2012 Annual Report
Collingwood Museum

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Table of Contents

Governance .................................................................................................................................................. 3
Collections .................................................................................................................................................. 5
  Acquisitions: .......................................................................................................................................... 5
  Collections Documentation: .................................................................................................................. 5
  Deaccessions: ......................................................................................................................................... 6
  Loans: ..................................................................................................................................................... 6
  Conservation: .......................................................................................................................................... 6
  Communication of Research and Collections Knowledge: ................................................................. 7
  Publications: .......................................................................................................................................... 8
Research ...................................................................................................................................................... 8
  Information Sharing: ............................................................................................................................... 8
Programs and Interpretation .......................................................................................................................... 8
  Education: ................................................................................................................................................ 9
  Programs .................................................................................................................................................. 9
  Special Events: ........................................................................................................................................ 12
Exhibits ...................................................................................................................................................... 12
  Travelling Exhibits ................................................................................................................................ 12
  New Exhibits: ......................................................................................................................................... 14
Professional Development/Staff Training ..................................................................................................... 16
Volunteers .................................................................................................................................................. 18
Promotional/Marketing ............................................................................................................................... 19
Community Partnerships ............................................................................................................................. 20
Building Maintenance .................................................................................................................................. 20
Excerpts from the Guest Book ...................................................................................................................... 21
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).

Vision For The Future

The Collingwood Museum will be an inviting destination for learning which is accessible to all. It will be the keeper of the community’s stories and collective identity, and be the preferred location for local and historical research.

The Collingwood Museum will be valued and supported as a vital asset in the community, enjoying community partnerships and collaboration, with a thriving membership and a strong, committed volunteer base. It will offer quality programs for residents of all ages and circumstances as well as attract visitors by promoting itself as a destination site.

The Museum will be innovative, generate excitement, and take advantage of new technologies and social media. The Museum will foster participation and interest in the community’s heritage and history and contribute to the overall cultural vitality of the residents of Collingwood.

Mission Statement

The Collingwood Museum is committed to conserving and promoting the heritage and history of Collingwood as a means of enhancing the cultural identity and vitality of its residents and visitors by providing opportunities for education, interpretation, research and participation in activities and programs.
Goal Statement

To collect, preserve, interpret, exhibit and house objects, photographs and archival materials illustrating the heritage and evolving history of the Town of Collingwood.

To encourage community engagement and participation through the provision and promotion of educational and cultural programming, activities and events as well as by fostering active volunteerism and partnerships.

To create awareness of and generate support for the Museum as a vital community asset in the enhancement of Collingwood’s cultural identity.

To support the continued development of the Museum as a destination site, in recognition of the economic benefit of visitors and tourists to Collingwood’s economy.
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, 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, 24 individual donations were accepted into the collection in 2012. These included military paraphernalia; marine photographs and postcards albums; deeds of land and mortgages; local business records; camera, top hat and book; hooked rug; shipyard records; women’s magazines and accessories, etc.

Collections Documentation:
In 2012, 943 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 2012, the PastPerfect database contained 13,842 catalogue records.

The Museum was the successful candidate of a Young Canada Works Grant in the amount of $7260.62 that funded 60% of the grant submission total cost for two collections management student positions. The students’ main focus during their 12 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!

The museum staff and volunteers continue to utilize the documentation procedures and processes for the Museum’s collection:

- A training manual for PastPerfect to assist with volunteer and staff training.
- New scanning procedures to promote safe-handling procedures and create efficiencies.
Deaccessions:
Two artifacts in the Museum’s collection were flagged for deaccession in 2012 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. Four items were successfully approved for deaccession in 2011.

Loans:
The Collingwood Museum oversaw active loan agreements, representing 101 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 bust of George Brown that was loaned to the Huron Institute in the 1940s was returned to the Globe and Mail’s head office in Toronto by Museum Supervisor Susan Warner and Collingwood Mayor Sandra Cooper. Documentation about the original loan was located by a student researcher who was a former summer student at the Collingwood Museum.

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 2012 included:

- Completion of 1,070 condition reports.
- 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.
- $750.85 raised toward future conservation of Mary McKay painting
- Photographs continued to be placed in archival sleeves and textiles were carefully stored using acid-free tissue paper.

In 1988 this lovely painting by Mary McKay was donated to the Collingwood Museum. With the community’s assistance, staff is looking to have the painting restored in 2013/14.

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. Copies were also dispersed at the regular meetings of the Collingwood and District Historical Society, and to community groups visited by museum staff.
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 began in the summer of 2011. In 2012, a total of 6 articles were submitted. Five were distributed through the Connection to the local community.

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.

- 108 unique information requests were received and responded to by Museum staff with the assistance of dedicated volunteers.
- 10 intellectual property requests were received from authors and local publications.
- 13 individual requests for photograph reproductions were received and processed by staff, resulting in 29 reproductions.

In 2012 Collingwood’s Shoppers Drug Mart featured three historic photographs from the Collingwood Museum’s collection on their new storefront. Historic photographs are becoming increasingly popular design features and generate revenue that is applied to the Museum’s operating budget.
Education:

Programs

School Programs
In 2012, approximately 76 students learned about the history of Collingwood and its inhabitants through the museum’s program offerings.

Students learned about a local fruit that was and is still being grown in the area and how reusing bags is good for the environment.

Three classes from the Cameron Public School came and enjoyed a lovely lunch on the Station grounds. After they received a brief description of why there were all the names on the Honour Walls. They then came inside the museum for a tour to learn about local history.
Summer Programs
Two summer programming students were hired with the assistance of a Rural Routes Grant to research, create and deliver 29 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 57 three hour programs. 370 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.

Children had fun making balloon birds. There was a wide variety of flying creatures. Custom-made tie dye t-shirts were in fashion during Summer Fun at the Collingwood Museum in the summer of 2012. It was amazing to watch how creative children could be with dye and rubber bands.
**Historic Walking Tours**
Hurontario Street and Historic Homes Walking Tours were offered by Museum staff to interested groups of up to 25 participants. This two visiting groups of members with the Lutheran Church Canada East District were led on a historic tour of Collingwood’s main street.

On April 28, 2012 the Canadian Federation of University Women were taken on a Walking Tour of Downtown Collingwood. They also stopped in the Museum for a self-guided tour of Collingwood’s history.

**Family Day Programming**
This year the Collingwood Museum took part in a scavenger hunt activity that was created by Collingwood’s Special Events staff. 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. 81 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. Participants basked in the beauty of spring, and were inspired by the changes evident in nature.

March Break crafters show off the butterfly wall art they created during one of three programs offered by the Collingwood Museum.
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.

- Two unique presentations were delivered to the residents of the Collingwood Nursing Home
- Museum staff member addressed 53 attendees at the May meeting of the Collingwood & District Historical Society as the featured speaker, and 50 attendees at the May meeting of the Stayner Historical Society in a collaborative presentation with a Collingwood Museum member.
- Probus Club presentation was provided by museum volunteer Peter Case.

Special Events:

Choose your own Ghosts of Georgian Bay Story Competition
Local students were given the opportunity to take part in the Museum’s annual ghost story competition. The competition was open to students from the primary, junior and elementary divisions. Unfortunately we did not have any students participate this year.

Exhibits

Enslaved Africans
January – March 2012

Produced by the Archives of Ontario, Enslaved Africans In Upper Canada was a five panel exhibit that was installed in the Museum’s temporary gallery space. Relevant items from the Sheffield Park Black History & Cultural Museum collection were exhibited alongside the panels to showcase the artifacts that pertain to the history of Collingwood’s black residents (African-Canadian).

Artifacts are on loan from the Sheffield Park Black History and Cultural Museum.
Travelling Exhibits with Museum Artifacts

The War of 1812
April to May 2012

Produced by the Archives of Ontario, *The War of 1812* was a two dimensional, four 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 artifacts in the museum’s collection that pertain to the *Nancy*. A cannonball found with the Nancy’s hull was brought into the museum on loan from Nancy Island.

![The War of 1812 poster](image)

The Noble Experiment: Temperance & Prohibition
September – October 2012

Produced by the Peterborough Museum and Archives, *The Noble Experiment: Temperance & Prohibition* explores the debate that affected Canadians on every level: from in their own homes to the national and international stages. It is a story of crime and smuggling, of action and danger, of humour and morality. The exhibit consisted of single, bifold and trifold panels along with artifacts.
The Collingwood museum also retrieved artifacts from the collection pertaining to the prohibition area. During the exhibit farewell, members enjoyed an enthusiastic re-enactment of a prohibition speech from Collingwood’s past, as well as a small sampling of locally produced Collingwood and whiskey.

The attendance was tracked and the museum saw 609 adults and 48 children in the gallery to see the exhibit.
Divine Words  
June 25, 2011 – December 2011

This exhibit was produced by Collingwood Museum part-time staff. The Divine Words exhibit feature’s the Collingwood Museum’s collection of Bibles, Psalms, Hymnals and other devotional works. The collection includes books from as early as the 1700’s ti the modern day.

Artifacts included in the exhibit are Bible Readings For School Groups, the Carmichael Family Bible, the Gaelic Bible, Ojibway Hymns, Wesleyan Liturgy in Ojibway, and many more great treasures.

Museum Staff installed a Remembrance Day Exhibit November 5-13, 2012 in the entrance window at Town Hall.

Museum volunteers installed a display of gift shop items to let local residents and tourist know what was available at the museum gift shop. ’
Professional Development/Staff Training

Ontario Museum Association Certificate in Museum Studies (CMS)
Museum Assistant Melissa Shaw completed the last of the nine courses required for the Certificate in October 2012. She will be awarded her Certificate at the 2013 OMA Conference.

Ontario Museum Association Conference
Both Susan and Melissa travelled to Niagara Falls for the 2012 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.

High-Five Training
The Educational Program Summer Students received a full day High-Five training course. This course teaches the students how to interact and communicate with students during the summer programs.

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, Melissa Shaw 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, Ladder Training.
2012 Summer Staff: Tyler Cleary, Kirstie Dyment, Brooke Sheilds, Ashley Conroy.
Volunteers

In 2012 the Collingwood Museum staff along with the Museum Advisory Committee members started the process for developing a three year strategic plan for the Collingwood Museum. The members of the Collingwood Museum Advisory Committee include Bruce Mackison (Chair), Margaret Adolphe (Vice-Chair), Irene Pradyszczuk, Jan Trimble, Marty Wilkinson, Raymond Williams, and Peter de Vries.

Many of our long-standing volunteers returned to assist Museum staff in 2012.
- Barb Pepper continued working on her 2011 project 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 knowledgable lifelong resident of Collingwood.
- Janice Veiga worked to photograph and catalogue the Museum’s hatpin and library collections.

The museum also had a new volunteer join the team. Peter Case has become a very active volunteer. Along with doing collections management work he has also become a champion for the museum and what its value to the local community does. Peter also has taken on the task of the Recording Secretary for the Advisory Committee Notes.

Over the course of 2012 the Museum’s dedicated and gracious volunteers donated 704 hours of their time to the preservation of Collingwood’s history. The life skills, knowledge and experience they bring to the Museum is truly irreplaceable.

Promotional/Marketing

SUMAC
The Collingwood Museum is a member of SUMAC Simcoe County Museum and Art Network. The group’s goals for 2012 included: Cultural Places, 15 minute promotional spot on Rogers promoting your museum and the great things about it. There was a scavenger hunt were the families had to go to each site and find the museum logo and then enter it on the website. After a certain amount of sites visited they would be eligible for a Horseshoe Valley Gift Package.
The Collingwood Connection
The Collingwood Museum and The Collingwood Connection continue their partnership which enables the Museum to publish monthly articles free of charge. The articles featured photographs and informative articles about Collingwood’s history. The articles for 2012 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 2012 and will continue to do so in the future.

Community Partnerships

Museum Supervisor Susan Warner continues to serve on the Collingwood and District Historical Society Board as a liaison between the two heritage organizations. This has been a great opportunity for both parties and has resulted in a valuable partnership that brings Collingwood’s history to the forefront.

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 general resources.

The Georgian Triangle Tourist Association moved into the north end of the Station. They will be providing the reception/front counter service for local residents and visitors to Collingwood.

Museum has partnered with the Gaslight Tour Productions in December 2012 to provide research services to the playwrights for the upcoming Gaslight Tour in November 2013.

Building Maintenance

Numerous measures were taken to ensure the safe and effective operation of the Station structure, in which the Museum 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.
• Monthly heath and safely inspections were completed which included emergency light and fire extinguisher monitoring.
• Commercial Cleaning Services continues to provide janitorial service for the museum. They are in from October to May 5 times and 7 times a week May to October.
• Huronia Alarms completed an annual inspection of fire extinguishers, emergency lighting, and the alarm systems.
• Georgian Bay Pest control is in monthly to monitor the traps that are placed in specific areas within the building to prevent and bugs which may damage to the collection.

Excerpts from the Guest Book

“Great to have in our Town”
“Very nice displays”
“Great help from Jim”
“Love the Jewellers’ Clock”
“Good to see the past perserved”
“Small City, Big History, Great”
“Lots of Memories”
“Quiet informative”
“Lots of History!”
“Most helpful and courteous”
“Rich history / friendly museum”
“Very unique”
“I’ll be back”

The Wyandotte Nation’s Colour Guard and Second Chief during their visit at the Collingwood Museum with hosts, Charles and Ella Garrad.