participants were appreciative of the return to in-person presentations. The December Talk & Tea was cancelled due to staff illness.

2022 Talk & Tea topics were:

- From Horses to Horsepower: Automobile Industry in Brockville
- Brockville Churches
- Get Well Soon: Hospitals in Brockville
- Brockville Boat and Ship Building
- Shopping in 20<sup>th</sup> Century Downtown
- 
- Made in Brockville
- Brockville's Agricultural Past
- Spiritualism & Superstition in Brockville
- Brockville Military Parades
- Smarts Foundry- cancelled



### Virtual Programing

As a result of COVID the museum adapted many of its programing to be available virtually in 2020 and 2021. This created a new expectation for on-demand content, even after in-person programming resumed in 2022. While virtual content creation was less in 2022 as a result of the resumption of in-person programming and the programming hiatus created by the change in Interpretation & Public Program Coordinator, the museum continued to work towards meeting audience expectations for on-demand virtual content.

### Online Videos

Since 2020, the museum has been creating on-demand videos on different topics related to Brockville's history.

4 new videos were produced in 2022 as part of our ongoing Stories from the Stones series. These were viewed about 300 times on YouTube.

**Stories from the Stones** came back for a third season in 2022 due to its ongoing popularity. 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 4 videos were filmed: Emma Rose (working woman), Malloch family (cairn), Charles Dickenson (sheriff), and Wilfred Baker (WWI). Feedback to this series continues to be positive and plans to continue this series have been made if enough stories can be developed.

### Summary

Museum public programming was hindered by lockdowns in the beginning of 2022 and a staff transition in the middle of the year. The staffing change, in particular, involved a complete roll-back of all program offerings for three months, significantly impacting the building-back that was taking place in the spring. Virtual programming was a challenge given that many people were suffering from virtual burnout. A return to in-person programming in the latter half of the year was a welcome transition and started the ball rolling on the "building back" previously paused by the staffing change.

63 programs were delivered in 2022 to 1,112 people, bringing in a grand total of \$7,432.40.

Program Participation	2018*	2019	2020	2021	2022
<b>Incoming/Private Groups</b>	227	543	0	222 (off-site)	355
<b>Youth</b>	308 (65 off-site)	661 (140 off-site)	53 (28 virtual)	0	239
<b>Senior (off-site)</b>	689	742	155	218 (virtual)	337 (131 virtual)
<b>General Interest</b>	750	676	608	498 (248 virtual; 161 off-site)	197 (85 virtual)
<b>Total</b>	<b>1,974</b>	<b>2,622</b>	<b>816</b>	<b>938</b>	<b>1,128</b>

\*2018 offers a useful comparison for 2022 as there was also a staffing change in the position of Interpretation & Public Program Coordinator that year. It typically takes about 3 months for a new Interpretation & Public Program Coordinator to get programming up and running, about 6 months to build back the audience, and about 12 months to build consistency. Other than the implications of the ongoing pandemic (including being closed in January 2022), the most notable difference is that the new Interpretation & Public Program Coordinator started in February 2018 and in August 2022, so the affect of the absence and the gearing up/down is reflected differently in the numbers. All things considered, 2022 statistics show a very successful programming year.

## 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.

2022 incidents and maintenance included:

- In December 2021 the basement classroom door's window was broken. This was repaired in 2022 with new tempered glass and a wire mesh interior to improve security.
- The museum gardens had been largely neglected since March 2020, so some work went into cleaning them up in 2022. This included removing all contents (except two rose bushes) from the raised Beecher House gardens and applying a weed barrier and mulch, and seeding the north side of the main walkway back to grass (paid for by the Friends of the Brockville Museum). Volunteers also worked through the summer to weed, clean up, and reduce the maintenance requirements of plantings around the building. Preliminary conversations with the Beautification Committee about taking over the garden to the south of the main walkway were also had, with hopes of action in 2023.
- Locks were added to the bathroom doors this year to help reduce improper use of the museum's washrooms. This followed from a recommendation by Police to address loitering issues the museum had been experience.
- The Beecher House furnace was repaired with a new part. (January)
- Urinal in men's washroom required maintenance.
- A city-wide power outage in October caused a surge that took out the City's IT equipment that provides network and internet connection to City Hall. Network/internet access was out for five hours after power was restored before the IT department was able to get it working again.
- The museum's sign on Water St rotted and fell down in the summer. Although a replacement is expected as part of the City sign replacement program, as its replacement was not imminent, a neighbour and volunteer gardeners were able to temporarily reposition it.

The museum has a long history of water penetration issues. In 2022, heavy rains caused several issues:

- September: Besides water penetration in the usual places and the expected roof leaks (before the flat roof was replaced), the building experienced significant water penetration from one of the window wells on Beecher House, which caused water to pour into the Beecher House basement and splash onto the Beecher House electrical panel. These issues were addressed by removing debris from the well and installing a window well cover to help limit how much water enters the area.
- September & November: the emergency exit door in the main staircase of the 1995 addition leaked (as has happened in the past). This issue was addressed by clearing the eaves and applying new caulking around the awning over the door.
- November: A prolonged power outage in November meant the museum's sump pumps couldn't function, causing a highwater alarm to trigger. Although power was restored before there was any flooding, this incident did raise concerns for improving systems in the future.

- November: there were several water leaks in the museum, but most notably was the emergency exit in the Genealogical Society basement where water was coming in through the stone above the door quite significantly. This was the first time a leak of this nature had been identified in this location. Facilities will investigate opportunities to repoint the stonework on this wall in the future.

Significant capital investments undertaken in 2022 included:

- The transformation of the museum's "Annex" space: the Annex, the museum's former temporary exhibit space, was converted into the museum's new program/meeting room in early 2022 (having turned the former classroom space into collection storage at the onset of the pandemic). The Annex's transformation included several elements, including the installation of a door separating the space from the Carriage Hall. Through Canadian Heritage's "Making Cultural Spaces Safer during COVID" grant program, the museum was able to purchase and install an air purifying system into the HVAC system servicing the Annex, as well as purchase tables and chairs to furnish the space. This grant also covered the purchase of furniture for the patio for use as a program space.
- Two painting projects were undertaken in 2022. First, the painting of the Upper Gallery in preparation for the transformation of this space into an art gallery. Second, the museum's lobby was freshened up with new paint. The painting of these spaces freshened up these two neglected public areas making them feel much more welcoming.
- The flat roof section of the lobby was addressed this year. First, with the removal of the ceiling to identify the cause of a persistent leak and to carry out mould remediation. Second, with the removal and replacement of the roof itself. As a result of this work, the museum was closed to the public for about 3 weeks due to the noise and fumes.

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 postponed. The assessment finally took place in September 2022, but the draft report was delayed and is now expected in January 2023.

### **Health & Safety**

After making regular improvements to Health & Safety in 2020 and 2021 as a result of the City's hiring of a Health & Safety Coordinator, much of this work took a back seat in 2022 as the position was vacant for the entirety of the year.

The fire department conducted an inspection of the museum late in 2022 and made a list of required actions. The most notable item identified was the need to update the museum's fire safety plan. Facilities will be working with the museum to make the necessary improvements into 2023.

## Community

*Prepared by Natalie Wood, Curator/Director*

2022 saw a gradual return of many in-person, on-site services.

### Statistical Summary of Visitation and Museum Usage

# visitors	hours open	days open	# group tours	# room rentals	# website visitors
1385	1157	192	9 (300)	2 (42)	11,047

### Hours of Operation

In 2022, the museum building was open to the public for 192 days totalling 1157 hours. Public health measures related to the ongoing COVID19 pandemic meant that the museum was closed to the public in January and that proof of vaccination was required in February. By March, most such restrictions were lifted, with international boarder restrictions lifted by fall.

Staffing levels and related challenges had an impact on hours of operation in early 2022, but these generally stabilizing by July once Visitor Services Attendants were fully onboarded.

In 2022, the Museum's regular hours of operation were:

- January: Closed due to public health measures to combat COVID19
- February 2-May 20: Wednesday-Friday 10am-4pm
- May 21-July 2: Wednesday-Saturday 10am-4pm
- July 5-September 3: Tuesday-Saturday 10am-4pm
- September 5-16: Closed for maintenance
- September 19-December 23: Monday-Friday 10am-4pm
- December 24-31: Closed for holiday break

As it has done in the past, the museum collected visitor statistics that included place of residence, duration of visit, and daily donation totals. This data revealed the following trends:

- The average duration of a visit was 39 minutes.
- The average admission donation was \$3.57 per person.

Easing of international board restrictions in the fall resulted in a brief fourth quarter increase in US and international visitors. We also saw an increase in visitors from Quebec as compared to previous years. 2022 summer season (Victoria Day – Labour Day) visitors visited from:

- Brockville: 25%
- Ottawa & Area: 22%
- Other Eastern Ontario: 7%
- GTA & SW Ontario: 17%
- Quebec 17%
- Other Canada: 4%
- USA: 6%
- Overseas: 2%

### Room Rentals

There were two room rentals in 2022. The Leeds and Grenville Labour Council held their annual Day of Mourning in April and the Ontario Heritage Conference rented a space for their conference in June.

## Volunteers

In late 2021, the museum's Community Engagement Officer retired, and the museum was unsuccessful at filling this vacancy in 2022. Since this position was responsible for the recruitment, training, and supervision of volunteers, this left a void in the museum's volunteer program. The staffing issue was compounded by two years of the pandemic that limited volunteer opportunities at the museum and recruitment, resulting in a decrease in museum volunteers through attrition. This was especially noticed in the roster of Front Desk volunteers, which had dwindled significantly. This limited museum operating hours early in the year. To address both issues (staff vacancy and volunteer attrition), a new staff position was created to replace front desk volunteers. This marked a dramatic change to the museum's volunteer program.

A new museum volunteer program was drafted in 2022 to reflect the museum's post-covid operations. This program represents a re-think of what roles volunteers play in the museum's operation, as well as how volunteers are recruited. The new program acknowledges that the museum no longer has a designated volunteer coordinator, but that volunteers will instead be supervised by staff based on the area of work they are engaged with. It also further standardizes and professionalizes recruitment and orientation. The new program will officially be launched in early 2023, but was used in late 2022 to on-board two new volunteers.

## Recruitment

Along with the creation of a new volunteer program, the list of active volunteers was reevaluated. At year-end, the museum's volunteer roster stood at 25. This represents a removal of all volunteers who had not returned to the museum since the onset of the pandemic (early 2020) for a variety of reasons. The new volunteer program did eliminate many pre-pandemic volunteer roles (particularly the front desk and baking), but all active volunteers, who expressed interest, were able to be reassigned to new roles. No new recruitment took place in 2022, but plans were put in place to resume recruitment with the new volunteer program in early 2023.

## Volunteer activities

Despite challenges and changes to the museum's volunteer program, volunteers continued to contribute significant time and energy into museum operations. Between February and June, volunteers filled the role of greeting visitors at the front desk (this role switched to a staffed position in June). Many of these volunteers transitioned to supporting Outreach activities during the summer, promoting the museum at community events or serving as Docents during group tours at the museum. Finally, August marked the in-person return of Open Drawer Project Volunteers, Researchers, and Cleaners.

In 2022 volunteer roles consisted of:

- Open Drawer Project: during the pandemic many of these volunteers worked on projects from home, but were able to return to their pre-pandemic projects, on-site, starting in August 2022.
- Gardens: very little work was carried out in 2020 or 2021 on the gardens, but in 2022 a small group of volunteers worked to clean up the neglect and simplify the gardens.
- Outreach: new for summer 2022, several of our previous front desk volunteers supported museum operations by going out in the community with our pop-up displays, attending events like Downtown Brockville's Shop the Street.
- Governance: Board of Management activities
- Research: helping to answer research requests

- Cleaning: helping to dust display cases and public areas

### Hours

Volunteers contributed approximately 1,170 hours in 2022. The figure is approximate as changes in volunteer management resulted in not all hours being recorded. Overall, volunteer hours were down modestly from 2021, mainly as a result of eliminating the front desk as a volunteer position by June. That said, with the return of Open Drawer Project and Research volunteers to on-site activities, 2022 volunteer hours were still up from 2020.

### Recognition

The museum was able to hold a formal volunteer appreciation, in-person, in October. This event offered an opportunity for museum volunteers to come together for the first time since early 2020. It was held in the museum's newly renovated Carriage Hall space and served as the official re-opening of that space. Volunteers who had reached milestone anniversaries (5, 10, 15, 20, 25, and 30 years) with the museum in any of the last three years (2020, 2021, or 2022) were recognized with years of service certificates from the Member of Parliament and the Member of Provincial Parliament.

### Community Outreach Activities

The museum participated in four Downtown Brockville initiatives in 2022. These initiatives allowed the museum to showcase some of its offering to the general public, encouraging engagement with the museum either off-site or as part of a larger event. These types of events allow the museum to meet with members of the Brockville community who may not otherwise engage with the museum.

#### Shop the Street

- Interactions: 103 people

The museum participated in two Shop the Street DBIA events in July and August. Participating included a booth on King St. with a pop-up display. A volunteer "Outreach Committee" spearheaded these interactions.

#### Spook the Street

- Interactions: 16 people

The museum welcomed 16 trick-or-treaters to the museum as part of the DBIA's Spook the Street event.

#### Come Home for Christmas

- Interactions: 18 people

The museum welcomed 18 visitors to the museum as part of the DBIA's Come Home for Christmas event. Visitors were invited to make a tin-punch ornament as a craft to take home.

### Media Outreach

The museum relies on the support of local media to help spread messages regarding programming, activities, and events. To this end, the museum is grateful for the relationships it has built with local media. The museum also utilizes its own media streams to communicate goings on with the community.

### Television, Radio, and Online News Media

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. In 2022 museum staff made several television appearances on Cogeco's FYI program and had regularly occurring radio stints on Move 104.9's morning show to promote museum activities. Museum posts and press releases were also widely shared by the online news platform, HomeTownTV12.

### Print Media

In total three press releases were distributed in 2022. These focused on promoting upcoming programs: Lecture Series, Preserving Your Family Treasures Workshop Series, and the museum's art exhibit.

### Website

The museum's website continued to serve as a resource for the public at large. The website serves to provide the community with information on visiting and services offered. It aims to be a one-stop-shop to answer any questions a potential visitor or user may have, including a gateway to the museum's online database. The total number of website visitors (entries to the site) for 2022 was 11,047. This is up 2.5% from 2021, continuing an upward trend in the use of the museum's website.

### 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 2022 we added two virtual exhibits to the site, one, a version of our in-person exhibit on the Brockville Art School, and one expanding on our Talk & Tea presentation on 20<sup>th</sup> Century Downtown Shops. We also posted the new (3<sup>rd</sup>) season of Stories from the Stones.

Below is a table showing the number of "unique visitors" to the Digital Museum Site by month for 2022:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
165	55	82	98	82	157	89	77	152	83	75	40

The increase in June is connected to the Ontario Heritage Conference held in Brockville. The Digital Museum Site was well utilized by attendees for a virtual exhibit on Historic Brockville Houses.

### Social Media

The Brockville Museum maintains active social media accounts on Facebook, Twitter, and Instagram. We also have a YouTube Channel. These virtual platforms proved even more important during the 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 11.5% in 2022, bringing us up to 2,824 followers at the end of the year.

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

In 2022, our top five posts averaged a reach of 7.9K.

#### Top Performing Facebook Posts of 2022:

	Reach
#TBT Ice Storm 1998 Anniversary	14.2K
#TBT Restoration of the Tunnel (Season Opening)	7.2K
#TBT Walker's Baker (announcing Leclerc coming to Brockville)	6.8K
#TBT Manitonna Hotel	6.2K
#TBT Dominion Grocery Store on King St.	5.3K

#### 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 just 3 new followers in 2022, bringing us up to 364 followers at year's end.

Overall, reach was very poor for tweets in 2022, with few reaching more than 200.

#### Top performing Tweets of 2022:

	Reach
Behind the scenes – Upper Gallery renovation	597
Lecture Series lineup announcement	515
Museum part of CPHC Friday Speaker series	417
Snow removal (thank you) archival image King St.	390
Hosted Gloucester Brownies	382

#### Instagram

We continued to create posts focusing on the daily tasks and special projects regarding the museum's collection. We posted 9 times in 2022. We gained 17 new followers in 2022. 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, albeit modestly, in 2022. We primarily use this platform as a depository for all virtual content, later linked to social media and/or our Digital Museum Site. We added just five videos in 2022, bringing us up to 103 videos. Most of the new content consisted of new episodes of our series, Stories from the Stones. We closed the year with 99 channel subscribers.



## Human Resources

*Prepared by Natalie Wood, Curator/Director*

### Staffing

Staffing levels changed dramatically in 2022. In late 2021, the museum's long serving Community Engagement Officer retired; recruitment in 2022 did not yield the desired results, so the funding for this position was reallocated towards the creation of a part time Visitor Services Attendant (filled by multiple personnel). The Visitor Services Attendants (job description in appendix) took over front desk responsibilities previously covered by volunteers (due to the pandemic and the lack of a Community Engagement Officer, volunteer resources had dwindled).

2022 also saw a personnel change in the position of Interpretation and Public Program Coordinator.

2022 Staff Included:	
<b>Curator/Director</b>	Natalie Wood
<b>Interpretation and Public Program Coordinator</b>	Peggy Hause (until June 24) Alice McMurtry (starting August 10)
<b>Administrative Assistant/Registrar</b>	Veronica Vareiro
<b>Visitor Services Attendants (PT)</b>	Michelle B. Tina S. Tara L. Rachel A.
<b>Summer Students</b>	n/a

We were successful in our application for a Young Canada Works summer student, however, due to the ongoing challenges of the pandemic and changes in the museum's own staffing, we did not accept the funding or hire.

### Professional Development

Museum staff continued to take advantage of Professional Development opportunities where possible, including participating in a large number of online webinars on a variety of topics:

- “Cultural Heritage and Data Analytics - What, Why and Informed Decisions?” hosted by the Kingston Association of Museums
- “Textile Preservation” hosted by North Carolina Museum of History
- “Know Your Target Audiences by Tourism Product” hosted by Destination Ontario
- “Supervisor – Online Learning – All Modules – Version 3.0” training offered by Emerit Training Solutions
- “What’s in a Name: Rebranding Your History Organization” hosted by the Texas Historical Commission
- “The Digital Strategy - Intention through Application” hosted by the Ontario Museum Association
- “Reconciliation and UNDRIP for Small Museums Workshop” hosted by the Canadian Museum Association

- “Building Inclusive Tourism: Advancing Our Knowledge, Always Learning” hosted by Tourism Industry Association of Ontario
- “Back-to-the-office guide and tips to manage stress and anxiety” hosted by BounceBack
- "Understanding and Upgrading Your Collection Preservation Environment" hosted by Texas Historical Commission
- “Strategies for Acetate and Nitrate Negatives and Film” lead by Northeast Document Conservation Center
- “10 Things You Can Do to Make Your Business Accessible” presented by Tiao (Tourism Industry Association of Ontario)
- “Digital Preservation, a three-part series” hosted by the Saskatchewan Museum Association and lead by the Canadian Conservation Institute (CCI) and the Canadian Heritage Information Network (CHIN)
- "Fallen Statues - A Conversation About Public Space and History", a seminar hosted by School of Cities, University of Toronto, and featuring a presentation by Gail Lord (co-founder of Lord Cultural Resources)
- “Creating Inclusive Exhibitions” hosted by Lord Cultural Resources
- "Can Organizations Center Community in their Volunteer Strategies?" hosted by the Texas Historical Commission
- “Description and Access for Anti-Black Archival Materials” hosted by the Association of Canadian Archivists
- “Foundations of Interpretation” hosted by the National Association for Interpretation
- “How To Prepare an Interpretive Program” hosted by the National Association for Interpretation
- “Soup-Slinging Syrup Showdowns - Why Galleries and Museums Are Increasingly Sites of Climate Protests” hosted by the BC Museum Association
- “Building community through diversifying partners and audience representation (Part 1)” presented by the National Trust for Canada
- “Sustainable Tourism Program” (part 1 & 2) presented by the Frontenac Arch Biosphere and GreenStep

The Interpretation & Public Program Coordinator attended the RTO 9 (Regional Tourism Organization region 9) Annual Tourism Summit and AGM - Celebrate, Rejuvenate, Thrive! held in Kingston in September.

The Curator/Director completed the final credit in the University of Victoria’s “Visitor and Community Engagement” Professional Specialization Certificate program, successfully obtaining the certificate designation. This program was completed at her own expense.


## Appendix

- i. 2022 General Ledger
- ii. 2022 Goal Tracking
- iii. Exhibitions Policy (2022)
- iv. Visitor Services Attendant job description (2022)
- v. Statistics Chart
- vi. Chronology of Events (1970-2022)

## 2022 General Ledger<sup>3</sup>

CITY OF BROCKVILLE

GL Department Report



GL5330

Page : 1

Date : Feb 03, 2023

Time : 2:25 pm

Year : 2022

Period : 12

Budget : Budget Values

Description	Current	Year To Date	Budget	Variance	% Used
MUSEUM					
General					
770022 Museum-Ont Specific Grants	-27,176	-27,176	-27,176	0	100
770031 Museum-Fees & Service Charges	-1,514	-13,008	-17,300	-4,292	75
770101 Museum-Wages & Benefits	0	0	-12,000	-12,000	0
770125 Museum-Office Expense	-22,550	-31,818	0	31,818	0
770618 Museum-Programs	-202	-7,591	-10,000	-2,409	76
770101 Museum-Wages & Benefits	-51,443	-79,592	-66,476	13,116	120
770115 Museum-HR Mgmt	32,809	279,336	325,309	45,973	86
770125 Museum-Office Expense	111	1,992	1,500	-492	133
770131 Museum-Building Burden	796	10,534	12,100	1,566	87
770615 Museum-Curatorial	12,690	45,466	48,900	3,434	93
770616 Museum-Exhibitions	578	7,390	6,600	-790	112
770618 Museum-Programs	106	738	4,000	3,262	18
770775 Museum-Facility Mtnce	138	1,523	3,200	1,677	48
	4,326	4,539	0	-4,539	0
	51,553	351,519	401,609	50,090	88
MUSEUM Total	110	271,927	335,133	63,206	81

<sup>3</sup> As available February 3, 2023.

## 2022 Goal Tracking

Goal	Spring Update (April 30)	Summer Update (August 31)	Year End (December 31)
Upper Gallery exhibit re-opens as an art exhibit and a grand re-opening of the Carriage Hall event is held	Upper Gallery emptied and painted; artwork selected for exhibit	Artwork hung and Upper Gallery art exhibition opened May 21	<ul style="list-style-type: none"> <li>• "Official" opening held as part of Volunteer Appreciation event</li> <li>• Next art exhibit being planned</li> <li>• Mayor's New Year's Levee being held in this space</li> </ul>
Take advantage of Council's declaration that 2022 is a Year of Arts & Culture in Brockville	May declared "Museum Month" at April 12 Council Meeting		
Resume focus on community engagement initiatives that increase visibility <ul style="list-style-type: none"> <li>• Summer student(s) hired and attends community events/pop-ups</li> <li>• Monthly media presence</li> <li>• Seek out off-season opportunities to have a community presence</li> </ul>	<ul style="list-style-type: none"> <li>• Summer student positions posted (and re-posted)</li> <li>• Weekly radio interviews</li> <li>• Monthly FYI (cogeco) appearances</li> <li>• Invited to attend International Plowing Match in September</li> </ul>	<ul style="list-style-type: none"> <li>• Summer Students not hired</li> <li>• Volunteer Outreach Committee formed <ul style="list-style-type: none"> <li>◦ Attended Shop the Street</li> </ul> </li> <li>• Weekly radio interviews</li> </ul>	<ul style="list-style-type: none"> <li>• Hosted exhibit at International Plowing Match</li> <li>• Participated in DBIA events: Halloween and "Come Home for Christmas"</li> <li>• Weekly radio interviews</li> <li>• Resuming regular FYI interviews</li> </ul>
Resume in-person programming: <ul style="list-style-type: none"> <li>• Talk &amp; Tea</li> <li>• Lecture Series</li> <li>• Walking Tours</li> <li>• Preserving Your Family Treasures Workshop</li> </ul>	<ul style="list-style-type: none"> <li>• Talk &amp; Tea resumed in-person in March</li> <li>• Lecture Series delivered virtually due to public health measures</li> <li>• Preserving Your Family's Treasures Workshop Series kicked off with first in-person session in April</li> </ul>	<ul style="list-style-type: none"> <li>• 2<sup>nd</sup> and 3<sup>rd</sup> Preserving Family Treasures Workshops held in-person, combined attendance 19</li> <li>• Walking Tours not held due to staffing changes</li> <li>• Talk &amp; Teas continued</li> </ul>	<ul style="list-style-type: none"> <li>• Talk &amp; Teas continued</li> <li>• Planning for 2023 Lecture Series (in-person)</li> </ul>
Resume programming with senior homes and schools <ul style="list-style-type: none"> <li>• Mini-Muse Kits</li> </ul>	<ul style="list-style-type: none"> <li>• Mini-muse rented by Royal Brock in January</li> <li>• Regular in-person programming resumed in senior homes in March</li> </ul>	<ul style="list-style-type: none"> <li>• 5 school groups visited in-person in May-June</li> <li>• Mini-muse rented by Bridlewood in August</li> </ul>	<ul style="list-style-type: none"> <li>• Mini-muse rented by Bridlewood in September, October, and November</li> <li>• Regular in-person programming resumed (again) with Senior facilities in October</li> </ul>
			<ul style="list-style-type: none"> <li>• 3 youth groups booked and attended programming at the museum</li> </ul>
Continue to build on the success of new virtual and remote programming: <ul style="list-style-type: none"> <li>• Development of new Heritage Skills DIY Kits</li> <li>• Production of new online videos</li> <li>• Creation of Architectural Tour pamphlet</li> <li>• New virtual exhibits are developed</li> </ul>	<ul style="list-style-type: none"> <li>• Research and preparation of architectural tour pamphlet carried out, with publication expected in May</li> </ul>	<ul style="list-style-type: none"> <li>• Architectural Tour booklet created and made available in multiple formats</li> <li>• 1 virtual exhibit created (Let's Go Shopping)</li> <li>• Interpretation &amp; Public Program Coordinator position vacant June 24-August 10</li> </ul>	<ul style="list-style-type: none"> <li>• New series of "Stories from the Stones" videos filmed and released</li> <li>• A second virtual exhibit was created (artwork by Lindsay)</li> <li>• Filming for new video series (to be release in January) completed</li> </ul>
Return, engagement, and recognition of all interested pre-COVID volunteers <ul style="list-style-type: none"> <li>• Updated volunteer program</li> <li>• Recruitment of new volunteers</li> <li>• In-person volunteer recognition event is held</li> </ul>	<i>Community Engagement Officer recruitment discontinued</i>	<ul style="list-style-type: none"> <li>• Research volunteer returned in June</li> <li>• Open Drawer project volunteers resumed in-person work in August</li> <li>• Outreach Committee formed and engaged volunteers starting in July</li> <li>• Cleaning volunteer started in July</li> </ul>	<ul style="list-style-type: none"> <li>• In-person volunteer appreciation event held October 20</li> <li>• New volunteer program guide drafted and (soft) launched with 4 prospective volunteers expected to begin in January</li> <li>• Volunteer open house and official launch of new volunteer program planned for March</li> </ul>
2 museum policies (Standards) are updated			<ul style="list-style-type: none"> <li>• New Exhibition Policy completed and approved by Board</li> <li>• New terms of reference for advisory committee approved by Council (fulfills requirements for new Governance Policy)</li> </ul>
Improvements continue to be made regarding the care of the collection: <ul style="list-style-type: none"> <li>• Address deteriorating negative collection</li> <li>• Complete cataloguing of objects in archives filling cabinets</li> </ul>	<ul style="list-style-type: none"> <li>• Cataloguing of objects in archives filling cabinets assigned to volunteer and project started</li> <li>• CCI facility assessment scheduled for September</li> </ul>	<ul style="list-style-type: none"> <li>• Registrar attended online workshop "Strategies for Acetate and Nitrate Negatives and Film"</li> </ul>	<ul style="list-style-type: none"> <li>• CCI facility assessment completed in September <ul style="list-style-type: none"> <li>◦ Report expected in January</li> </ul> </li> </ul>
• CCI facility assessment is completed			
\$1,800 is raised through room rentals (using new fee schedule and new space)	<ul style="list-style-type: none"> <li>• First room rental in two years held in April (\$126)</li> </ul>	<ul style="list-style-type: none"> <li>• Rental by the Ontario Heritage Conference (\$67.80)</li> <li>• \$172 total in room rental revenue</li> </ul>	<ul style="list-style-type: none"> <li>• No new rentals (\$172 total room rental revenue for the year)</li> </ul>
\$4,500 in admission revenue and \$10,000 in programming revenue	<ul style="list-style-type: none"> <li>• \$357 in gross admission revenue (8%)</li> <li>• \$2,600 in program revenue (26%)</li> </ul>	<ul style="list-style-type: none"> <li>• \$3,898 in gross admission revenue (86%)</li> <li>• \$6,743 in program revenue (67%)</li> </ul>	<ul style="list-style-type: none"> <li>• \$4,952 in gross admission revenue (110%)</li> <li>• \$7,408 in gross program revenue (74%)</li> </ul>
A 10% increase in Facebook Followers (2021 year-end baseline: 2,532)	5.7% increase in Facebook followers (2,675)	9.8% increase in Facebook followers (2,779)	11.5% increase in Facebook followers (2,824)

## Exhibitions Policy (2022)

### Introduction

Exhibitions are one of the foundational functions of the Brockville Museum, serving to provide an important material and accessible link between the Brockville community and its history. To fulfill this function, the museum develops exhibitions subject to the objectives and terms set out in this policy.

### Objectives and Terms

1. Exhibits will be informed by community interest and need in accordance with the museum's mission and mandate. As such, the museum's exhibitions may include displays related to the social, industrial, commercial, political, artistic, and cultural history of Brockville.
2. Exhibitions can be on-site, off-site, or virtual, and take many forms including, but not limited to, single-case displays, text and/or image-only displays, and room-size displays.
3. The museum will have a (minimum) three-year exhibition plan that includes a mix of permanent, temporary and travelling exhibitions. This schedule will inform, and be informed by, the museum's most current five year Strategic Plan.
4. Travelling exhibitions from other institutions are to be encouraged providing that they complement the subject matter of the museum, and that they do not disrupt the normal activities or financial capabilities of the museum.
5. The museum may exhibit privately held objects and collections, subject to the museum's Collection Policy regarding loans and the objectives and terms outlined in this policy.
6. Human and financial resources allocated to plan, research, develop, evaluate, update, and maintain exhibitions will be appropriate to support a high standard of quality.
7. Staff involved in exhibition planning, research, preparation, and installation will have the necessary skills, training, and experience.
8. The museum is committed to inclusivity, respect, fairness, and ethical behaviour in its presentation of material and will ensure that all exhibits are composed in a manner free of bias, and with appropriate consultation, dialogue, and sensitivity.
9. As a community museum, the museum must respect both curatorial standards and public interests in the selection and presentation of exhibitions. Protecting the permanent collection so that artifacts in the collection remain intact for future generations and remain a valuable resource for study must be balanced against exhibition display.
  - a. Artifacts on exhibit will receive proper handling, cleaning and care by appropriately qualified staff in order to preserve their integrity.
  - b. Conservation Resource Notes will be consulted as to proper exhibition practices for artifacts on display when necessary.
  - c. Artifacts shall be rotated for the purpose of conservation, as is deemed necessary by their composition. To this end, not all artifacts in the collection will be displayed in any given year.
  - d. Exhibition and artifact preparation, where possible, will be confined to areas that are isolated from the collection. The museum will assess types of activities required in the

construction and installation phases and not engage in activities that would cause potential harm to the collection, or individual objects (e.g. use of solvents or aerosols, dust, and vibration). These activities will be consistent with the museum's Conservation Policy.

10. Exhibits will be made safe for visitors and staff by:
  - a. placing hazardous materials in display cases
  - b. adequately supporting, securing or providing barriers against heavy objects or moving parts that could cause injury
  - c. training staff in the safe operation of exhibits
  - d. meeting legislated requirements in the handling and display of firearms, should they be included in an exhibition
  - e. meeting all municipal, provincial, and federal legislative requirements as they pertain to exhibit presentation (e.g. Ontario Building Code, Fire Prevention Act, Canadian Firearms regulations, Occupational Health and Safety Act, and Accessibility for Ontarians with Disabilities Act)
11. The museum will ensure that each exhibit is relevant, accurate, and effectively communicated by:
  - a. establishing clearly defined objectives for each exhibit and evaluating exhibits against these objectives
  - b. conducting ongoing research in support of exhibits to give a true and accurate evaluation of the exhibit topic or theme and its role in the history of the community
  - c. engaging staff, volunteers, community groups, consultants and other experts in exhibit research, messaging, and design as needed
  - d. making French-language translations of exhibition text available whenever possible
  - e. ensuring all exhibition material is reviewed and approved by the museum Curator/Director before public display
12. The museum will ensure that exhibits effectively promote learning and enjoyment through:
  - a. Inclusive and respectful representation and storytelling, including the incorporation of multiple and first-person voices
  - b. The use of a variety of exhibit formats (e.g. text, photographs, video, audio recordings, virtual content, experiential, etc.) to address a variety of learning styles
  - c. The use of a variety of interpretive techniques (e.g. hands-on, dialogic, etc.) to engage different learning styles
  - d. The rotation of objects on display, when possible, to refresh exhibit experiences for the community's ongoing enjoyment
  - e. The labelling of all artifacts on exhibit. Labels will have a professional appearance and be consistent with lettering styles and font sizes chosen by the museum. The donor's name is not guaranteed to appear on the identifying label
  - f. Striving to be accessible and welcoming for visitors of all ages and abilities
13. This policy shall be reviewed annually by museum staff and shall be updated by the museum's governing body as required.



## Visitor Services Attendant job description (2022)

### CITY OF BROCKVILLE



### JOB DESCRIPTION

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<b>POSITION:</b>	<b>Museum Assistant</b>
<b>DEPARTMENT:</b>	<b>Museum</b>
<b>REPORTS TO:</b>	<b>Museum Curator/Director</b>

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#### **PURPOSE AND SCOPE:**

Under the direction and supervision of the Museum Curator/Director, the Museum Assistant will serve a supportive role in daily museum operations, including interpretation and programming, outreach initiatives, collections management, and customer service. The Museum Assistant will be an integral member of the museum team promoting museum messages and increasing the museum's visibility in the community.

#### **DUTIES AND RESPONSIBILITIES:**

- Deliver established interpretive tours and programs to school, private, adult, senior, and tour groups
- Participate in community engagement and outreach initiatives, including representing the museum in the community at pop-up events and local festivals
- Assist with carrying out basic collection management procedures
- Assist researchers with public inquiries by telephone, e-mail, correspondence, or on-site visits
- Greet visitors, answer visitors' questions, and maintain an overall positive atmosphere to enhance the visitor's experience
- Assist with special events, presentations, and facility rentals
- Support the development of virtual content for the museum's social media channels
- Contribute to maintaining a safe environment for visitors, volunteers, and staff
- Perform other daily routine duties, light housekeeping, opening and closing, coverage for front desk, etc., as necessary
- Special projects as they arise
- Other duties as assigned

**Note:** *Above duties are representative of a typical position and are not to be construed as all-inclusive.*



## **EDUCATION/SPECIALIZED TRAINING/SKILLS:**

### **Essential (Minimum) Qualifications:**

- Post-secondary education in a related field, preferably with an advanced certificate from a recognized Museum Studies program or similar
- Excellent written and oral communication skill, including public speaking and presentation experience
- Experience developing and/or delivering interpretive education programs.
- Knowledge of basic Collections Management standards and best practices, including care and handling
- Familiarization with collections management databases
- Excellent organization and research skills
- Strong critical-thinking and problem solving skills
- Demonstrated ability to work with minimal supervision
- Basic computer skills, with experience using Microsoft Office Suite
- Ability to work independently and as part of a team.
- Interest in community history and willingness to learn Brockville's history

### **Asset (Preferred) Qualifications:**

- Ability to communicate effectively in French

## **WORK EXPERIENCE:**

### **Essential (Minimum) Qualifications:**

- Minimum of six (6) months experience working in a museum setting

### **Asset (Preferred) Qualifications:**

- Experience working with diverse or special needs audience
- Experience programming for seniors
- Experience working with children
- Prior experience in a customer service role.

## **WORK ENVIRONMENT:**

- Typical office environment.
- Required to work evenings, holidays, and weekends as scheduled.

**Note:** The foregoing is intended to outline the general description of duties and responsibilities for this position. It is not intended, nor should it be interpreted as a complete description. The City of Brockville reserves the right to amend this position description at any time.

## 2022 Statistics Chart

Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL
General Admissions	0	16	65	22	72	255	300	365	94	102	58	36	1385
Private Programs*	0	0	16	0	0	0	0	126	89	67	51	17	369
Private Programs*	0	60	55	0	0	180	0	0	120	0	4	0	419
Youth Programs	0	0	0	0	0	0	75	30	34	4	0	0	143
Seniors Programs	0	0	16	0	49	98	0	0	0	15	30	0	208
Seniors Programs	40	29	43	29	26	15	0	0	0	42	40	14	278
General Interest Program	0	81	12	23	26	38	16	15	5	14	4	0	234
Workshops	0	166	44	37	47	49	33	24	10	44	4	35	499
Community Outreach	0	0	0	0	0	0	0	0	0	0	0	0	0
Community Outreach	0	17	0	0	0	0	49	54	0	26	0	18	147
On-Site Events	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
Facility Rentals	0	0	0	12	5	30	0	0	0	0	0	0	47
TOTALS	0	186	191	86	178	616	365	434	219	199	136	68	2718

\* Incoming Group was changed to "Private Programs" in 2022 to better reflect audience

Genealogy Visitors	0	0	3	2	0	4							
Research Requests	6	3	4	4	9	3	10	9	5	8	6	4	71
Website Visitors	1497	2562	2241	1800	2773	3057	3042	3056	1885	2012	1345	1253	26523
Collection Database Use	310	497	502	267	359	280	180	223	168	303	199	150	3438
Digital Museum Site (Unit)	165	55	82	98	82	157	89	77	152	83	75	40	1155
Volunteer Hours	42	121.75	185	161	140	65	50	106	80	80	57	55	1142.75
TOTALS	113.5	110.5	140.25	120	90.75	58.75	54.5	142.5	222.5	217.75	212.25	129	1614.25

## 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 21<sup>st</sup> 1981. First full-time professional Director appointed. Brockville Museum Statement of Purpose developed.
- 1982 Sesquicentennial Celebration of Brockville's incorporation. Collection policy and procedure established. Repair and renovations to Museum building ongoing.
- 1983 Brockville Museum Master Plan completed under Community Development Program of the Federal Government. Archaeological dig in c1815 section of Beecher House. Name of the Museum enlarged to clarify unique mandate. The Brockville Museum, a Museum of Social History 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 24<sup>th</sup>.
- 2009 A second oral history book “Brockville Voices Book II” was published. As a result the oral history committee was created to collection verbal stories of Brockville’s past.  
Off-site storage moved to a new location.  
Museum Educator position becomes year-round, full-time.
- 2010 Museum responds to potential loss of the museum’s parking lot as a result of proposed developments surrounding the Brockville Museum on Henry and Water Street. A parking lot report was sent to the Mayor, Council, CEO, Planning Department, Economic Development and the museum board.  
An expansion study for the museum was prepared by museum consultant, Fiona Graham of Goldsmith Borgal and Company Ltd. The study was based on the needs assessment completed by staff and volunteer as well as a site visit. Three possible options for expansion of the Henry Street site were provided.  
To celebrate the 150<sup>th</sup> anniversary of the railway tunnel, a banquet was held inside it on July 8. The 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; Alison Dingledine becomes Administrative Assistant/Registrar  
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 complete 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 40<sup>th</sup> 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.
- 2022 COVID-19 Pandemic continues to impact museum operations; museum closed to the public through January.  
The PT Community Engagement Officer position was eliminated to create a Visitor Services Attendant position (covered by multiple people on shifts). The Visitor Services Attendant position took over front desk duties, previously covered by volunteers.  
After four years in the role, the Interpretation and Public Program Coordinator, Peggy Hause leaves for a new opportunity; Alice McMurtry becomes the new Interpretation & Public Program Coordinator.

The City hires a Cultural Services Manager, beginning the transition of the Brockville Museum into the newly created Cultural Services Department; the Museum Board of Management is subsequently turned into an Advisory Committee.

The Upper Gallery (Carriage Hall mezzanine) is renovated and turned into a space to display art.

The flat roof in the lobby is replaced.

The lobby is painted.

CCI (Canadian Conservation Institute) conducts a Facility Assessment to identify collection needs.

Mission Statement and Exhibit policy updated.