2015 Museum Highlights

$46,239 Received in provincial and federal funding

$13,515 Gift shop sales

684 Facebook followers

307% increase in photograph requests by individuals

3,000+ artifacts positively affected by installation of new storage shelving

1,100+ Community members engaged at public events

83 Programs for children ages 6-12
Community Museum Standards
The museum continues to apply for funding from the Ministry of Tourism, Culture and Sport through the Community Museum Operating Grant (CMOG).

$21,996 Received through CMOG
4 summer student employees received onsite training in children’s programming and collections management roles by trained staff. Three programming students researched, planned and ran 75 summer programs for children aged 6-12 years of age. 75% in grant funding supplemented the staffing investment for two programming students. Assistive funding was secured through TRACKS for the remaining programming student.

L-R: Jacob Gardhouse, Kassandra Hanslep, Claire Currie, Sabrina-Lisa Morabito

Summer employment for one student interested in collections management was again offered in 2015. 75% in grant funding was also applied to this wage. This summer experience had a profound impact on the student’s future career path as noted in her final report:
"I went into this position with the thought that I wanted to work in museums, and I am leaving with the certainty that this is the field that I wish to dedicate my life’s work to."

Collections Management Summer Student Kassandra Hanslep looks on as veteran volunteer Judith Pipher demonstrates textile numbering techniques.

Collingwood Museum Three Year Strategic Plan, 2013-2016

Building on the success of 2014, staff and members of the Museum Advisory Committee (MAC) continued to meet strategic goals in the Three Year Strategic Plan.

Four strategic directions were highlighted by staff and the MAC, all of which continued to be developed in 2015.

Strategic Direction One: Core Programs and Services
To consider options in addressing space, program and operational needs that will enable the Museum to successfully deliver its mission.

Initiated/Completed Actions

1. Identify partners in the community and identify existing and potential joint initiatives for space use, programs, and services.
   a. Staff continued to provide museum management services to the Town of the Blue Mountains at the Craighleith Heritage Depot. The
Georgian Triangle Tourist Association (GTTA) continues to share space within the museum, providing reception services to the building’s patrons.

b. Children’s programs continued to be delivered in the Community Rooms in the Collingwood Public Library and Municipal Building.

c. The museum partnered with Gaslight Theatre Productions for a 3rd year to present Collingwood’s sporting heritage to 650 participants through Gaslight Tour by providing research assistance to the Production Team and playwrights.

d. The successful Patrons of Collingwood’s Heritage program continued as a joint project with the Collingwood & District Historical Society (CDHS). Working with the Collingwood Library and Collingwood Collegiate Institute, the partners engaged local history students with the history of Collingwood through the creation of audiovisual vignettes.

Strategic Direction Two: Community Engagement
To identify ways to modernize, be more competitive, be responsive to the changing community, engage and increase interest, participation and support of residents, visitors and local organizations.

Initiated/Completed Actions
1. Initiate branding exercise, explore new marketing/promotion opportunities
   a. Resigned and modernized promotional rack card for distribution through the GTTA and at community events.
   b. Introduced a simple and streamlined logo to reduce confusion from previous “Station” branding.
2. Sustain presence using social media
   a. Facebook likes increased by 363, totaling 684 by year’s end.
   b. A Social Media Sub-Committee was formed consisting of four MAC members to establish goals and action items for 2015-2016.

3. Explore new ways of engaging residents, visitors, tourists, and community organizations to create a physical presence within the community.
   a. 613 visitors were greeted by staff and MAC members at the Museum’s information booth at the Great Northern Exhibition, provided by the Agricultural Society in exchange for reproduction services

![Image](image1.jpg)

Museum Assistant Melissa Shaw and MAC Member Steve Berman representing at the GNE.

Photograph courtesy of George Czerny.

b. Promoted programming, image reproductions, and gift shop offerings at the inaugural Sidelaunch Days Festival

c. Assisted presenters at the Collingwood and District Historical Society with content and presentation development; Delivered a short presentation by special request on the Federal Building to CDHS members for the building’s 100th Anniversary.
c. Showcased artifacts and photographs to 500 participants at the Collingwood and District Historical Society’s Anniversary Celebration of the Collingwood Federal Building and the 1873 departure of the North West Mounted Police.

Lifetime Museum Member Charles and Ella Garrad visit Casual Station Attendant Lindsay Cook during the Federal Building event.

Photograph courtesy of George Czerny.

d. Provided historical content and design inspiration for the BIA’s 2015 Frozen in Time Ice Sculpture Festival.

Photograph courtesy of Dave West.

Strategic Direction Three: Capacity and Resourcing
To strengthen the organizational, human resource and financial capacity of the Collingwood Museum.

Initiated/Completed Actions
1. Increase membership
   a. Continued to attract new museum members through the Patrons of Collingwood’s Heritage initiative with the Collingwood and District Historical Society, and the promotion of membership benefits to
community members (ie. Free access to archives for research purposes, 20% savings on historic reproductions, and most gift shop items).

2. Host fundraising events
   a. Staff ran **2 silent auctions** during the Sidelaunch Days Festival and Great Northern Exhibition, raising $136 for ongoing conservation projects. Silent auction items included out-of-print books and VHS tapes offered by community members for fundraising purposes.

3. Increase interest, improve outreach to co-op students
   a. Attracted **1 student teacher** from Nippising University’s Schulich School of Education

Laura Werbitsky completed her alternative teaching placement at the Museum to explore the opportunity of using her teaching degree outside the classroom. During her 4 week placement (ending February 6), Laura reviewed and developed programs for delivery during P.A. Days, March Break, and summer months. She also drafted a survey to determine educational programming needs within local schools.

4. Investigate funding opportunities
   a. **$10,000 in federal funding** was received through the Department of Canadian Heritage’s Museums Assistance Program (MAP) in support of the Large Storage Reorganization Project that was initiated in 2014 with RE-ORG Canada.

Dr. Kellie Leitch, MP, announced **$10,000** in matching federal funding for new museum-quality storage furniture through Canadian Heritage.
b. Staff applied for additional federal funding to purchase outstanding shelving units in 2016.

Strategic Direction Four: Awareness and Support
To demonstrate the Museum’s vital role in contributing to the identity and cultural vitality of the residents of Collingwood as well as its contribution to local tourism, while increasing awareness and support at the community and municipal level.

Initiated/Completed Actions

1. Methods of tracking visitors continue to be updated to accurately reflect the building’s usage by community members and visitors. The Georgian Triangle Tourism Association (GTTA) assumed responsibility for recording and reporting gallery visitation.

Collections
Conservation
The largest of three onsite storage rooms received a much needed update in storage furniture through $10,000 in MAP funding. The installation of specialized units (including adjustable shelving, art panels, drawers, and a textile storage system) has increasing staff’s abilities to apply preventive conservation measures at the most basic level.

Large Storage before and after (left and right respectively) the addition of new storage solutions

3,000+ artifacts positively affected by installation of new storage shelving
Acquisitions
The Collingwood Museum’s permanent collection continued to grow in 2015 with the acquisition of artifacts that meet the collecting mandate.

29 individual donations consisting of 206 items were offered to the Museum for acquisition by members of the community and visitors to Collingwood.

Collections Documentation
Maintaining up-to-date records is an imperative role of the Collingwood Museum and is a proactive approach to monitoring the status of its collections. Every time an item is moved within the Museum, its location is updated. Likewise, when an artifact is viewed, its condition report is reviewed and updated to ensure that any damage or deterioration is noted. When an artifact is accepted into the collection it is systematically documented in the collections database software - Past Perfect.

320 catalogue records were added to PastPerfect. These include detailed descriptions, provenance statements, photographs, condition reports, dimensions, searchable terms, and storage information.

714 catalogue records were updated. This may have been a result of updated condition reports, or storage information updates, etc. At the end of 2014, the PastPerfect database contained 14,447 catalogue records.

374 Completed condition reports

72 Mystery artifacts identified by collections management summer student between May and September. She was also instrumental in relocating 1,576 objects and 450 textiles during the RE-ORG project.
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 its quarterly newsletter which received a modern facelift. 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.

Research

Australian resident, Helen, ventured to Collingwood to study a scrapbook compiled by an ancestor held in the Museum’s permanent collection.

Information Sharing:
Staff interacts with members of the public in numerous ways beyond museum visitation. Staff engages 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.

93 documented information requests were received and responded to by Museum staff with the assistance of dedicated volunteers. A complimentary 30 minute search was completed as outlined in 2015 User Fees Schedule.
Custom Reproductions (excluding partnerships and Town of Collingwood requests)

With thousands of images to choose from, businesses and local residents are decorating their walls with photograph reproductions of Collingwood’s past.

80 Total photographs reproduced

22 Requests by local businesses or corporations

57 Requests by individuals

1 Published photograph

$3,072 Revenue from reproductions

Mural installed at The Clever Office. Photograph courtesy of same.
Events & Programs
Children’s Programming
The Collingwood Museum continued to offer affordable programming for local youth on P.A. Days, the March Break, and summer months. Each program was developed by staff and delivered in the Community Rooms at the Collingwood Public Library and on the Collingwood Museum grounds.

Three summer programming students were hired with the assistance of Young Canada Works and Employment Ontario Grants. Over the course of the summer, the students offered 75 interactive and stimulating programs for up to 16 children ages 6-12.

Event Listing
January 30, Tick Tock Town Clock
March 17, 3rd Annual Shenanigans Spectacular
March 18, Station Spy Kids
March 19, Dinosaurs Rule
April 20, Shipwrecks
June 5, Picture Perfect Parks
June 29-July 3, Awesome Adventurers
July 6-10, Fins, Fur and Feathers
July 13-17, Going Green
July 20-24, Ingenious Inventions
July 27-31, For the Love of Art
August 4-7, Myths and Legends
August 10-14, Museum Mania
August 17-21, Wheels in Motion
October 23, Stones, Bones and Arrowheads
November 13, Birds of a Feather Flock Together
November 20, Stones, Bones and Arrowheads

Adult Programming

4 Adult Programs

170 Adult Program Attendance
(CDHS 59, Collingwood Nursing Home 25+15, Behind the Scenes Tour 71)

Event Listing
February 1, Collingwood & District Historical Society (CDHS) Federal Building History
March 5, Collingwood Nursing Home Presentation
August 1-2, Behind the Scenes Tour, Large Storage
November 26, Collingwood Nursing Home Onsite Tour

Former Collingwood Shipyards employee Charlie Kolkea and wife Ruth were two of 71 participants in the Museum’s Behind the Scenes Tour.
School Programs

6 School programs offered

129 Students in attendance

(Brownies 16, Cameron Street 38, Sister City Visit 25, Patrons 19, Mountain View School 7, Pretty River Academy 24)

Pretty River Academy Students following a staff-led Downtown Walking Tour and Gallery Tour.

Event Listing
February 9, Brownies Program
June 17, Patrons of Collingwood’s Heritage Gala
July 23, Sister City Tour, Japan
September 15, Pretty River Academy Downtown Walking Tour (10+3)
September 23, Pretty River Academy Gallery Tour (10+1)
October 9, Live Museum @ Pretty River Academy
Exhibitions
Feature Exhibition:
At Sea
August 1; September 18

“Conceptualized as a series of projections on Collingwood’s waterfront terminal buildings, the moving and still images are sourced from the Collingwood Museum. Divided into two separate projections, over two evenings, the first concentrate on pre-war (WWII) material while the second focuses on moving images produced in the post war period.”

Yasmin Nurming-Por, Curator

400 Attendance at scheduled events
120+ Images sourced from the Museum Archives

It’s An Honour! Travelling Exhibit
March 20-21
Eddie Bush Arena Parking Lot

For two years the exhibit travelled to small towns and large cities, visiting schools and community centres, and participated in special events across the country with the goal of connecting with and inspiring visitors of all ages. The exhibit covered more than 50,000 kilometres; visited 144 communities in all 10 provinces, Yukon and the Northwest Territories and welcomed more than 79 000 visitors from across Canada.

400 Attendance during 2 day stop in Collingwood
Photographs courtesy of "It's An Honour! A Cross-Canada Traveling Exhibit"
Volunteers

16 Active Volunteers
409.5 Hours of Volunteer Time

Over the course of 2015 the Museum’s dedicated and gracious volunteers donated 418 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.

Barb Pepper continued to volunteer on Wednesday mornings throughout 2015 to help index the Museum’s marine photograph collection.

In 2015 Collingwood Museum staff and members of the Museum Advisory Committee members met on six occasions. The members of the Collingwood Museum Advisory Committee include Irene Pradyszczuk (Chair), Jan Trimble (Vice-Chair), Raymond Williams, Steve Berman, and Ken Maher.
Collingwood Museum Staff joined RE-ORG Ontario participants for a three-day hands-on workshop on storage solutions at the Brantford Museum and Archives. The workshop culminated in a one-day conference entitled RE-ORG Ontario: Adventures in Storage Reorganization and attracted over 75 museum professionals from across the province.

March 27 RE-ORG Ontario: Adventures in Storage Reorganization Conference
Brantford, Ontario

Collingwood Museum staff shared the results of their completed RE-ORG Condition Report to 75+ participants. Following the conference, staff returned to Collingwood to apply the practical solutions they acquired during the reorganization of the Brant Museum and Archives.

Video Link for Collingwood Museum Storage Condition Report
https://youtu.be/c-6aveNy8OM
Ontario Museum Association (OMA) Conference
Susan and Melissa travelled to Windsor for the 2015 OMA Conference: Redefining Borders.

Melissa delivered an Ignite presentation based on the Museum’s successful partnership with Gaslight Theatre Productions.

The Collingwood Museum participated in a group presentation entitled We’re All in this Together: A Collaborative Approach to Storage Reorganization. Both were recorded and live-steamed. Concurrent sessions and special presentations were also attended by each staff member.

Collections Management Training
April 22, Past Perfect Users Meeting at the Wellington County Museum and Archives

A fire drill was also arranged within the building to train staff and volunteers on evacuation procedures. Staff participated in the fire extinguisher training provided by the Fire Prevention Officer and Fire Prevention Inspector.

First Aid and CPR training was completed by a casual staff member.

WHMIS training was offered to all staff.

Monthly safety inspections were conducted by designated staff to ensure ongoing safety measures are being met.
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, Fire Safety.

**Promotion/Marketing**

**SUMAC**
The Collingwood Museum is a member of SUMAC, the Simcoe County Museum and Art Network. The group participated in a partnership program called Cultural Places which was a partnership with the libraries of Simcoe County to promote museum sites and increase visitation.

**General Media**
Staff took full advantage of local media outlets including the CHATS radio program on The Peak 95.1 FM, Georgian Arts on Rogers Cable, the Town of Collingwood’s website, My Collingwood, the Enterprise Bulletin Town Page, Culture Days promotional material, and the Parks, Recreation and Culture Activity Guide. These free media tools continued to play an important role in the museum’s promotion and will continue to do so in the future.

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

**Tasks Completed**
1. All exterior lighting on the building and grounds was changed over to LED. This allows for a cost savings in electricity.
2. 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 during the quarterly maintenance inspections along with other small components.
3. Annual electrical inspection completed by Electrical Safety Authority.
4. Health and safety inspections were completed which included emergency light and fire extinguisher monitoring.
5. Commercial Cleaning Services continued to provide janitorial service at the Station: five days a week between October and May, 5 times and 7 times a week May to October.
6. Huronia Alarms completed an annual inspection of fire extinguishers, emergency lighting, and the alarm systems. Mac-Tech Security continued to provide year-round securing monitoring.
7. 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.

“Thanks for making this place”
“Fabulous history lesson”
“A wonderful museum with friendly staff”
“Love this place”

“What a great museum!!!”
“Looking forward to calling Collingwood home soon”
“Fascinating insight into your local history”

“Nice to see where my grandpa worked”
“Came to see Grandpa’s name on memorial”
“Amazing! William Watts is my great, great grandfather”

“Speechless”
“Beautiful, concise, simple”
“Amazing and unexpected museum”
“Too good. Fantastic. First Class”
“Completely astoundng”