2010 Annual Report
Collingwood Museum

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Museum Highlights – 2010

- $14,500 was received in funding from the Ministry of Tourism and Culture’s Museum and Technology Fund for a 6 month contract position. Through the Say Smile Digitization Project, 1040 digitized images were added to PastPerfect and 29 were added to Artefacts Canada’s website.

- $6,440.37 was received in grant funding from the Young Canada Works in Canadian Heritage Organization to hire two collections management summer students.

- $21,996 was received in funding for the Museum’s operating expenses through the Ministry of Tourism and Culture’s Community Museum Operating Grant (CMOG).

- PastPerfect records continued to increase with the assistance of Museum staff and volunteers.

- Fundraising for the conservation of Father Time was completed and the statue was officially unveiled to the public. In 2010 an additional $733.07 was raised toward the conservation project, bringing the fundraising total to $3,715.32.

- Five exhibits (three onsite and two offsite) were researched and installed by Museum staff and volunteers.

- Museum staff travelled to various off-site locations to promote the Collingwood Museum and share Collingwood’s history with local groups and organizations.

- Requests for reproductions of the Museum’s photograph collection continued to generate funds for the Museum operating budget. Funds are also generated through publication fees.

- Children’s holiday and summer programs were once again offered by Museum staff, consisting of heritage and curriculum-specific components.

- Two successful adult bus trips were conducted, allowing Museum members and non-members to enjoy the heritage of other historical sites.

- Museum membership increased by five single memberships and one family membership.
Building & Maintenance

A square of cement padding was lifted and replaced on the northeast corner of the Station building as the original pad had cracked significantly and posed a health and safety concern. The work was completed in September. The limestone decorative base around the pillar at the same corner of the building was also replaced. A full cement structure was poured to prevent future separation.

The Station’s eaves troughs, downspouts and runoff piping were cleaned on October 5, 2010, by Collingwood’s Public Works Department.

The Cool Team performed quarterly maintenance checks of the Station’s HVAC system. Boiler and air conditioning units were monitored, and filters changed when required. No significant work was required for the HVAC system in 2010.

Frosted vinyl glass coverings were purchased from, and installed by, Georgian Bay Signworks to cover the glass doors of the rented space at the building’s west entrance, as well as the doors to Large Storage.

The Station’s north office (formerly used by Special Events staff) was used by Museum staff for exhibition preparation and collection conservation projects. The use of this room became imperative in the daily tasks and projects of the Museum staff.

All fire extinguishers within the Station were checked, refilled or replaced by Huronia Alarms on September 21, 2010. Emergency light batteries were also replaced.

The Station was cleaned every Thursday evening by Ainger Enterprises.
Collections Management

This year was an excellent year for collections management at the Collingwood Museum. Throughout the summer, Noah Morritt and Jessica Crawford researched a selection of the Museum’s mystery items. Object numbers were assigned to these artifacts when original temporary and gift forms could not be located. All mystery artifacts were then entered into PastPerfect to ensure that the Museum’s collection inventory is as accurate as possible. In total Jessica and Noah entered 491 artifacts into PastPerfect, bringing the Collingwood Museum closer to its goal of cataloguing the Museum’s entire collection. The collections management student positions were made possible through grant funding from the Young Canada Works in Canadian Heritage Organization.

The Collingwood Museum was also the successful recipient of the Museums and Technology Fund Grant from the Ministry of Tourism and Culture which enabled the Museum to hire Tiffany Taylor, Collections Management Assistant, on a 6 month contract. Throughout the contact, Tiffany worked to digitize the Museum’s photograph and postcard collections. After six months, 1040 photographs and postcards had been scanned and entered into Past Perfect. To generate revenue for the Museum, restored scans were completed of each artifact for reproduction purposes. At the conclusion of the digitization project, twenty-nine photograph records were uploaded to Artefacts Canada.

Of the thirty-two lots of artifacts offered to the Museum in 2010, twenty-four were accepted and added to the permanent collection.

Much needed space for temporary donation storage was achieved through the acquisition of the Station’s north office. This room was also used for exhibit preparation and conservation procedures. Most importantly, the use of this room allowed Museum staff to remove non-artifacts from the Museum’s artifact storage rooms.
Exhibits

Installation

Father Time Unveiling / Shifting Focus Exhibit Opening
On April 14, 2010, Museum staff welcomed members of the Collingwood Museum, Collingwood District Historical Society, and the community to the unveiling of the Father Time statue. The opening of Museum’s newest exhibit *Shifting Exhibit* coincided with the celebration of the Museum’s successful fundraising campaign for the statue’s restoration. The latter focused on the personalities of Collingwood’s early photographers and their work. Photography equipment that was utilized by two notable Collingwood photographers was loaned for the exhibition’s duration. Approximately sixty guests were in attendance. Town Crier, Ken Templeman, and Mayor Chris Carrier officially opened the exhibit and announced the newly restored Father Time.
Discover the Collingwood Museum’s newest exhibit

SHIFTING FOCUS

Running April 15, 2010 to October 14, 2010
45 St. Paul Street, Collingwood, ON (705) 445-4811

Without Collingwood’s early photographers much of Collingwood’s history would have been lost.
Come learn the stories of the men who stood behind their camera lenses.
Shared Beginnings: Collingwood’s Early Library and Museum
A temporary off-site exhibit was installed in the Local History and Genealogy Department on the second floor of Collingwood’s Public Library on May 26, 2010. The exhibit highlighted the historic connection between the Collingwood Museum’s predecessor, The Huron Institute, and the Collingwood Public Library. Numerous native artifacts were included in the display to highlight the Institute’s early mandate to research the area’s early native settlers and excavate artifacts. The exhibit is set to be dismantled in 2011.
Commemorating Collingwood
At the conclusion of the summer months, Deanne Rowbotham and Venetia Boehmer-Poltz developed a small, temporary exhibit to honour the bicentenary of Lord Admiral Cuthbert Collingwood’s death. The exhibit was installed in one of the small kiosk cases and will be dismantled in 2011. The exhibit was installed to join Collingwood, New Zealand and Newcastle upon Tyne, England, in celebrating the Admiral’s life and achievements.

Look What’s Shaking Here
Museum Advisory Committee Member, Irene Pradyszczuk, installed a temporary exhibit with Museum staff on October 29, 2010, that featured a selection of salt and pepper shakers from her personal collection. Pieces from the Museum collection were also
included. An adult special event about the exhibit is scheduled to take place in the early months of 2011.

**Smart’s Panel Installation**
Throughout 2009 and 2010, Museum staff worked with Pamella Branch, Graphic Designer, to develop an informative panel about Smart Bros. Ltd to accompany a large boiler that was retrieved from the Smart’s property at the corner of Poplar and High Streets. The panel was finalized, produced and installed in 2010 in Harbourview Park with plans for an official unveiling to be carried out in 2011.
**Hulls on Hurontario**
The marine on-line exhibit through Virtual Museum of Canada still brings many information requests to us. The exhibit, entitled “Hulls on Hurontario: Collingwood’s Marine Legacy” can be viewed at the Community Memories Web site.

**Artefacts Canada**
Twenty-nine scanned images were uploaded to Artefacts Canada to increase the Collingwood Museum’s web-presence and promote an increasingly accessible collection. The images can be viewed on Artefacts Canada [http://www.pro.rcip-chin.gc.ca/artefact/index-eng.jsp](http://www.pro.rcip-chin.gc.ca/artefact/index-eng.jsp).

**Dismantling**

**Castor Photography: Capturing Collingwood Lens by Lens**
The off-site exhibit was dismantled by Museum staff on February 2, 2010, and removed from Bay Haven Senior Care Community.

**Blue Mountain Pottery**
Staff dismantled the Pottery exhibit on February 4, 2010, to make way for *Shifting Focus*. Many of the items featured in the exhibit were loaned to the Museum for the exhibition that was installed in April 2007.

**Negotiating the Home Front and No Man’s Land**
Museum staff and volunteers began to dismantle the *Negotiating the Home Front* exhibit. As the exhibit was spread among numerous cases, this project was completed during the latter months of 2010.

**Maintenance**

**Huron Institute Cases**
Numerous items in these cases did not have accompanying labels. New labels were created where none existed and old labels were retyped. Choice artifacts were removed from the cases and returned to storage, while others were taken from storage to be placed on display. Plinths were reorganized to accommodate new artifacts. Case interiors and exteriors were thoroughly cleaned.
Promotion & Publicity

- Gifts to charitable organizations included the Collingwood Kinettes Silent Auction, Ontario Museum Association Conference Silent Auction, Chamber of Commerce Silent Auction and Tim Horton’s.
- The Town of Collingwood provides space on the back page of one of Collingwood’s local newspapers, The Enterprise-Bulletin. The Museum uses this space to advertise upcoming events, activities and exhibit openings at no cost.
- Postcards and flyers were developed to promote the unveiling of Father Time and the Shifting Focus exhibit opening.
- Rack cards were mailed to different Ontario Tourism sites and the Georgian Triangle Tourist Association.
- When attending the Simcoe County Arts Group and Museums along with the Grey-Bruce Museums networking rack cards were provided for distribution to other sites.
- The Museum Supervisor attended meetings as a member of Simcoe County Arts Group and Museums, for the development of the 5 year marketing plan for the group sites.
- Collingwood Museum hosted Chamber of Commerce “After 5:00” on February 18, 2010.
- Rogers Daytime Television hosted a live segment from the Station grounds on March 15, 2010 with special guests from neighbouring businesses and organization. Museum staff toured the hosts and demonstrated upcoming children’s crafts for viewers.
- Museum Supervisor, Susan Warner, was a guest on Roger’s Daytime on June 16, and September 14, 2010 to promote children’s programming and the Museum’s collection respectively.
- Museum Assistant, Melissa Shaw, appeared on Rogers Television on October 22, 2010 to The Wexford: Elusive Shipwreck of the Great Storm book talk.
- Museum Assistant, Melissa Shaw, was invited to take part in the Chats program on November 15, 2010, with John Nichols on The Peak 95.1 to discuss the Songs of Georgian Bay special event.
- Museum Assistant, Melissa Shaw, wrote an article on behalf of the Town of Collingwood that was published in the official program for the bicentenary of Lord Admiral Cuthbert Collingwood’s death in Newcastle upon Tyne, England.
- Posters for new exhibits were dispersed to downtown businesses for display in windows.
Events & Programming

Adult

Collingwood & District Historical Society, February 1, 2010
Melissa Shaw, Museum Assistant, was the guest speaker at the Society’s “Collingwood 150 Years Plus” meeting. Melissa delivered a PowerPoint presentation entitled Looking Back: Collingwood’s Abridged History. This presentation was originally prepared in celebration of Collingwood’s Sesquicentennial.

Simcoe County Branch of the Ontario Genealogy Society, February 6, 2010
Susan Warner, Museum Supervisor, travelled to Barrie to deliver a PowerPoint presentation entitled Looking Back: Collingwood’s Abridged History as a guest speaker.

Raglan Village Guided Tour, February 22, 2010
Sixteen residents from Raglan Village joined Museum staff for a guided tour of the Museum gallery.

Raglan Village Outreach Program, March 8, 2010
Melissa Shaw, Museum Assistant, delivered an off-site PowerPoint presentation entitled Hurontario Street to the residents of Raglan Village.

Collingwood Nursing Outreach Program, March 18, 2010
Susan Warner, Museum Supervisor, delivered an off-site PowerPoint presentation entitled Looking Back: Collingwood’s Abridged History to the residents of the Collingwood Nursing Home.

King Tut: The Golden King and the Great Pharaohs, April 10, 2010
Museum staff organized a day trip to Toronto to see the King Tut exhibit at the AGO. Response to the trip was good. Nineteen Collingwood Museum Members and 16 Non-Members were in attendance.

Collingwood Nursing Home Outreach Program, April 19, 2010
Melissa Shaw, Museum Assistant, delivered an off-site PowerPoint presentation entitled Collingwood’s Historic Homes to the residents of the Collingwood Nursing Home.

Finding Coral: Presentation by Jennifer Lash, June 2, 2010
The Collingwood Museum facilitated a lecture on the deep sea corrals of Canada’s Pacific coast. The event was held at the Collingwood Library, on the third floor.

Jazz at the Station
Every Wednesday night from June 23, 2010 to August 25, 2010, a Station staff member was scheduled from 6:00pm to 9:30pm to open the building for performance attendees to use the washroom facilities and tour the Museum.
Orillia Excursion and Twin Lakes Cruise, August 5, 2010
Museum summer staff organized a successful excursion to Orillia to take in the Ontario Provincial Police Museum and the National Leacock Museum Historic House. The trip was concluded aboard the Island Princess on Lake Couchiching. Sixteen Collingwood Museum members and five non-members were in attendance.

The Wexford: Elusive Shipwreck of the Great Storm, October 28, 2010
Author, Paul Carroll, joined Museum Staff in offering this well-received special event. The talk was hosted in Council Chambers at Town Hall. Signed copies of Carroll’s book The Wexford: Elusive Shipwreck of the Great Storm were available for purchase.

General and Marine Hospital, Collingwood Nurses Alumni
Susan Warner, Museum Supervisor, delivered a guest lecture on conservation techniques for the nursing artifacts in the alumni’s collection on November 1, 2010.

Gaslight Tour of Collingwood, November 4-7, 2010
The Collingwood Museum participated in the first production of the Gaslight Tour of Collingwood as a host site. One of the evening’s plays, entitled Arrival and Departures, took place in the Museum gallery.

The Songs of Georgian Bay, November 16, 2010
Songwriter and musician, Kevin Moyse, shared the shipping triumphs and disasters of Georgian Bay’s legendary ships through original songs. The presentation was held in Council Chambers at Town Hall.

Burst a Balloon Event, December 4, 2010
The Collingwood Museum participated in the Business Improvement Association event to promote the Museum Store. Patrons were invited to pop a balloon to save 10-25% in the Museum Store.

Cancelled Events

A Wellington County Excursion
Museum summer staff planned a trip to Wellington County’s historical and cultural centres. Planned stops included the Wellington County Museum & Archives, Guelph Civic Museum and the John McCrae House. The trip was cancelled due to lack of interest. Only six people had signed up by the registration deadline.

Children

Scouts Canada, February 5, 2010
Twelve members of Scouts Canada, along with two adult leaders were given a guided tour of the Museum gallery to complete badge requirements. 7:00pm – 8:00pm
Family Day Scavenger Hunt, February 15, 2010
Families were invited to visit the Museum between 10:00am and 3:00pm to take part in an exciting scavenger hunt that posed questions about the artifacts and information on exhibit. Free admission, in lieu of donations, was offered. Small prizes were offered for participants who completed the scavenger hunt.

March Break Programming
Museum staff organized three programs that took place over the March Break (Going to the Birds, Get Out Your Hankies, and Weighing your Options). The programs were well received with 29 participants.

Annual Easter Egg Hunt, April 3, 2010
New partners joined the Museum staff to assist in planning the Station’s Annual Easter Egg Hunt. The Church of God offered children’s crafts, face painting, and refreshments. The Church of God in partnership with other local churches, including the Collingwood Church of the Nazarene, donated gift baskets that were awarded to children who found “golden” tickets during the hunt. Other partners included Boston Pizza, Crave: The Chocolatier, and The Peak 95.1.

Clearview Montessori School Tour
Nine students and accompany adults were given a guided tour of the Museum Gallery on June 1, 2010.

Cameron Street Public School Tour
Twenty-eight students from Cameron Street Public School were accompanied by their teacher for a guided tour of the Museum Gallery. The students visited the Museum following a tour of Collingwood’s Fire Department.

Summer Programming
Deanne Rowbotham and Venetia Boehmer-Plotz developed and delivered children’s programs throughout the summer. Nineteen different craft programmes were developed and offered throughout the summer, with programs being offered in the mornings and afternoons. Surveys were distributed to parents at the conclusion of the summer to obtain feedback on program offerings and staff performance. In total 308 children participated in the programs.

Ghosts of Georgian Bay Annual Story Competition, October 25, 2010
Collingwood’s students were invited to participate in the Museum’s Ghosts of Georgian Bay Story Competition. Three finalists were selected and awarded with prize money donated by an anonymous donor. Sixty-four stories were submitted in total.

Holiday Programming
Three grade-specific programs were developed by Museum staff and volunteers for students in kindergarten through grade three. Participation in the Museum’s holiday programs continued to decrease in 2010. Originally, the Museum received ten bookings from local teachers; however, due to inclement weather conditions, seven classes were
forced to cancel their bookings as the children were unable to walk to the Station. As the programs were originally scheduled prior to the holiday break in the school year, there wasn’t time to reschedule the classes.
Professional Development and Training

**PastPerfect Onsite Training Session**
Melissa Shaw, Museum Assistant, organized and led a two hour PastPerfect training session for Station staff and volunteers on February 9, 2010. The session was very successful as staff and volunteers were able to ask specific questions and see (via a projection screen) how their questions were answered.

**High Five Training: Principles of Healthy Child Development**
On February 23, 2010, Station staff members received High Five Training in the Museum Gallery. The workshop was very successful in educating staff in the importance of play in education and the importance of a child’s age in programming development.

**Service Excellence**

**Module 1: The Supervisor’s Roles and Responsibilities**
Susan Warner, Museum Supervisor, attended a training course offered at Georgian College on March 19, 2010.

**HST Seminar, Chamber of Commerce**
Susan Warner, Museum Supervisor, and Melissa Shaw, Museum Assistant, attended an HST seminar presented by the Collingwood Chamber of Commerce at the Collingwood Legion on April 7, 2010.

**Exhibit Planning and Design Course, Ontario Museum Association**
Melissa Shaw, Museum Assistant, attended a three day course provided by the Ontario Museum Association in Chatham, Ontario, entitled Exhibit Planning and Design, from May 3-5, 2010.

**Ontario Museum Association Training Session**
Pierre Bois, from the Ontario Museum Association, travelled to Collingwood to conduct a workshop on Adobe Photoshop and Artefacts Canada on June 3, 2010. Melissa Shaw, Museum Assistant, Noah Morritt, Lynda Reynolds, Jessica Crawford, and Tiffany Taylor were in attendance. The workshop took place in the Collingwood Public Library.

**Ontario Museum Association Training Session**
Susan Warner, Museum Supervisor, attended a regional digitization training session that was delivered by Pierre Bois of the Ontario Museum Association. The session was held in the Collingwood Public Library on June 4, 2010.

**Module 2: Communicating Effectively**
Susan Warner, Museum Supervisor, attended a training course offered at Georgian College for supervisors.
Ontario Museum Association Conference
Susan Warner, Museum Supervisor, and Melissa Shaw, Museum Assistant, attended the OMA Conference in Toronto from October 7-8 2010.

Volunteer Coordinator’s Workshop
Melissa Shaw, Museum Assistant, attended the Volunteer Coordinator’s Workshop in Meaford at the Opera House on October 26, 2010.

Education Programs Course, Ontario Museum Association
Susan Warner, Museum Supervisor, and Melissa Shaw, Museum Assistant, attended the Education Programs course at the Collingwood Library from October 19-21, 2010. The Collingwood Museum was the host institution for the course offering.
Health & Safety

WHMIS Training
Station staff and summer students received Workplace Hazardous Materials Information System (WHMIS) training from Catherine Koepke on June 4, 2010.

Fire Extinguisher Training
The Collingwood Fire Department led a fire extinguisher training session for Station staff and summer students on July 8, 2010.

An outside contractor (KitCare Corporation) monitors the contents of the Station’s first aid boxes and replenishes supplies as needed.

Monthly safety inspections are conducted done by designated staff to ensure ongoing safety measures are being met.

Summer students were provided with the Work Smart, Work Safe DVD for a better understanding of some of the safety hazards within a working environment.
**Staffing & Human Resources**

During the summer of 2010, four summer students joined the Museum’s staff. Deanne Rowbotham and Venetia Boehmer-Plotz were employed as educational programmers. Noah Morritt and Jessica Crawford were hired as collections management students through the assistance a successful grant application to Young Canada Works in Canadian Heritage Organization.

Additionally, Tiffany Taylor was hired on a 6 month contract through a successful grant application to the Museums and Technology Fund.

Left to right: Jessica Crawford, Deanne Rowbotham, Venetia Boehmer-Poltz, Tiffany Taylor and Noah Morritt.
Volunteers

Thank you to the members of the 2010 Museum Advisory Committee: Bruce Mackison, Margaret Adolphe, Peter de Vries, Irene Pradyszczuk and Christine Cowley. Each individual’s commitment to the Museum is greatly appreciated by the Museum staff.

Barb Pepper, one of our long-standing volunteers, returned to assist with children’s holiday programming and collection management tasks. Judith Pipher continued to create garment bags for the hanging textiles. Her assistance with exhibit installation and dismantling was invaluable. Penny Orser also assisted with the textile collection by taking pictures of the artifacts for documentation purposes. Jim Trott continued to assist with information requests from the community and provided personalized tours to Museum visitors.

New volunteers for 2010 included Janice Veiga, Kate Brack and Ken Browne, Irene Pradyszczuk. Janice, Kate and Irene were trained on PastPerfect Software. Janice worked primarily on exhibit installation and dismantling, as well as collection management tasks. Kate also worked on the collection and researched Collingwood’s hotel histories. Irene worked primarily on an exhibit installation for which she loaned salt and pepper shakers from her personal collection. Ken Browne performed general maintenance tasks around the Museum.

Jessica Crawford, Gerrad Jennings and Kate Giffin each volunteered for a specific Museum function.

Over the course of 2010 eleven volunteers at the Collingwood Museum donated 348 hours of their time to the preservation of Collingwood’s history.
Museum Store

The Museum Store showed an increased profit in 2010 due to an increase in gift sales, totaling $826.

On February 3, 2010, Susan Warner and Melissa Shaw attended the Purchasing Gift and Tradeshow at the International Centre in Mississauga, Ontario. A new supplier was found in the Eagle Ridge Trading Co., a company that specializes in small wooden bookmarks, keychains, and magnets. Over the course of 2010, 137 Eagle Ridge products were sold in the Museum Store.

New products were also ordered from Zibber’s Inc. New products included wooden Jacob’s ladders, catch balls, slide whistles, pick-up sticks, 4” sailboats, metal kazoos, 3-D puzzles, and arrowheads. Zibber’s sales numbered 229 in 2010. Zibber’s Inc. is now the Museum’s largest supplier of gift shop items.

All profits from the store offset Museum costs, thereby reducing the taxpayers’ collective contribution to the Museum’s operation.

SALES SUMMARY (Figure1)

1. Gifts
Small gift items were the most popular sellers throughout 2010. Items within the small gift category include t-shirts, sweatshirts, toys, board games, postcards, hasty notes, novelty items, posters and prints.

Best Sellers

1) Novelty
The store’s selection of historically-minded wooden toys sold very well over the course of the year. Other small items such as keychains and magnets were also well-received. Diecast pencil sharpeners depicting historic vehicles and home appliances continued to be great sellers.

2) Attire
The Museum’s selection of Station and Collingwood t-shirts were also popular sellers amongst tourists.

2. Books
Books continue to sell well in the Museum Store and more titles were added in 2010 to meet growing demands. Citizens of Collingwood and tourists alike venture into the Store in search of marine and local history books. Skip Gilham’s The Ships of Collingwood continued to be a best seller as is The Chicago of the North by Anita Miles. The latter was reduced to a discounted price to alleviate the storage requirements for the hundreds of copies that are currently being stored at the Museum.
Revenue vs. Expense (Figure 2)

This graph provides an overview of the income generated by the Museum Store when compared to the year’s expenditures, showing the value of this particular revenue stream over time. The chart summarizes the Museum’s ability to generate income.
Store Expenses and Income 2010 (Fig. 1)
Figure 2: Overall Percentage of Expense versus Income

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Museum Attendance

The Museum experienced an influx in visitorship in 2010, especially during the first six months of the year. Throughout the summer, the Museum staff greeted many visitors from the United States, Europe and the United Kingdom. Moreover, parents who signed their children up for summer programs often toured the gallery with their children prior to and/or following the program offerings.
“Total Visitorship” refers to physical visits to the Museum, general visits to the Museum’s website, as well as outreach programme attendance, special events and adult and children’s programs.