2011 Annual Report
Collingwood Museum

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Governance

The Town of Collingwood Municipal Council, as the governing authority for the Collingwood Museum, is responsible for the institution, its policies, its operational continuity and well-being, and the various assets which it holds in trust for the people of Collingwood, to whom the Collingwood Museum is ultimately accountable. Governance policies will guide Municipal Council, Advisory Committee, other volunteers, employees, and others affiliated with the Collingwood Museum who are responsible for any aspect of museum operation, management, or governance. From time to time, the Mission and Goal Statement should be reviewed and amended, as the need arises.

The Collingwood Museum and all of its operations will meet the guidelines set forth by the Canadian Museum Association’s Ethics Guideline (1999).

Mission Statement

The Collingwood Museum has been created to collect, preserve, research, house, exhibit, and interpret cultural material which illustrates the pre-history, history, growth and development of the Town of Collingwood.

Goal Statement

The Collingwood Museum will serve the educational, intellectual needs and interests of the residents and visitors to Collingwood by means of exhibits, research facilities, educational programming and other activities.
Collections

The Collection, along with its supporting documentation, is the Museum’s largest physical asset.

Acquisitions:
The Museum continued to acquire artifacts that meet its collecting mandate, primarily through donations. All acquisitions were reviewed by the Museum Advisory Committee, according to the Collection Policy, and were then reviewed by the Parks, Recreation & Culture Advisory Committee, and then by Collingwood Council. Collection information was entered and stored in an electronic database called PastPerfect that was continually updated to ensure accuracy and ease of access.

In total, 10 individual donations were accepted into the collection in 2011. These included military paraphernalia; marine photographs and albums; deeds of land; local business records; Elihu Stewart’s camera, top hat and book; shipyard records; women’s magazines and accessories.

Collections Documentation:
In 2011, 1718 catalogue records were added to PastPerfect, including descriptions, provenance statements, photographs, condition reports, dimensions, searchable terms, and storage information.

Over the course of the year, 11,876 catalogue records were updated. This may have been a result of updated condition reports, or storage information updates, etc. At the end of 2011, the PastPerfect database contained 12,899 catalogue records.

The Museum was the successful candidate of a Young Canada Works Grant in the amount of $6,392.66 that funded 50% of the total cost for two collections management student positions. The students’ main focus during their 8 weeks of employment was the Museum’s mystery (or un-numbered) collection. Together, the students researched, numbered, and recorded 409 objects. What a successful summer!

Continuing measures were taken to upgrade the Museum’s collection documentation procedures and processes:

- A training manual for PastPerfect was created to assist with volunteer and staff training.
- New scanning procedures were put into effect to promote safe-handling procedures and create efficiencies.
Deaccessions:
A total of 279 artifacts in the Museum’s collection were flagged for deaccession in 2011 in accordance with the Deaccession Policy. The deaccessions were presented to, and approved by, the Museum Advisory Committee; Parks, Recreation & Culture Advisory Committee; and Collingwood Town Council. Of these items, 7 were successfully disposed of according to the approved staff recommendations.

Loans:
The Collingwood Museum oversaw active loan agreements, representing 13 items provided by various lenders. The willingness of community members to lend their valued items highlights the public trust placed in the Museum and its staff.

A binnacle from the whaleback steamer *John Ericsson* was returned to the Museum after being loaned to another institution in 1986. Collingwood Museum staff located original loan documentation and arranged its safe return.
Conservation:
The Collingwood Museum provides preventive and very limited restorative treatments for artifacts in the collection. Museum staff monitor environmental conditions, including temperature, relative humidity, and signs of pest activity within exhibition, storage and office spaces. These spaces are monitored on a monthly basis and necessary actions taken when required.

Significant conservation activities in 2011 included:

- Completion of 1,760 condition reports.
- Transfer of delicate textiles from hanging rack to acid-free textile boxes
- Continued creation of individual cotton covers for hanging textiles
- Volunteer work-bee saw non-artifacts removed from Large Storage (filing and storage cabinets containing research materials) creating a functional space.
- Ship photograph collection was relocated to archival Hollinger boxes and stored in with other photographic material.
- Exhibition spaces were sprayed for silverfish and the building’s exterior was sprayed for ants and spiders.
- Preventive conservation supplies continued to be purchased from archival suppliers.
- $286.55 raised toward conservation of Mary McKay painting to occur at future date

Before and After: Volunteers created much needed space in Large Storage by removing and reorganizing large cabinets and objects. The space is now brighter, safer and functional.
Communication of Research and Collections Knowledge:
Museum staff continued to communicate their research and collection knowledge to members of the public and the membership through the bi-monthly On Track newsletter. The Newsletter is created by Museum staff and is dispersed to members, and posted to the Museum’s website.

Publications:
Researched articles based on photographs and/or objects within the collection were printed in The Collingwood Connection, a complimentary weekly newspaper that has wide circulation within the Collingwood area. Articles were paired with historic photographs or photographs of artifacts in the Museum’s collection. This partnership was confirmed at the conclusion of the summer and the first article appeared in September. Monthly submissions were agreed to by both partners.

Research

Information Sharing:
Staff interacts with members of the public in numerous ways that extend beyond museum visitation. They engage with community groups, collaborate on projects, and respond to inquiries from the general public, researchers, and other professionals in the museum field. Some of these tasks generate fee-for-service revenues that support operational costs.

- 85 unique information requests were received and responded to by Museum staff with the assistance of dedicated volunteers.
- 9 intellectual property requests were received from authors and local publications.
- 15 individual requests for photograph reproductions were received and processed by staff, resulting in 32 reproductions.
Education:

Programs

School Programs
In 2011, approximately 173 students learned about the history of Collingwood and its inhabitants through the museum’s program offerings. For the first time in many years, artifact observation and comparison activities replaced the Museum’s long-standing tradition of holiday candle dipping.
A new program for Grade 8 students was created to address Collingwood’s military history at the request of a local teacher. This program was attended by two classes from Cameron Street Public School, was highly successful and will be formally advertised to all Grade 8 classes in the future.

**Summer Programs**

Two summer programming students were hired with the assistance of a Tracks Employment Grant to research, create and deliver 15 fun and unique summer programs for children ages 6-12 with a capacity of 16 children. Each program was delivered in July and August, for a total offering of 30 programs. 300 spaces were filled, resulting in generated revenue for the Museum. Positive responses were received from children, parents and staff alike. The summer was another great success.
Calling all Captains: One of many fun crafts offered at the Museum throughout the summer of 2011.
Historic Walking Tours
Hurontario Street and Historic Homes Walking Tours were offered by Museum staff to interested groups of up to 25 participants. This year a visiting group of children, parents and teachers from the Christian Heritage Academy were led on a historic tour of Collingwood’s main street. The children enjoyed observing the historic buildings along Hurontario Street, and especially enjoyed discussing the various murals in the downtown and the aspects of Collingwood’s history these addressed.

Family Day Programming
Complimentary admission was extended to all visitors on Family Day and a scavenger hunt was created for families to interact with one another as well as the artifacts on display. 77 individuals participated in the event and small prizes were awarded to children upon the survey’s completion.

March Break Programming
Three successful afternoon programs were offered to local children over the March Break. These focused on the study of nature and history (Wind and Sound, My Family Tree, and Beauty in Flight). Each program was filled to capacity with eager participants on waiting lists.

March Break crafters show off the beautiful butterflies they made at the Museum at one of three March Break programs.
Look What’s Shaking Here
Coinciding with an exhibit of the same name, a community volunteer organized and delivered an interactive discussion for adults on the history of salt and pepper shaker collecting. Participants were invited to bring shakers from their personal collections to share and discuss. Helpful hints were exchanged, as well as personal stories of shaker collecting. The afternoon was certainly enjoyable for all.

Outreach/Community Programs
Museum staff is frequently asked to deliver history-based presentations by various organizations and groups within the Town of Collingwood and its surrounding area. Such presentations generate revenue for the Museum that is applied to operational expenses, and increase the Museum’s perceived value within the community by reaching individuals who do not frequent local museums.

- Four unique presentations were delivered to the residents of the Collingwood Nursing Home
- A Museum staff member addressed 71 attendees at the October meeting of the Collingwood & District Historical Society as one of two featured speakers.

Special Events:

Easter Egg Hunt
The Station grounds were hopping with activity as 596 participants (parents and children alike) awaited the much anticipated annual Easter Egg Hunt. Three age-specific egg hunts were offered on the west and east sides of the Station. Everyone ventured home safely with a collection of delicious eggs in tow. Partners included Collingwood Church of God, Boston Pizza, Crave, the Peak FM, and Collingwood Downtown.

Ghosts of Georgian Bay Story Competition
Local students under the age of 16 were invited to participate in the Museum’s annual ghost story competition. This year’s theme was the Beild House, a haunted bed and breakfast that has housed numerous Collingwood families and visitors throughout its history. 115 stories were received and three winners (one from the primary, junior and elementary divisions) were selected by a panel of volunteer judges. Each participant was awarded a certificate of appreciation and the three lucky winners received a complimentary one year Museum membership in addition to a cash prize made possible by an anonymous donor.
Local students were encouraged to delve into the history of the Beild House, one of Collingwood’s historic homes, and use their imaginations to create a chilling tale for this year’s ghost story competition.

Exhibits

Travelling Exhibits

A Lifetime - Day by Day: Five Women and their Diaries
April 2011

Produced by the Archives of Ontario, A Lifetime was a two dimensional, five panel exhibit that was installed in the Museum’s temporary gallery space. Relevant items from the Museum’s collection were exhibited alongside the panels to showcase the varying roles of women in the early nineteenth century. An exhibit opening was held for members and the general public.
New Exhibits

Smart’s Trail Panel
Permanent, off-site

A large panel was installed in Harbourview Park alongside a boiler that was used by Smart Bros. Ltd. to heat its greenhouses. The panel was researched and created by Museum staff with the assistance of a graphic designer. The unveiling was well-attended and members of the Smart family were invited as guest speakers. Two Smart descendents were featured on the local CHATS radio program to promote the unveiling.
All Rails Lead to Collingwood
June 25, 2011 –

This exhibit was produced by Collingwood Museum staff and volunteers. The history of Collingwood as a railway town was interpreted through original artifacts and a detailed timeline from the rail’s arrival in 1854 to its demise in 2011. Various items from the personal collections of local residents were included in the exhibition, and two oral histories were completed during the research stages. The opening was a marked success with over 80 in attendance. Mayor Sandra Cooper officially opened the exhibit and local historian Charles Garrad delivered a brief lecture on the railway’s role in the establishment and development of the Town of Collingwood.

Members of the Smart family, Museum staff, Councillor Lloyd and Mayor Cooper attended the unveiling of the newly installed Smart panel in Harbourview Park.
Many interested members and residents attended the exhibit opening of All Rails Lead to Collingwood. The gallery was a hive of activity where stories were shared between young and old.

The railway exhibit received front page coverage in The Collingwood Connection, alongside this photograph by John Edwards.
Nettleton’s: The Jewel of Collingwood
August 2011 –

Developed by summer programming staff, the Nettleton exhibit features the original cash register that was used in the Nettleton jewellery store on Hurontario Street. The register was loaned to the Museum for the purpose of the exhibit.

Professional Development/Staff Training

Ontario Museum Association Certificate in Museum Studies (CMS)
Museum Supervisor Susan Warner completed the final two courses required for completion of the certificate program which was awarded at the Ontario Museum Conference in Kitchener. Nine courses are required for completion.

Museum Assistant Melissa Shaw completed two online courses. She is set to complete the Certificate requirements in 2012.

Ontario Museum Association Conference
Both Susan and Melissa travelled to Kitchener for the 2011 OMA Conference. This year’s theme was Innovation Rooted in Community. Both staff attended the Education Programs Meet the Curriculum study tour and visited six different sites. Concurrent sessions and special presentations were also attended by each and the new ideas were applied in exhibits and general museum activities upon their return to Collingwood.
Health & Safety Training
Fire extinguisher training was offered to all Museum staff and volunteers. A fire drill was also arranged within the building to train staff and volunteers on evacuation procedures.

First Aid and CPR training was completed by Susan Warner and three part-time staff members.

WHMIS training was offered to all full and part time staff members.

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

All Museum staff completed online health and safety training courses under the direction of Human Resources: Accessibility for Ontarians with Disabilities, Exercises and Stretches Training, Violence and Harassment in the Workplace.

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

2011 Summer Staff: Brooke Steele, Carly Sandell, Nathan Vandermey, Tyler Cleary.
Volunteers

In 2011 the Collingwood Museum welcomed 3 new Advisory Committee members in the persons of Jan Trimble, Marty Wilkinson, and Raymond Williams. Returning in 2011 were Bruce Mackison (Chair), Margaret Adolphe (Vice-Chair), Peter de Vries, and Irene Pradyszczuk.

Many of our long-standing volunteers returned to assist Museum staff in 2011.
- Barb Pepper began a new project and worked to document the Museum’s impressive collection of ship photographs.
- Judith Pipher continued to create garment bags for the hanging textiles and worked with staff to transfer delicate textiles to storage containers. What a process!
- Jim Trott assisted staff in greeting guests and answering questions related to Collingwood’s history. He was also invaluable in assisting staff with community information requests as a knowledgeable lifelong resident of Collingwood.
- Janice Veiga worked to photograph and catalogue the Museum’s hatpin and library collections.

Over the course of 2011 the Museum’s dedicated and gracious volunteers donated 688 hours of their time to the preservation of Collingwood’s history. The life skills and experience they bring to the Museum is truly irreplaceable.

Promotional/Marketing

SCAGM / SUMAC
The Collingwood Museum is a member of the Simcoe County Art Gallery and Museum (SCAGM) group which was established through a Trillium Grant. The group’s goals for 2011 included: the creation of website and Facebook page, community events, and local business cross-promotion. In 2011 SCAGM was rebranded as SUMAC (the Sum of Arts and Culture). 15 paying partners comprise the network which meets quarterly.

The Collingwood Connection
The Collingwood Museum entered into a partnership with The Collingwood Connection which enabled the Museum to publish monthly articles free of charge. The articles featured photographs and informative articles about Collingwood’s history. The first article was published in September. The articles for 2011 generated interest in the Museum and its collection, and brought community members into the building, some with the articles in hand.

General Media
Staff took full advantage of local media outlets including the CHATS radio program on The Peak 95.1 FM, Rogers Daytime Television, Town of Collingwood website, My Collingwood website, and the Enterprise Bulletin Town Page. Staff members were
continually told by community members that they had been heard on the radio, or seen on television. These free media tools continued to play an important role in Museum promotion in 2011 and will continue to do so in the future.

TFO used the Museum gallery as a filming location for an upcoming television show. TFO is owned by TVO and is recorded in French, reaching 77% of Ontario’s households.

The Museum also participated in a special publication of the Midland Free Press entitled The History of Humanity in Huronia through 100 Objects. Four of the featured objects were from the Collingwood Museum’s collection and were accompanied by historical articles about each.

**Community Partnerships**

The Museum continued its partnership with the Collingwood Trails Committee by providing photographs and research information for the Features on the Trails project. Several panels were unveiled in 2011, one of which is stationed on the Museum’s grounds. Each panel references the Collingwood Museum as a source of additional information.

This Features on the Trail historic panel is located on the Museum’s grounds and details the history of the railway and freight yards.
Whiskey and Wickedness: Historical Portraits of Collingwood Hotels was a well-attended and successful event that featured an engaging presentation on Collingwood’s early and colourful history by Larry Cotton. The Museum partnered with the Architectural Conservancy of Ontario (ACO), the Town of Collingwood Heritage Committee, and the Collingwood Gaslight Tour for this event. The Museum provided printed reproductions of Collingwood’s early hotels for exhibition purposes and assisted with related research.

The Museum also provided scanned images for use in the second annual Collingwood Gaslight Tour which were used by the guides to set the context and settings for the featured dramatic productions.

In October, Museum Supervisor Susan Warner joined the Collingwood and District Historical Society Board as a liaison between the two heritage organizations. This was perceived by both parties as a valuable partnership in bringing Collingwood’s history to the forefront.

Numerous heritage designation reports were compiled for Collingwood’s Building and Planning Department by a hired professional. Access to the Museum’s collection was granted free of charge for research purposes, and scanned images of relevant material (namely maps and photographs) were provided in exchange for copies of the completed reports. These reports contain valuable information about Collingwood’s heritage homes and founding families and have been greatly beneficial in assisting the community with information requests, and invaluable to staff as research sources.

The Museum was a host site for the Blue Mountain Foundation for the Arts’ (BMFA) 2011 Studio Tour. The artistic works of two local artists were displayed in the Museum’s main gallery, and at the front entrance. The partnership brought new visitors into the building.

**Building Maintenance**

Numerous measures were taken to ensure the safe and effective operation of the Station structure, in which the Museum’s operates.

- The eaves troughs, downspouts and drains were cleaned by Collingwood’s Public Works Department.
- Quarterly maintenance inspections of the HVAC system were completed by Cool Team Service Corp. Boiler and air conditioning units were monitored, and filters changed when required. The humidifier bottle was replaced along with other small components.
- Two exterior lights were installed at the north parking lot for additional building security and patron safety.
- Monthly health and safety inspections were completed which included emergency light and fire extinguisher monitoring.
- Floor tiles in the main gallery, reception and office areas were stripped and waxed by Commercial Cleaning Services.
- The Station’s cleaning schedule was increased from once a week to 5 times a week (October to May) and 7 times a week (May to October). The contract was awarded to Commercial Cleaning Services.
- Huronia Alarms completed an annual inspection of fire extinguishers, emergency lighting, and the alarm systems.

**Excerpts from the Guest Book**

“Great to have in our Town”

“Always great”

“Great help from Jim”

“It was a great experience. Thank you”

“Thank you for the nice collection”

“Excellent exhibits”

“Lots of Memories”

“Very Educational”

“Clean and well organized”

“Way Cool”

“I love history”

“Very well laid out and informative”

“Well preserved. Great!”

“Most helpful and courteous”

“Rich history / friendly museum”

“Very unique”

“I’ll be back”